

THE ROLE OF CUSTOMER EXPERIENCE OF RELIGIOSITY IMPRESSION AS A MEDIATOR ON CUSTOMER LOYALTY IN THE AIRLINES INDUSTRY

Nugraha Saefudin, Widyatama University
Ratih Hurriyati, Indonesian University of Education
Vanessa Gaffar, Indonesian University of Education
Lili Adi Wibowo, Indonesian University of Education

ABSTRACT

The purpose of this paper is to explore customer loyalty based on corporate image, customer trust, and emotional intimacy through customer experiences of religious impressions in the airline industry. This research uses SEM ANOVA v 25 and the unit of analysis was conducted on the number of 223 passengers who flew overseas with flights longer than 6 hours. Primary data were obtained from the field results through a questionnaire. The findings suggest that customer experience of religiosity impression as mediator on the settings and forming airline customer loyalty and were an effective strategy for attracting passengers more satisfied and more loyal. The evidence documented in this paper is first known to measure the role of mediator between corporate image, customer trust, emotional intimacy, and customer loyalty. The findings are based on small passenger and small areas, only focused on overseas flight from Indonesia international Airport. This research indicates that airlines need to focus on strengthening customer trust, emotional intimacy and company values practices and closely monitor customer negative impression sentiment. This original piece of research explores the mediating role of Customer Experience of Religious Impression between corporate image, customer trust, emotional intimacy, and customer loyalty in an airline industry.

Keywords: Customer Loyalty, Corporate Image, Customer Trust, Emotional Intimacy, Customer Experience of Religiosity Impression.

INTRODUCTION

Customer loyalty is a fundamental concept that is widely discussed in a variety of marketing literature that is closely related to company performance. Managing customer relationships and increasing customer loyalty are important strategic topics for the company (Zhang et al., 2014). Building customer loyalty can provide value in developing competitive advantage (Rai & Medha, 2013), key strategies (Prentice & Loureiro, 2017). Two decades ago, research on loyalty centered on identifying and analyzing the antecedents of customer loyalty and examining the structural relationships of each predictor which includes service quality and customer satisfaction. Understanding how customers become loyal is a very fundamental factor for the company, because customer loyalty provides instructions for companies how to maintain and improve competitive advantage in a very tight competitive environment (Ha & Park, 2013). We suggest that the role of customer loyalty in high competition, low market growth, and retaining loyal customers is very important for the survival of the company. While Bhat et al.

(2018) viewed from a different perspective that customer loyalty is crucial for the company or organization and for the customers themselves.

Customer loyalty is influenced by various factors including corporate image, corporate brand, service quality, customer trust, emotional intimacy, emotional closeness, customer experience and customer satisfaction. Here the author sees and analyzes unfixed variables. Research about customer experience of religiosity impression as mediator in forming customer loyalty is still rarely done, specifically in airlines industry. Thus, the novelty in this study is the customer experience of religiosity impression can form customer loyalty strengthen.

LITERATURE REVIEW

Corporate Image

The value of customer loyalty for the service industry had a potential effect on developing competitive advantage for service organizations or companies (Rai & Medha, 2013). And customer loyalty plays an important role in attracting and retaining customers, good words from customers are reliable information for other customers to make decisions, and ultimately customer retention can reduce marketing and operational costs, thereby increasing company's competitive advantage Ha & Park (2013). Consumer behavior (Jacoby & Chesnut, 1978; Tucker, 1964), Invalid source specified. Nguyen & Leblanc (2001) Explain that corporate image is a picture of the overall impression that is created in the minds of the public towards the company. All planned and unplanned verbal and visual elements that come from the company leave an impression on the observing individual (Shee & Abratt, 1989). Tangibles, empathy, and assurance of service quality are not significant antecedents of corporate image and customer trust (Song et al., 2019). Chien & Chi (2019) state that corporate image plays an important role for service-oriented companies in maintaining customer loyalty. National flight image, price, and reputation have a positive and significant effect on flight user loyalty (Dolnicar et al., 2011). There is a positive relationship between Corporate Image and customer loyalty, customer satisfaction and customer loyalty, and service quality and customer loyalty (Aboul-Ela, 2015). Corporate Image has a significant positive impact on customer loyalty (Siitonen, 2017).

