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## Determination of Airline Consumer Loyalty: Analysis of Digital Marketing, Promotion, Brand Image, and Repeat Orders

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**Abstract:** This study aims to analyze the influence of digital marketing, promotions, brand image, and repeat orders on airline consumer loyalty. The method used is a Systematic Literature Review (SLR) by integrating findings from 50 reputable scientific articles sourced from international journals indexed by Scopus, Web of Science, Elsevier, Sage, Emerald, and national journals indexed by SINTA. Literature selection was carried out using strict inclusion and exclusion criteria, with data analysis through the stages of data reduction, data presentation, and drawing conclusions strengthened by source triangulation. The results of the study indicate that: 1) Digital Marketing influences Airline Consumer Loyalty; 2) Promotion influences Airline Consumer Loyalty; 3) Brand Image influences Airline Consumer Loyalty; 4) Repeat Orders influence Airline Consumer Loyalty.

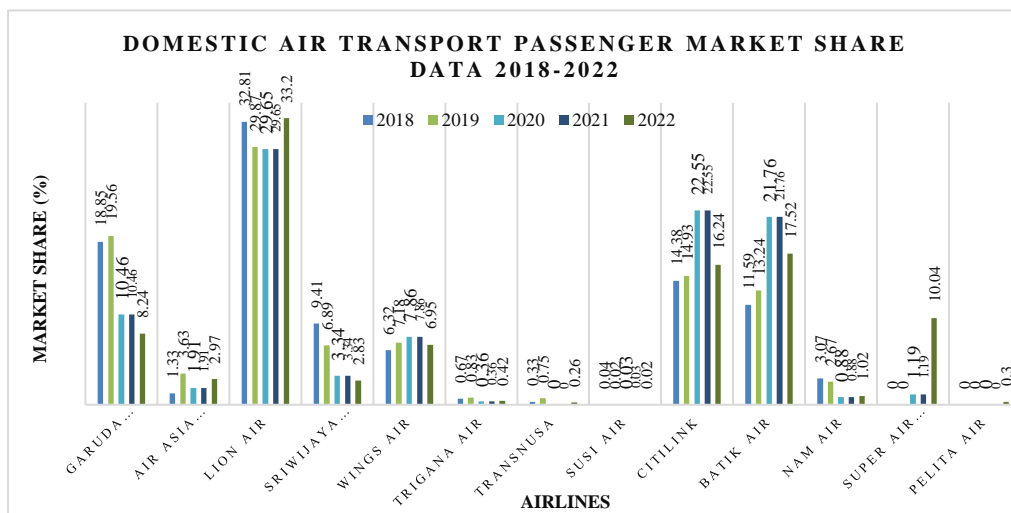
**Keyword:** Consumer Loyalty, Digital Marketing, Promotion, Brand Image, Repeat Orders.

### INTRODUCTION

The global aviation industry is undergoing a massive competitive transformation following the Covid-19 pandemic, pushing airlines to shift from simply competing on price to competing for long-term consumer loyalty as a sustainable strategic advantage (Setyawati et al., 2020).

Despite the continued rise in air travel, many airlines still face low customer loyalty and declining repeat bookings due to price competition, the abundance of alternative airlines, and changing customer preferences for flight services. Airlines need to optimize their digital marketing strategies to effectively increase customer engagement and engagement through digital media (Simarmata et al., 2022).

Previous research shows that digital marketing, promotions, and brand image have a significant influence on consumer loyalty and repeat purchase behavior in various service sectors, but studies that specifically integrate these variables in the context of the airline industry in Indonesia are still relatively limited (Panggabean et al., 2023). Source: (Ministry of Transportation of the Republic of Indonesia, 2022)



Source: (Ministry of Transportation of the Republic of Indonesia, 2022)

**Figure 1. Domestic Air Transport Passenger Market Share Data 2018-2022 (percentage %)**

Figure 1 displays Domestic Air Transport Passenger Market Share Data for 2018–2022. This data illustrates the dynamics of competition among Indonesian domestic airlines such as Garuda Indonesia, Lion Air, Batik Air, Citilink, and others in the fight for passenger market share (Faisal et al., 2021). The fluctuations in market share percentages that occurred during this period, including the impact of the Covid-19 pandemic in 2020–2021, indicate that airline customer loyalty is dynamic and susceptible to changes in external conditions. This reinforces the argument that airlines cannot simply compete on price; they need strong digital marketing strategies, promotions, and brand image to retain customers in the long term (Widiyarini et al., 2023).

