

ABSTRACT

INFLUENCE THE BRAND IMAGE AND SERVICE QUALITY ON THE DECISION TO USE AVIATION SERVICE (STUDIES ON GARUDA INDONESIA FLIGHT SERVICE USERS AT RADIN INTEN II AIRPORT)

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The purpose of this research was determining the effect of brand image and service quality on the decision to use the service of Garuda Indonesia flight. The type of this research is explanative research, and population in this research is all users of aviation service of Garuda Indonesia at Radin Inten II airport with the number of respondent is 60 respondents. Technique of this research is probability sampling with simple random sampling method and analized using multiple linier regression. The result show that partially independent variable service quality have significant influence on the decision to use aviation service. Meanwhile, the brand image has no significant effect on the decision to use aviation service. Simultaneously, the two independent variables together have significant effects to dependent variable. Conclusion: service quality have significant influence on the decision to use the service of Garuda Indonesia flight.

Keywords: *brand image, service quality, decision to use aviation service.*