Customer Trust

Trust is a catalysator that connecting customer satisfaction in accordance with expectations in various transactions between sellers and buyers. According to other researchers that trust drives increased of purchases, basic considerations of attitudes and actions in the business world, characteristics related to integrity and competence, often faced with uncertainty, reduce opportunism and building long-term partnership relationships. This trust cannot be easily recognized and accepted by other parties but must be built from scratch and can be proven, so that studies on customer trust are important. Every individual has understood of trust related to trust in people or other subjects, such as the behavior of mutual trust during a certain interdependent time process (Paparoidamis et al., 2019). A set of expectations that are socially studied and socially confirmed as well as those of other people or organizational entities (Park et al., 2004). Individual similarity, social exchange, and personal conditions (Akhtar et al., 2019). Trust develops a result of a strong belief that trustees are reliable, honest, and kind. And according to Mayer et al. (1995) that trust is a multidimensional concept that has three dimensions: ability, benevolence, and integrity. Correspondingly Park et al. (2004) state that

customer trust can be defined in three dimensions, namely expertise, integrity, and social benevolence. Trust is the customer's belief that the company has the competence or technical skills to produce and provide specific services and be able to perform according to business functions effectively. Customers expect that companies have the skills needed to produce products and services to satisfy consumer needs. Trust, satisfaction, and customer-company identification have a positive and significant effect on customer loyalty (Martínez & Del Bosque, 2013). And it can be stated that customer trust is a consumer perspective as consumer confidence that the company will perform consistently with expectations related to the ability/expertise, integrity, and goodwill to adjust to customer expectations. Research questions based on these descriptions:

Emotional Intimacy

Research in psychology and marketing shows that ordinary bonding theory outperforms person-to-person relationships (Thomson & Johnson, 2006) whereas for ownership relationships (Kleine & Baker, 2004) relationship with places (Williams & Vaske, 2003), firm relationships company or brands with consumers according to Ahuvia et al. (2006); Park et al. (2006). Fournier & Alvarez (2012) provide empirical evidence that the behavior of commercial relationships is actually similar with personal relationships. Human relations through brand personification (Xie & Heung, 2012). Brock & Zhou (2012) state that the concept of emotional closeness to customers is a concept that can be different from the constructs of trust and commitment. The impact of emotional attachment and product quality on customer loyalty is partly through strengthening customer satisfaction (Suhartanto et al., 2020). Customer intimacy have a significant relationship with customer loyalty (Tabrani et al., 2018) The concept of emotional intimacy is a metamorphosis of the concept of brand relationships based on the relationship between marketing theory and interpersonal psychology, which is considered superior in providing insight into the role of brands in consumers' lives and understanding consumer needs.

Customer Experience of Religiosity Impression and Customer Loyalty

Human memory always stores and contains emotional aspects. Bond theory has a tendency to investigate humans to form, maintain and cause bonds of affection with certain people according to Laming & Mason (2014) say that customer experience is a physical and emotional experience that occurs through interactions with product and/or brand service offerings from the first direct and conscious point of contact, through a total journey to the post-consumption stage. Cognitive recognition or perception that arises from stimulated customer motivation after observing or engaging in event (Chen & Lin, 2015). The more emotional aspects in one memory, then the attention will usually be more significant to an event related to these emotions. If the emotions are positive, then the interest in relevant events will be stronger. Customer experience has a positive effect on customer loyalty (Nobar & Rostamzadeh, 2018). Customer experience which includes sense, feel, act, think, and relate is an important element in the process of forming customer satisfaction (Pozza , 2014). Tang & Li (2015) said that just like cultural factors, religious belief has a direct and indirect influence on psychology and consumer behavior. Choi (2010) States that religiosity can limit or direct behavior, including responses to marketing. Religiosity is a significant antecedent of Muslim-friendly tourism, customer engagement and tourist satisfaction (Abror et al., 2020). Minton et al. (2019) emphasize that

consumer behavior is driven by the beliefs and values that have an impact on consumption preferences and experiences in consuming. Religiosity may be positively related to life satisfaction through the enjoyment of attending services and positive attributions (Idler & George, 1998). The results also provided empirical evidence that there was an indirect influence of religiosity on taxpayer compliance (Nazaruddin, 2019). And it can be stated that the customer experience of religiosity impression is a cognitive and emotional reaction of consumers to interactions with products/services received based on religious values held. Previously there have been several studies on religiosity toward customer loyalty in other industries such as manufacturing, hospitality, banking, cooperation, culinary, and tourism, but not in the airlines industry. Customer perceptions in determining a choice can be described as follows (Figure 1):

