

TABLE OF PICTURES

Figure 1. 1 Lion Air Group	1
Figure 1. 2 Internet Users Over Time	4
Figure 1. 3 Social Media Users Over Time	4
Figure 1. 4 The Airlines with The Highest Number of Passengers	5
Figure 1. 5 World's Worst Airline Chart.....	6
Figure 1. 6 Instagram Comment	7
Figure 1. 7 Market Share of Domestic Airlines	8
Figure 1. 8 Reduction in The Number of Air Passengers	9
Figure 2. 1 Marketing Mix.....	19
Figure 2. 2 Theoretical Framework.....	30
Figure 3. 1 Stages of Research.....	42
Figure 4. 1 Respondent Characteristic by Age.....	54
Figure 4. 2 Respondent Characteristic by Gender	54
Figure 4. 3 Respondent Characteristic by Income	55
Figure 4. 4 Respondent Characteristic by Education	56
Figure 4. 5. Continuum line Price	57
Figure 4. 6 Continuum line Information Quality	59
Figure 4. 7 Continuum line Information Quantity	60
Figure 4. 8 Continuum line Information Credibility	61
Figure 4. 9 Continuum line Brand Image	62
Figure 4. 10 Measurement Model	64
Figure 4. 11 Structural Model	70
Figure 4. 12 Model Result.....	72