Previous research has shown that digital marketing, promotions, and brand image have a significant influence on consumer loyalty and repeat purchase behavior in various service sectors. However, studies specifically integrating these variables within the context of the Indonesian airline industry are relatively limited.

There has been no systematic literature review-based research that simultaneously integrates the four variables of digital marketing, promotions, brand image, and repeat orders as determinants of airline consumer loyalty, particularly within the Indonesian market.

Amidst the recovery of the aviation industry and shifting consumer behavior toward digital adoption, an integrated understanding of the determinants of airline consumer loyalty is urgently needed as a basis for strategic decision-making for airline management in Indonesia.

Based on the background, theoretical contributions, research gaps, and research urgency mentioned above, the research questions are formulated as follows: 1) Does Digital Marketing Influence Airline Consumer Loyalty?; 2) Does Promotion Influence Airline Consumer Loyalty?; 3) Does Brand Image Influence Airline Consumer Loyalty?; 4) Does Repeat Order Influence Airline Consumer Loyalty?.

## METHOD

This study uses a qualitative approach with the Systematic Literature Review (SLR) method, which aims to systematically and comprehensively identify, evaluate, and synthesize various previous research findings. This qualitative approach was chosen because it can provide an in-depth understanding of the phenomenon of airline consumer loyalty through the integration of various scientific perspectives from diverse literature (Susanto et al., 2024).

The data used is secondary data sourced from relevant previous scientific articles, academic books, reports, and other scientific publications. A total of 50 scientific articles served as primary sources obtained from reputable international journals such as Scopus, Web of

Science, Elsevier, Sage, and Emerald, as well as national journals indexed by SINTA, international journals Copernicus, and EBSCO. Then, reports from ministries or other research institutions were used in this study. A systematic literature search was conducted using relevant keywords with the help of the Publish or Perish (PoP) application to expand and refine the search results (Boulton, M. J., & Houghton, 2021).

The literature selection process employed strict inclusion and exclusion criteria. Inclusion criteria included topic relevance to the research variables, publication in a reputable and indexed journal, and the recency of the research within a relevant timeframe. Exclusion criteria included articles not directly relevant to the topic, duplicate publications, and sources that were not scientifically verified. All selected articles were then classified and organized based on research themes, methods, and findings (Dewi, 2024).

Data analysis was conducted through three main stages. In the data reduction stage, researchers filtered information relevant to the research focus and eliminated irrelevant data. The data presentation stage was carried out by organizing information in the form of descriptive narratives and synthesis matrices to identify patterns of relationships between variables. The conclusion-drawing stage was carried out through interpretation and synthesis of findings from various literatures to produce a comprehensive conceptual model. Data validity was ensured through source triangulation techniques by comparing and confirming findings from various different literatures (Azhari et al., 2023).

## **RESULTS AND DISCUSSION**

### **Results**

Based on the problem formulation above, the following results were obtained regarding the literature review in this study:

#### **Airline Consumer Loyalty**

Airline customer loyalty is a customer's commitment to continue using flight services from a particular airline consistently over the long term, even though there are various alternative airlines available on the market (Achmad et al., 2024). This loyalty is reflected in repeat ticket purchase behavior, preference for a particular airline, and customers' willingness to recommend the airline's services to others. In the highly competitive aviation industry, customer loyalty is a crucial strategic factor for the sustainability of an airline's business (Novianty et al., 2021).

Indicators or dimensions contained in the airline consumer loyalty variable include: 1) Reluctance to Switch: The tendency of passengers to continue choosing the airline even though competing airlines offer slightly cheaper prices; 2) Recommendations to Others: The willingness of passengers to share positive experiences and recommend the airline to friends or colleagues; 3) Top Priority: Making the airline the first or only choice when planning air travel; 4) Price Insensitivity: Passengers remain loyal because of the quality of service, so they are not too affected if there is an increase in ticket prices (Agarwal & Gowda, 2021).