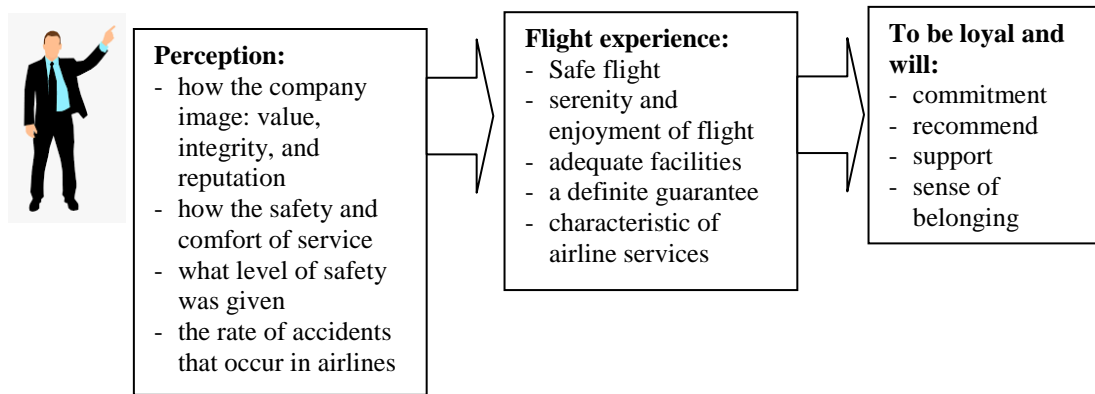


FIGURE 1
THE FLOW OF LOYALTY

H1 Customer Experience of Religiosity Impression mediates the relationship between corporate image, customer trust, emotional intimacy, and customer loyalty

And the structural model as shown below (Figure 2)

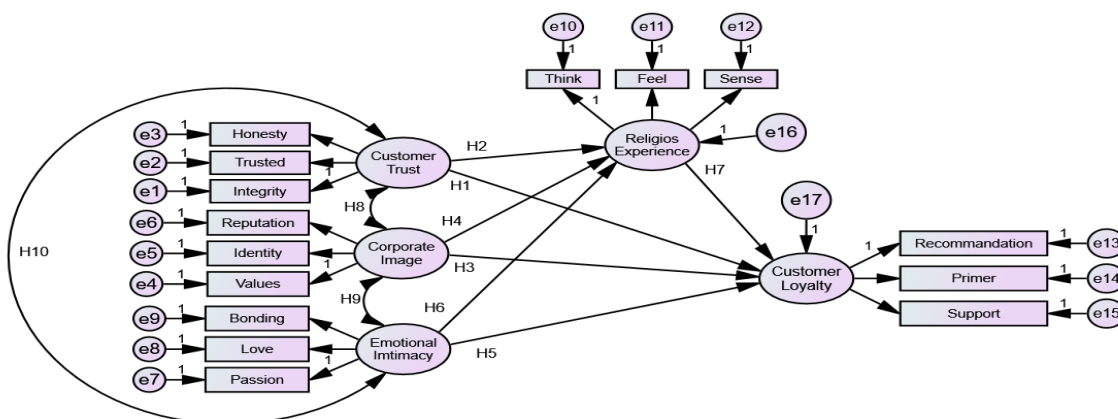


FIGURE 2
THE STRUCTURAL MODE

METHODOLOGY

This research was conducted to test the hypotheses that had been presented. Researcher determines the source data criteria in this study are as follows: passenger aircraft with a flight time of more than 6 hour, passenger aircraft more than 3 times with a flight time of more than 6 hour, international airport used, and passenger aircraft over 17 years old. The sampling technique followed the steps recommended for studies utilizing Structural Equation Modeling (Blunch, 2012). A rule of thumb for studies employing SEM is a recommended sample of 200 as fair and 300 as good (Anderson & Gerbing, 1988). The cut-off factor loading of 5% and AMOS exceeded the threshold value of 0.05, confirming the high reliability of results (Iacobucci, 2010). And sample of passenger airplane was selected from 223 respondents from 3 international airports in Indonesia. A questionnaire was designed to assess each indicator of variables. Participants involved at this stage in the data collection process reflected a cross section of passenger from number of functional areas on site, e.g., Soekarno-Hatta International airport, Juanda International airport, and Adi Sucipto Airport. Participants were asked to indicate their perceptions with each of the 18 items included of corporate image, customer trust, emotional intimacy, customer experience of religiosity impression, and customer loyalty. Emotional attachment is measured by seven items (Levy & Hino, 2016; Papista & Dimitriadis, 2012). Religiosity scale is measured by seven items and was developed from a number of previous studies (Suhartanto et al., 2020; Wahyuni & Fitriani, 2017), and adjusted after expert interviews. Customer satisfaction is measured by two items (Suhartanto et al., 2018); while customer loyalty is measured by three items (Abd Rahman et al. 2015; Aisyah, 2016) and questionnaire was assessed using seven-point Likert scale (1=worse to 7=excellent).

