

**INFLUENCE OF THE BRAND IMAGE OF THE AIRLINES OF THE CUSTOMER  
MOTIVATION IN USING THE FLIGHT SERVICE  
(Comparative Study on Customers PT. GARUDA INDONESIA AIRLINES and PT.  
SRIWIJAYA AIR in the city of Bandar Lampung)**

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***ABSTRACT***

Transportation is a means of a link between place one to the other with quick and efficient. Increasing the number of users flight every year shows that society makes the transportation mode of services flight becomes an alternative of main to travel out an area or island. One of right strategy to survive to competitors is to maintain a good image and increase motivation customers. This research was meant to find out the influence of the brand image of motivation services to customers in the use of an airlines in bandarlampung and to know perception public on both an airlines. The type of research that is used is the type of comparative studies with quantitative research. The theory used in this research is the theory of the ERG.

The results of this research indicate that the brand image is significant or powerful influence in motivating customers to continue using the airline has a good image. Seen from the results of the analysis koesioner the spread of respondents consider factors more economical and also take special care facilities and services received. PT. Sriwijaya Air are weak at present services provide a good solution for the community by providing economical and PT. Garuda Indonesia Airlines with his perfection wants to continue to maintain a good service to its customers by not giving cheap prices. Data collection techniques used are questionnaire and the study of the literature. The number of samples as many as 80 respondents. Data processing technique in this study through the stage of editing, coding, and tabulating. Then data analysis technique using formulas double linear regression with the help of software spss 17.0. Based on the results of an analysis from above, in get the conclusion that the second variables influence significantly on motivation customers to choose an airline flight. The results of a coefficient variables on the regression equation is showing 6.19. To the brand image of the coefficients of GA (X1) having 0.701 and the brand image of the coefficients 0.473 SJ (X2) having as much as. This shows the influence of the Brand Image of GA > Brand Image SJ (0.701 > 0.473).

Keywords: influence, Brand Image, motivation, customer, ERG Theory