The airline consumer loyalty variable is relevant to previous research conducted by: (Chung et al., 2022), (Khudhair et al., 2021), (Daulay et al., 2022), (Uran & Yuliastuti, 2026).

#### **Digital Marketing**

Digital marketing is a marketing activity that utilizes digital technology and the internet to promote products or services to consumers through various digital platforms such as social media, websites, mobile applications, email, and search engines (Yadav & Mahapatra, 2025). In the airline industry, digital marketing has become an important strategy to reach consumers widely, quickly and interactively, especially in the era of technological development and consumer behavior that is increasingly dependent on digital media (Efi et al., 2023).

Indicators or dimensions contained in digital marketing variables include: 1) Digital Content Quality: Describes the extent to which information and content delivered through digital media is interesting, relevant, and easy for customers to understand; 2) Digital Media Interactivity: Demonstrates the company's ability to build two-way communication with customers through social media, websites, or digital applications; 3) Ease of Information Access: Reflects the ease with which customers can obtain information related to flight schedules, ticket prices, promotions, and airline services through digital platforms; 4) Online Advertising Visibility: The effectiveness of advertising placement on search engines or news portals that makes the airline brand always visible to potential passengers (Hardiansyah et al., 2023).

Digital marketing variables are relevant to previous research conducted by: (Dimitrios et al., 2023), (Muttaqien et al., 2025), (Gao et al., 2023).

### **Promotion**

Promotion is a marketing communication activity carried out by companies to convey information, attract attention, and influence consumers to use the products or services offered (Herawati et al., 2023). In the airline industry, promotion is an important strategy to increase consumer interest in purchasing flight tickets, expand market share, and retain customers amidst fierce competition between airlines (Saputra & Mahaputra, 2022).

Indicators or dimensions contained in the promotional variable include: 1) Discounts: The attraction of special price offers or promo codes given during a certain period (such as a travel fair); 2) Loyalty Programs: The provision of points or miles that can be exchanged for free tickets or flight class upgrades; 3) Advertising Reach: How widely and often promotional messages reach the ears or eyes of the target audience through various media (print, electronic, or digital); 4) Clarity of Promotional Information: Describes the extent to which information regarding the terms, conditions, and benefits of promotions is conveyed clearly to customers (Junikon & Ali, 2022).

Promotion variables are relevant to previous research conducted by: (Saputra & Sumantyo, 2022), (Ali et al., 2023), (Yuliantini et al., 2025).

### **Brand Image**

Airline brand image is the perception, impression and belief of consumers towards an airline based on the experience, information and marketing communications received (Meutia et al., 2021). Brand image reflects how consumers assess an airline's reputation, service quality, safety, and professionalism compared to its competitors. In the aviation industry, brand image is a crucial factor because it is related to the level of customer trust and preference (Prastiwi & Rivai, 2022).

Indicators or dimensions contained in the brand image variable include: 1) Airline Reputation: Describes consumer perceptions of the airline's good name, credibility, and professionalism in the aviation industry; 2) Punctuality: Consumer confidence that the airline is known for its flight schedules that rarely experience delays; 3) Brand Uniqueness: Distinctive features that differentiate the airline from other airlines, both in terms of aircraft color, uniforms, and in-flight meals; 4) Quality of Flight Attendant Service: Consumer assessment of the friendliness, alertness, and professionalism of cabin crew in serving passengers (Mahaputra & Saputra, 2022).

The brand image variable is relevant to previous research conducted by: (Saputra & Mahaputra, 2022), (Bernarto et al., 2022), (Maulana & Ayuningtyas, 2023).

### **Repeat Orders**

Repeat orders are consumer behavior that occurs when a customer purchases a flight ticket again with the same airline after a previous experience. Repeat orders indicate a

customer's level of satisfaction, trust, and comfort with the airline's service. In the aviation industry, this behavior is a key indicator of a company's success in retaining customers (Simorangkir et al., 2024).