RESULTS

An exploratory factor analysis was carried out to uncover the structure of the variables. Items with low factor loadings were removed resulting in 5 factors, because they loaded above 0.5. 1 item (values) from corporate image, 1 item (trusted) from customer trust, 1 item (bonding) from emotional intimacy, 1 item (feel) from customer experience of religiosity impression, and 1 item (primer) from customer loyalty. A confirmatory factor analysis (CFA) was performed to evaluate the overall measurement model and to assess the reliability and validity of the constructs. To effectively assess the validity of the measurement model, discriminant and convergent validity were assessed. Discriminant validity measures the degree to which factors that are supposed to measure a specific construct are actually unrelated (Wang & Wang, 2012). In this research, convergent validity was assessed using composite reliability and average variance explained (AVE). Using these measures, composite reliability (CR) should be above 0.6 and AVE should be above 0.5 for all constructs. These results show that the model meets the criteria for assessing convergent validity or better fit (Table 1).

Table 1 shows the results of the test of hypotheses of the structural relationship between the research variables. For hypothesis 2 and hypothesis 5 both are not- significant influence, because p -values > 0.05 , hence, hypotheses are not supported. The finding reveals that hypothesis 7, which examined the mediation of customer experience of religiosity impression between corporate image, customer trust, emotional intimacy are significant and supported ($\beta=0.375$; $p < 0.05$).

	Hyp.	Estimate	S.E.	t-values	P	Label
Customer Experience of RI <--- Customer trust	H2	-0.061	0.075	-0.805	0.421	Not Supported
Customer Experience of RI <--- Emotional Intimacy	H6	0.524	0.088	5.976	***	Supported
Customer Experience of RI <--- Corporate Image	H4	0.260	0.059	4.423	***	Supported
Customer Loyalty <--- Customer Experience of RI	H7	0.375	0.072	5.184	***	Supported
Customer Loyalty <--- Corporate Image	H3	0.180	0.049	3.650	***	Supported
Customer Loyalty <--- Emotional Intimacy	H5	0.071	0.078	0.910	0.363	Not Supported
Customer Loyalty <--- Customer trust	H1	0.266	0.061	4.376	***	Supported

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	38,281	25	0.043	1,531
Saturated model	55	0.000	0		
Independence model	10	1,537,963	45	0.000	34,177

As shown in Table 2, the measurement construct model chi-square $1,531 < 2.0$ and p-value $0,043 > 0.05$ that means the construct model is fit and significant. The measurement model fit was assessed by evaluating the root mean square of approximation (RMSEA), absolute fit measures including observed normed X^2 (X^2/df), Standardized Root Mean Square Residual (SRMR), Comparative Fit Index (CFI), Goodness of fit (GFI), and Tucker Lewis Index (TLI). As shown in Table 3, all the fit indices met the recommended thresholds for evaluating model fit. It can therefore be concluded that the model fits the data well and can thus be used to explain the research hypotheses (Table 3).

Measure	Recommended threshold	Scores
Chi-square/df (CMIN/df)	< 2.0	1.531
Comparative Fit Index (CFI)	> 0.90	0.991
Goodness of Fit (GFI)	> 0.90	0.967
Adjusted Goodness of Fit (AGFI)	> 0.90	0.927
TLI	> 0.95	0.989
Root Mean-Square Error of Approximation	< 0.08	0.049

Based on the hypothesis test, there are 2 correlation models that are removed because

they do not form a fit model, namely the direct effect of customer trust on customer experience of religiosity impression and the direct effect of emotional intimacy on customer loyalty, so a fit structural model is obtained. Thus, it can be stated that the mediating role of customer experience of religiosity impression between corporate image, customer trust, emotional intimacy and customer loyalty in the international route airline industry is proven. Then this hypothesis can be accepted (Figure 3).

