

LIST OF FIGURES

Figure 1.1 Number of Air Transportation Passengers in Indonesia	2
Figure 1.2 The Lowest-ranked International Airlines	4
Figure 1.3 Favorite Airlines of Indonesia Citizens	5
Figure 1.4 Most Punctual Airlines in Indonesia.....	6
Figure 2.1 Research Framework	33
Figure 3.1 Research Stages	45
Figure 3.2 Confidence Level Graph.....	63
Figure 4.1 Continuum Line of Customer Knowledge (X1).....	71
Figure 4.2 Continuum Line of Customer Orientation (X2)	73
Figure 4.3 Continuum Line of Customer Advocacy (X3).....	75
Figure 4.4 Continuum Line of Customer Engagement (X4).....	77
Figure 4.5 Continuum Line of Customer Loyalty (Y).....	79
Figure 4.6 Continuum Line of Customer Trust (Z).....	81
Figure 4.7 Measurement Model on SmartPLS.....	82
Figure 4.8 Loading Factor Results	83
Figure 4.9 Path Coefficient and P-Value of The Research Model	93