Indicators or dimensions contained in the repeat order variable include: 1) Repeat Purchase Frequency: Describes how often customers repurchase flight tickets on the same airline; 2) Consistency of Service Use: Shows the tendency of customers to continue using a particular airline repeatedly on various trips; 3) Satisfaction with Previous Experience: Reflects the level of customer satisfaction with previous flight experiences that encourage repeat purchases; 4) Willingness to Rebook in the Future: Describes the customer's intention to continue using the airline's services in the future (Ergin, 2026).

The repeat order variable is relevant to previous research conducted by: (Rebollo & Pacana, 2023), (Ozali et al., 2022), (Ashdaq et al., 2023).

**Previous Research**

Based on the findings above and previous research, the research discussion is formulated as follows:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research result	Similarities with this study	Differences with this research	Hypothesis
1	(Ratar et al., 2021)	Digital Marketing and Consumer Satisfaction Variables Influence Consumer Loyalty of PT Garuda Indonesia Tbk (Persero) Manado Branch	Similarities with this research on the Independent variable of Digital Marketing and the Dependent variable of Consumer Loyalty	There is a research object conducted at PT Garuda Indonesia Tbk (Persero) Manado Branch	H1
2	(Mauludi & Tohir, 2025)	Promotion, Service Quality, Ticket Price and Company Image Variables Influence Land Transportation Consumer Loyalty	Similarities with this research on the Independent variable Promotion and the Dependent variable Consumer Loyalty	Differences in other independent variables, namely Service Quality, Ticket Price and Company Image	H2
3	(Ma'ruf & Ambarsari, 2023)	Ticket Price and Brand Image Variables Influence Passenger Loyalty of Citilink Airlines at Adi Soemarno Solo International Airport	Similarities with this research on the Independent variable Brand Image and the Dependent variable Passenger Loyalty	There is a research object carried out at Citilink Airlines at Adi Soemarno Solo International Airport	H3
4	(Farouk, 2024)	Service Quality and Repeat Order Variables Influence Consumer Loyalty of Citilink Airline	Similarities with this research on the Independent variable Repeat Order and the Dependent variable Passenger Loyalty	The difference in other independent variables is service quality	H4

**Discussion**

Based on the background, problem formulation, research objectives and the results of previous research above, the discussion in this research with a case study on an airline company in Indonesia is as follows:

**The Influence of Digital Marketing on Airline Consumer Loyalty**

Based on scientific studies and relevant previous research, it was found that digital marketing influences consumer loyalty to airlines.

To achieve, increase, and maintain consumer loyalty, airline managers in Indonesia must pay attention to or implement four competency indicators: 1) Digital content quality: Content must be storytelling (safety education, exotic tourist destinations, or cabin crew profiles). High-quality content builds the perception that the airline is a market leader that cares about aesthetics and information; 2) Digital media interactivity: Managers must manage social media channels as responsive customer support units; 3) Ease of information access: Given the highly mobile nature of passengers, airline websites and apps must have a user-friendly design (UX/UI). Ease of booking, selecting seats, and accessing digital tickets (without the need to print) drastically reduces friction in the purchasing process; 4) Online advertising visibility: Airlines need to employ intelligent retargeting. If someone has previously searched for tickets to a particular route, the ads that appear should be relevant and offer added value (e.g., baggage discounts) at the right time.

If airline managers or leaders are able to pay attention to or implement four digital marketing indicators, it will impact consumer loyalty, including: 1) Switching reluctance: A seamless digital experience creates a psychological cost for passengers if they have to switch to another airline. Passengers feel comfortable with the familiar flow of their airline's app, making them reluctant to switch to a competitor's app, which may be more complicated; 2) Recommendations to others: Engaging digital content and friendly interactions on social media are often reposted by passengers. Loyalty is formed when passengers feel proud to be part of the airline's digital ecosystem; 3) Top priority: Consistent advertising visibility positions the airline as their first choice. When someone plans a trip, your airline's name will come to mind first due to intense digital interactions; 4) Price insensitivity: Loyal passengers who feel connected through the digital ecosystem tend to be more tolerant of price differences. They prefer to pay a slightly higher price for the convenience and ease of digital transactions they already trust.

The results of this study align with previous research conducted by (Masito & Saino, 2021), (Ratar et al., 2021), which states that there is an influence between digital marketing and consumer loyalty.