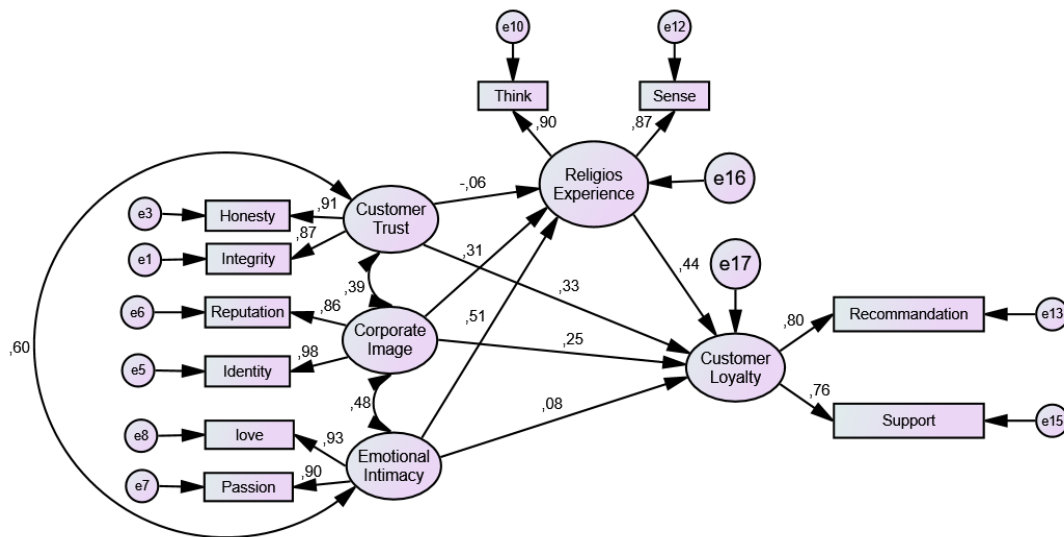


FIGURE 3
THE STRUCTURAL MODEL

DISCUSSION

Based on the result of this research, implies that indicator of customer trust such as honesty, customer experience of religiosity impression, integrity, responsibility, on-time, and rarely delay of flight are gave direct effect on customer loyalty. In line with (Rai & Srivastava, 2013) that service quality, customer satisfaction, customer trust, commitment, Corporate Image, and communication have positive effect on customer loyalty. And trust as mediator between procedural justice and customer loyalty (Hapsari et al., 2020).

So for customer experience of religiosity impression, Its indicates all groups of religiosity impression customer experience such as passenger awareness of religious displays on the plane, attention of passenger to cabin crew, safe inner feeling fly with religious airline, positive emotional feeling, religious experience, and surprise experience are more of positive outlook. On the other hand, customer loyalty shown from their awareness will make the first choice for that airline, will prioritize the airline as air transportation, will recommend to others, a friend, and family, so they promote the airline direct or indirect to others. This result contrary to Forgas et al. (2010) has studied of traditional and low cost; argue that perceived value has no effect on customer loyalty. And for religiosity impression customer experience, most of them have inner feeling good flying with that airline. And dominant affect to the customer loyalty is that they should be promoting the airline to the others. Everyone who will travel by airplane always has a special impression as a personal experience with an airline. And always want the best service,

comfortable, and safe, so that you can safely reach your destination. Vice versa, every airline, has provided excellent service to its customers, in the form of various services; friendliness, punctuality of flying both takeoff and landing. This means that all services are maximized to provide customer satisfaction. However, this service is a “*standard service*” in the aviation world because all airlines provide almost the same service. In fact, many consumers who will board the plane are traumatized by the various tragedies that have happened to an airline, or have heard about poor service, etc. which makes them reluctant to choose the airline (Curry, 2003). The sense of trauma, many risks, the passenger plane during the flight may be at risk. This could be due to the effects of human error on the ship or on the ground, due to various types of weather conditions, due to engine failure or by the use of weapons on the aircraft and the discomfort with its services and aircraft, will continue to remain in his mind as an experiential lesson (Hub & Komenda, 2017). The reason is that passenger like airline service such as honesty, customer experience of religiosity impression, integrity, responsibility, on time, and rarely delay. But passengers needed about religiosity service such as awareness, attention, inner feeling, emotional, religious experience, and sense of surprise.

There are many facts that airplane passengers who travel far more than 6 hours, when already on the plane, their activities are sleeping, playing cell phones, watching videos, chatting, etc. so that they do not pay attention to the conditions and environment of the aircraft room (instructions from flight attendants, announcements from pilot, other written instructions) because they feel familiar and experienced. Of course, from this description, there is one gap in the form of service that does not exist or has not been carried out by an airline, except for transporting groups of Umrah or Haj pilgrims, namely religious services, because indeed the situation and conditions must support religion with the aim of forming a religious experience for passengers on an airline.

But what if that religious service is served to conventional passengers? And it is novelty in service that shapes a religious experience for airplane passengers. Two important boundary conditions residing in the selling situation: purchase importance and relationship length (Guenzi et al., 2016). Therefore, it becomes important to apply and shape religious experiences for passengers. Then things that can be designed to shape religious experience are:

1. Airline performance with religious slogans and tag lines (“*only prayer saves us*”) (Figueiredo & Castro, 2019)
2. Starting from booking tickets online, always starting with greetings (for all beliefs)
3. Ticket inspection (always with greetings)
4. Dress modestly, do not invite negative thoughts
5. Invitation to pray which is directed customer trust led by the pilot or stewardess before takeoff
6. Slogans or writing in the cabin of a religious aircraft, are to remind him of his power
7. Presenting a religious specustomer trustacle; movies, songs, religious or other lecustomer trustures
8. Reminding us to pray while eating or sleeping
9. Remind the Muslim prayer time when it's time
10. Always give the best impression and service with an emotional approach to passengers (Chen et al., 2014)
11. Always maintain ethics in serving passengers
12. Inviting to pray when landing for the safety of all
13. Giving farewells and prayers of gratitude for flight safety
14. Providing the airline mascot as a souvenir

Because experiences can be shaped, and passengers do not just get on the plane by paying for the ticket, but they also buy a very valuable experience and will always be remembered, will

tell the experience they had, maybe even recommend to family, friends, or others to choose the airline. Thus, an airline with a service that is unique, different, and beyond service standards, will be a special action for prospective passengers and can make passengers loyal to the airline. Customer-oriented has to engage in the often difficult process of discovering their clients' needs and designing products and services that provide the ultimate benefit to the buyer (Keillor et al., 2000). Based on the result of the data description of the customer trust, it is known that airline passengers state that responsibility service is a factor that makes them loyal. The most dominant factor of each variable can be seen in see Figure 3.

And researcher suggests that strategic key to develop customer loyalty of passenger for airline is a maintaining customer trust and give religious customer experience. Where the hypothesis assumes that customer trust significantly affects in shaping customer loyalty.

These findings contrary to the research that has been done with (Dolnicar et al., 2011) who have identified the key factor driving and test the loyalty of the airline in Austria for flight to the Middle East and North America. It's contrary with Paitcika et al. (2020) they argue that responsiveness dimension failed to be extracted. That variables identified include image of companies, reputation, ticket, and frequency of flight. Geraldine (2013) support and have identified 600 respondents in Nigeria that Corporate Image has affect to loyalty behavior of passenger. While Briliana (2018) Consumer satisfaction on airline passenger loyalty: Antecedents and outcomes state that customer satisfaction, brand image, and customer involvement have effect to customer loyalty in Indonesia. Srivastava & Rai (2018) explained that customer loyalty has seen as a dual concept which has two main dimensions, namely the desire to repurchase and a positive customer attitude. Therefore, airlines had to provide service excellent to increase customer awareness, attention, inner feeling, emotional, religious experience, and sense of surprise. In line with Weismueller et al. (2020) state that to communicate valuable and accurate information and whether they are expected to have appropriate experience with a product or general expertise.

Conclusion, Limitation, Implication and Further Research

There are several limitations that can be identified for current research. First, generalize these results to a wider population problematic because the findings are based on small passenger and small areas, only focused on overseas flight from Indonesia international Airport. This study should be replicated with larger and more samples. Secondly, only passengers who have a minimum experience of 3 times flight more than 6 hours were observed. The last limitation, other variables of emotional closeness and customer involvement has not been identified. Future studies should seek to expand and deeply analysis the unidentified variables (emotional closeness and customer involvement) that affect a customer loyalty of airplane passenger.

This study provides empirical evidence showing that the customer trust is not only a key aspect of the case, but if it is described to support the developing of customer loyalty significantly for airline industry. Nevertheless, in other hand, that religiosity impression customer experience has the role to form customer loyalty as mediates between customer trust and customer loyalty.

This is an important implication because it supports stronger customer trust of passengers, that every airline must understand the need of passengers on their flight. According to Belobaba et al. (2009) that government policy, news media, millions of passengers should tell their unusual flight experience, whether it's fun or not fun, safe or unsafe, comfortable or uncomfortable, which eventually lead to loyalty.