### **The Influence of Promotion on Airline Consumer Loyalty**

Based on scientific studies and relevant previous research, it was found that promotions influence consumer loyalty to airlines.

To achieve, increase, and maintain consumer loyalty, airline managers in Indonesia must pay attention to or implement four promotional indicators: 1) Price cuts/discounts: Offer segmented discounts (for passengers who book in advance or for specific routes). The goal is to encourage trial among new customers without damaging the airline's overall premium pricing perception; 2) Loyalty programs: Managers must ensure points or miles are easy to earn and offer tangible benefits (priority check-in, free baggage, or lounge access); 3) Advertising reach: Managers must employ an omnichannel approach. Advertisements should be present at crucial points in the potential passenger journey (search engines, partner apps, social media, and even airport billboards) to maintain top-of-mind awareness; 4) Clarity of promotional information: Avoid hidden costs or overly complicated terms. Transparent promotions build trust.

If airline managers or leaders are able to pay attention to or implement four promotional indicators, it will impact consumer loyalty, including: 1) Reluctance to switch: Passengers who are tied to loyalty programs and accustomed to the convenience of certain promotions will be reluctant to look at other airlines because they feel they have invested in points or exclusive benefits that can only be obtained with the airline they usually use; 2) Recommendations to others: Attractive promotions, especially those that provide benefits to friends/family (through providing referral codes), thus encouraging passengers to recommend the airline they always use; 3) Top priority: Through relevant advertising and promotional reach, the airline will always be the first option consumers check every time they plan to travel. Consumers will not waste

time searching on price comparison sites if they already trust the airline's offerings; 4) Price insensitivity: Loyal passengers who feel they are benefiting from promotional programs (such as certain membership statuses) tend to no longer compare prices in detail with other airlines. They are willing to pay the normal price because they are confident in the value of the service and additional benefits they receive.

The results of this study are in line with previous research conducted by (Mauludi & Tohir, 2025), which states that there is an influence between promotion and consumer loyalty.

### **The Influence of Brand Image on Airline Consumer Loyalty**

Based on scientific studies and relevant previous research, it has been found that brand image influences consumer loyalty to airlines.

To achieve, improve, and maintain consumer loyalty, airline managers in Indonesia must pay attention to or implement four brand image indicators: 1) Airline reputation: Managers must be proactive in maintaining safety standards. A good public reputation for how the airline handles crises, social responsibility, and operational integrity are key pillars of loyalty; 2) Punctuality: Managers must have an efficient operational management system to minimize delays; 3) Brand uniqueness: Managers must emphasize distinctive characteristics, from cabin design and local specialties on board to culturally reflective cabin crew uniforms; 4) Quality of flight attendant service: Flight attendants represent the face of the airline (frontliners). Intensive training in friendliness, empathy, and professionalism is mandatory. Warm human interactions in the cabin often become passengers' most memorable memories.

If airline managers or leaders are able to pay attention to or implement four brand image indicators, it will impact consumer loyalty, including: 1) Switching Reluctance: Passengers will be hesitant to switch to another airline because they have fallen in love with the experience offered. They fear that if they switch, they will receive less than the service of their favorite airline; 2) Recommendations to others: They will voluntarily recommend the airline as their preferred airline to others, which automatically improves the brand's reputation without additional marketing costs; 3) Top Priority: A strong brand image places the airline first on consumers' list of choices. Before looking for another airline, consumers will always check the airline's website or app first because they already trust the quality of the image that has been built; 4) Price Insensitivity: Passengers who have an emotional attachment to the brand image will tend to be more tolerant of price differences. They feel that the ticket price they pay is equivalent to the well-known name and the guaranteed comfort provided by the airline.

The results of this study are in line with previous research conducted by (Ma'ruf & Ambarsari, 2023), which states that there is an influence between brand image and consumer loyalty.

### **The Influence of Repeat Orders on Airline Consumer Loyalty**

Based on scientific studies and relevant previous research, it was found that repeat bookings influence consumer loyalty to airlines.

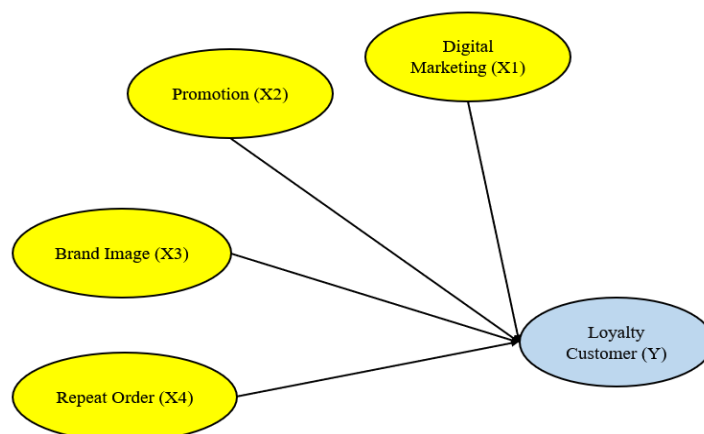
To achieve, improve, and maintain customer loyalty, airline managers in Indonesia must pay attention to or implement four repeat booking indicators: 1) Repeat purchase frequency: Managers need to segment passenger data. The key to increasing frequency is providing relevant incentives for highly mobile passengers (fast-track access for those flying more than five times a year); 2) Consistency of service use: Managers must ensure that standard operating procedures (SOPs) are strictly implemented on every flight; 3) Satisfaction with the service experience: Managers need to conduct regular post-flight evaluations to ensure there are no gaps in service; 4) Willingness to rebook in the future: Airlines must create an ecosystem that facilitates repeat bookings, for example through the One-Click Booking feature in the app or automatic promotional offers based on frequently visited routes by passengers.

If airline management or leaders are able to pay attention to or implement four repeat booking indicators, it will impact customer loyalty, including: 1) Reluctance to switch: Passengers who regularly make repeat bookings have established a comfort zone. They are accustomed to the airline's system, so the risk of trying another airline (which may not meet their expectations) becomes a psychological burden for them; 2) Recommendations to others: Passengers who frequently book tickets consciously or unconsciously position themselves as service experts, so their recommendations to colleagues will be highly influential; 3) Top priority: Through an intense repeat booking process, the airline automatically becomes top-of-mind. When they need a flight ticket, they no longer compare prices on other sites, because the trust built through repeated transactions has taken over the role of price rationality; 4) Price insensitivity: Consumers who regularly make repeat bookings often seek convenience and certainty over price. They already know quality, so a small price difference compared to competitors is considered a reasonable price for guaranteed service.

The results of this study align with previous research conducted by (Farouk, 2024), which states that there is an influence between repeat orders and consumer loyalty.

### Framework of Thinking

The conceptual framework is determined based on the formulation of the problem, research objectives and previous research that is relevant to the discussion of this literature research:



Source: Author, 2026

**Figure 2. Framework of Thinking**

Based on Figure 2 above, digital marketing, promotions, brand image, and repeat orders influence airline consumer loyalty. However, in addition to digital marketing, promotions, brand image, and repeat orders, other variables influence consumer loyalty to airlines, including: a) Ticket Price: (Fatmayati, 2022), (Sari & Wakhidah, 2022), (Novianty et al., 2021). b) Safety Culture: (Kuncoro & Harahap, 2021), (Widiyarini et al., 2023), (Xu et al., 2022). c) Quality of Service: (Uran & Yuliastuti, 2026), (Dhaniswara, 2022), (Budiansari & Sujana, 2021).

### CONCLUSION

Based on the problem formulation, results, and discussion above, the conclusions of this case study on airlines in Indonesia are: 1) Digital marketing influences consumer loyalty; 2) Promotion influences consumer loyalty; 3) Brand image influences consumer loyalty; 4) Repeat orders influence consumer loyalty.

Further research is recommended to conduct a comparative study between low-cost carriers (LCCs) and full-service carriers (FSCs). This is important because loyalty patterns and the influence of price promotions may differ significantly in the two segments.

This study is limited by the use of the Systematic Literature Review (SLR) method, which is highly dependent on the availability and quality of published literature in specific databases. This may have resulted in findings beyond the literature accessed that were not accommodated in this synthesis.

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