REFERENCES

- Aboul-Ela, G.M.B.E. (2015). Analyzing the antecedents of customer loyalty. *British Journal of Marketing Studies*, 3(5), 34-48.
- Abror, A., Patrisia, D., Trinanda, O., Omar, M.W., & Wardi, Y. (2020). Antecedents of word of mouth in Muslim-friendly tourism marketing: the role of religiosity. *Journal of Islamic Marketing*.
- Ahuvia, A., Carroll, B., & Yang, Y. (2006). Consumer culture theory and lifestyle segmentation. *Innovative Markets*, 2, 33-43.
- Aisyah, M. (2016). Consumer demand on Halal cosmetics and personal care products in Indonesia. *Al-Iqtishad: Jurnal Ilmu Ekonomi Syariah*, 9(1), 125-142.
- Akhtar, N., Kim, W.G., Ahmad, W., Akhtar, M.N., Siddiqi, U.I., & Riaz, M. (2019). Mechanisms of consumers' trust development in reviewers' supplementary reviews: A reviewer-reader similarity perspective. *Tourism Management Perspectives*, 31, 95-108.
- Anderson, J.C., & Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411.
- Bhat, S.A., Darzi, M.A., & Parrey, S.H. (2018). Antecedents of customer loyalty in banking sector: A mediational study. *Vikalpa*, 43(2), 92-105.
- Blunch, N. (2012). *Introduction to structural equation modeling using IBM SPSS statistics and AMOS*. Sage.
- Briliana, V. (2018). Consumer satisfaction on airline passenger loyalty: Antecedents and outcomes. *International Journal of Business, Economics and Law*, 16(5), 1-9.
- Brock, J.K.U., & Zhou, J.Y. (2012). Customer intimacy. *Journal of Business & Industrial Marketing*.
- Chen, H.B., Yeh, S.S., & Huan, T.C. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants. *Journal of Business Research*, 67(3), 354-360.
- Chen, S.C., & Lin, C.P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40-50.
- Chien, L., & Chi, S. (2019). Corporate image as a mediator between service quality and customer satisfaction: difference across categorized exhibitors. *Heliyon*, 5(3), e01307.
- Choi, Y. (2010). Religion, religiosity, and South Korean consumer switching behaviors. *Journal of Consumer Behaviour*, 9(3), 157-171.
- Curry, M.R. (2003). The profiler's question and the treacherous traveler: Narratives of belonging in commercial aviation. *Surveillance & Society*, 1(4).
- Dolnicar, S., Grabler, K., Grün, B., & Kulnig, A. (2011). Key drivers of airline loyalty. *Tourism Management*, 32(5), 1020-1026.
- Figueiredo, T., & Castro, R. (2019). Passengers perceptions of airport branding strategies: the case of Tom Jobim International Airport—RIOgaleão, Brazil. *Journal of Air Transport Management*, 74, 13-19.
- Forgas, S., Moliner, M.A., Sánchez, J., & Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. *Journal of Air Transport Management*, 16(4), 229-233.
- Fournier, S., & Alvarez, C. (2012). Brands as relationship partners: Warmth, competence, and in-between. *Journal of Consumer Psychology*, 22(2), 177-185.
- Geraldine, O. (2013). Effects of airline service quality on airline image and passengers loyalty: Findings from Arik Air Nigeria passengers. *Journal of Hospitality Management and Tourism*, 4(2), 19-28.
- Guenzi, P., De Luca, L.M., & Spiro, R. (2016). The combined effect of customer perceptions about a salesperson's adaptive selling and selling orientation on customer trust in the salesperson: a contingency perspective. *Journal of Business & Industrial Marketing*.
- Ha, Y.W., & Park, M.C. (2013). Antecedents of customer satisfaction and customer loyalty for emerging devices in the initial market of Korea: an equity framework. *Psychology & Marketing*, 30(8), 676-689.
- Hapsari, R., Hussein, A.S., & Handrito, R.P. (2020). Being fair to customers: A strategy in enhancing customer engagement and loyalty in the Indonesia Mobile Telecommunication Industry. *Services Marketing Quarterly*, 41(1), 49-67.
- Hub, J., & Komenda, J. (2017). Assessment of the passenger airplane threat due to on board firing. In *2017 International Conference on Military Technologies (ICMT)* (pp. 559-565). IEEE..
- Iacobucci, D. (2010). Structural equations modeling: Fit indices, sample size, and advanced topics. *Journal of consumer psychology*, 20(1), 90-98.
- Jacoby, J., & Chestnut, R.W. (1978). Brand loyalty: Measurement and management.
- Keillor, B.D., Parker, R.S., & Pettijohn, C.E. (2000). Relationship oriented characteristics and individual salesperson performance. *Journal of Business & Industrial Marketing*.

- Kleine, S.S., & Baker, S.M. (2004). An integrative review of material possession attachment. *Academy of Marketing Science Review*, 1(1), 1-39.
- Laming, C., & Mason, K. (2014). Customer experience-An analysis of the concept and its performance in airline brands. *Research in Transportation Business & Management*, 10, 15-25.
- Levy, S., & Hino, H. (2016). Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing*.
- Martínez, P., & Del Bosque, I.R. (2013). CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction. *International Journal of Hospitality Management*, 35, 89-99.
- Mayer, R.C., Davis, J.H., & Schoorman, F.D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734.
- Minton, E.A., Johnson, K.A., & Liu, R.L. (2019). Religiosity and special food consumption: The explanatory effects of moral priorities. *Journal of Business Research*, 95, 442-454.
- Nazaruddin, I. (2019). *The role of religiosity and patriotism in improving taxpayer compliance*. Muhammadiyah University Yogyakarta.
- Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, 8(4), 227-236.
- Nobar, H.B.K., & Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from hotel industry. *Journal of Business Economics and Management*, 19(2), 417-430.
- Paparoidamis, N.G., Katsikeas, C.S., & Chumpitaz, R. (2019). The role of supplier performance in building customer trust and loyalty: A cross-country examination. *Industrial marketing management*, 78, 183-197.
- Papista, E., & Dimitriadis, S. (2012). Exploring consumer-brand relationship quality and identification. *Qualitative Market Research: An International Journal*.
- Park, C.W., MacInnis, D.J., & Priester, J. (2006). Beyond attitudes: Attachment and consumer behavior. *Seoul Journal of Business*, 12.
- Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers' perspectives. *Journal of Business Research*, 67(3), 295-302.
- Prentice, C., & Loureiro, S.M.C. (2017). An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. *Journal of Retailing and Consumer Services*, 38, 96-107.
- Rai, A.K., & Medha, S. (2013). The antecedents of customer loyalty: An empirical investigation in life insurance context. *Journal of Competitiveness*, 5(2), 139-163.
- Shee, P.S.B., & Abratt, R. (1989). A new approach to the corporate image management process. *Journal of Marketing Management*, 5(1), 63-76.
- Siitonen, H. (2017). The impact of brand image on customer experience—Company X.
- Song, H., Ruan, W., & Park, Y. (2019). Effects of service quality, corporate image, and customer trust on the corporate reputation of airlines. *Sustainability*, 11(12), 3302.
- Srivastava, M., & Rai, A.K. (2018). Mechanics of engendering customer loyalty: A conceptual framework. *IIMB Management Review*, 30(3), 207-218.
- Suhartanto, D., Dean, D., Sarah, I.S., Hapsari, R., Amalia, F.A., & Suhaeni, T. (2020). Does religiosity matter for customer loyalty? Evidence from halal cosmetics. *Journal of Islamic Marketing*.
- Suhartanto, D., Farhani, N.H., & Muflih, M. (2018). Loyalty Intention towards Islamic Bank: The Role of Religiosity, Image, and Trust. *International Journal of Economics & Management*, 12(1).
- Tabrani, M., Amin, M., & Nizam, A. (2018). Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships. *International Journal of Bank Marketing*.
- Tang, G., & Li, D. (2015). Is there a relation between religiosity and customer loyalty in the Chinese context?. *International Journal of Consumer Studies*, 39(6), 639-647.
- Thomson, M., & Johnson, A.R. (2006). Marketplace and personal space: Investigating the differential effects of attachment style across relationship contexts. *Psychology & Marketing*, 23(8), 711-726.
- Tucker, W. (1964). The Development of Brand Loyalty. *Journal of Marketing Research*, 1(3), 32-35.
- Wahyuni, S., & Fitriani, N. (2017). Brand religiosity aura and brand loyalty in Indonesia Islamic banking. *Journal of Islamic Marketing*.
- Wang, Z., & Wang, N. (2012). Knowledge sharing, innovation and firm performance. *Expert Systems with Applications*, 39(10), 8899-8908.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G.N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal (AMJ)*, 28(4), 160-170.

- Williams, D.R., & Vaske, J.J. (2003). The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest science*, 49(6), 830-840.
- Xie, D., & Heung, V.C. (2012). The effects of brand relationship quality on responses to service failure of hotel consumers. *International Journal of Hospitality Management*, 31(3), 735-744.
- Zhang, H., Fu, X., Cai, L.A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223.