

The Influence of Brand Awareness, Brand Image, and Service Quality Inflight Catering on Saudi Consumer Satisfaction Arabian Airlines

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Abstract

This study aims to test and analyze brand awareness, brand image, and quality of Aerofood ACS catering services to the consumer satisfaction of Saudi Arabian airlines. The research method used in this research is descriptive method. The objects of this study were 171 Arab Saudi airline staff and cabin crew. The approach used in this research is the Structural Equation Model (SEM) with Smart-PLS analysis tools. The results showed brand awareness had a positive and significant effect on customer satisfaction on Saudi Arabian airlines. Brand image has a positive and significant effect on customer satisfaction on Saudi Arabian airlines. Quality of service has a positive and significant effect on customer satisfaction on Saudi Arabian airlines.

Keywords: Brand awareness, Brand image, Service quality, Consumer Satisfaction

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INTRODUCTION

In recent years, the number of Indonesian airlines has grown quite rapidly. Statistics show that until the end of 2017, in Indonesia there are 40 airlines formed in several categories including full, mixed or intermediate, low, regional, charter, and cargo services serving domestic and international routes. (<https://bisnis.tempo.co>). According to (Chen & Liu, 2017) Market competition between airlines is getting tougher and the delivery of high-quality services is very important for the survival of airlines. Customer satisfaction with the services provided is an important factor for running a business. Satisfaction is the level of feeling after comparing the services experienced and expectations of satisfaction from customers obtained after the service is sent. Customers usually feel the level of satisfaction, if the quality of service meets their expectations, customers will be satisfied, while they will feel disappointed the quality of service does not match their expectations (Limakrisna, and Ali (2016)

One of the services in flight that is offered is in-flight catering service, this service is one of the things most important for a NON-LCC airline. When what is presented to passengers will be an experience that can give an impression to the passengers themselves and will also create a brand image for the company. It is very important for every airline company to have the best in-flight catering and in accordance with its class. Brand awareness consists of brand recall and brand recognition. Brand recall means that when consumers see product categories, they can remember the right brand name, and brand recognition means consumers have the ability to identify the brand when there are brand cues (Permana, 2019).

Brand awareness (Brand awareness) is a vital dimension of brand equity, often considered an important part of consumer purchasing decisions, because it represents the main reason for counting certain brands in a series of considerations. Brand awareness also affects the calculation of the perceived risk of consumers and their certainty in the valuation of purchases, due to brand awareness and its features. In the competition the modern business environment is getting tougher with new competitors entering the market every day, this is due to low entry barriers, given the current economic conditions, the price war does not go on to encourage competition and retain customers, one must dig deep into the subject of consumer behavior and in under the consumer's soul to find out what makes the customer buy a certain product and keep buying it. We must ensure that customers also spread words among their peers and increase the reach of using word of mouth, (Bilal and Malik, 2014)

Brand Image (Brand Image) is to present an overall brand that is formed from information and past experience of that brand. Brand makes it easy for consumers to identify products or services in the level of consumer recognition, (Sari, 2016). According to (Herliza and Saputri, 2016) that creating a positive brand image requires a marketing program that is strong, profitable, and unique to the brand's memory.

Sivaram, Munawar and Ali, H. (2019) the factors that create a purchase decision that the researcher will analyze include the tendency of consumers to buy a product or service, interests that describe the behavior of consumers who have a primary preference for the product or service and interests that describe the behavior of consumers who are always looking for information about the product they are interested in and looking for information to support the positive properties of the product.

Quality of service (service quality) is the expected level of excellence and control over the level of excellence to meet customer desires, (Runtunuwu, *et al.*, 2014). Service quality and the desire to compete with other

competitors is a very important concept for service companies. Among such services, companies are medical centers and airlines. Service quality, customer satisfaction, loyalty, and inclination to other competitors are the most important topics in marketing, (Albonaemi and Hatami, 2015). According to (Jahmani, 2017) in the aviation industry, service quality is a big competitive advantage for airline profits. Passengers are the most important factor in the industry because airlines depend on their passengers, companies must understand the needs of passengers and want to provide a great experience and high-quality services. Flight service quality monitors passenger services that focus on flight arrival and departure times, food quality, in-flight services, check-in times, and baggage claims. The quality of airline services differs from services in other industries, airlines carry passengers to destinations using airplanes, and intangible services encourage passenger experiences such as on-time performance, in-flight services, and service frequency.

The size of customer satisfaction is strongly influenced by the value of quality, consumers will compare the products and services they receive with what they expect, (Masharyono, Hasanah, 2016). For a customer-centered company, customer satisfaction is the goal and marketing tool. Because the focus of quality is on customer satisfaction, it is necessary to understand the components related to customer satisfaction basically, customer satisfaction can be defined simply as a situation where the needs, desires, and expectations of customers can be met through the product consumed (Nasution, 2014)

Table 1. Meal lifts produced by Aerofood ACS Jakarta from Saudi Arabian Airlines

Period	Passengers/ Year	Meal Uplift/Year
2015	193952	399040
2016	235103	483166
2017	265312	546120

Source: Aerofood ACS Jakarta

The Meal Uplift data (food prepared on the plane ordered to be catered by airlines) above shows that there has been an increase in bookings for inflight catering from Saudi Arabian Airlines to Aerofood ACS Jakarta every year. Seen from year to year continues to increase. In 2015 to 2016 the increase in the number of passengers was 41151 and the increase in an Uplift meal by 84126 servings of food or about 4.71%, in 2016 to 2017 the number of passengers increased by 30209 and the increase in a meal uplifts amounted to 62954 servings of food or about 7, 78%. Saudi Arabian Airlines still chooses Aerofood ACS as a provider of catering for its flights, even though there are other inflight caterers that have Brand and Service quality with aviation world standards. Saudi Arabian Airlines still chooses Aerofood ACS as a caterer for food on its flights even though there are other inflight catering companies that have world aviation standards.

The main issues that are targeted in this study are: (1) Does Brand Awareness Inflight Catering affect customer satisfaction ?; (2) Does Inflight Catering's brand image influence consumer satisfaction ?; (3) Does Service quality Inflight Catering affect customer satisfaction?

Based on the formulation of the problem above the objectives to be achieved in this study are: (1) To find out and analyze the effect of Inflight Catering brand awareness on Saudi Arabian Airlines customer satisfaction; (2) To find out and analyze the influence of Inflight Catering Brand image on Saudi Arabian Airlines consumer satisfaction; (3) To find out and analyze the effect of Inflight Catering service quality on Saudi Arabian Airlines consumer satisfaction.

LITERATURE REVIEW

Brand Awareness

According to (Monareh, 2012) the existence of brand awareness means the ability of consumers to recognize and remember brands in different situations. Brand awareness consists of brand recall and brand recognition. Brand recall means when consumers see product categories, they can remember brand names exactly, and having brand recognition means consumers have the ability to identify brands when there are brand cues. That is, consumers can tell the brand correctly if they have seen or heard it. In addition, brand awareness can be distinguished from depth and width.

According to (Hermawan, 2014) brand awareness is the ability of a potential buyer to recognize or recall a brand that is part of a product category.

Brand Image

According to (Kotler and Armstrong, 2014) states that brand image is a set of beliefs about a brand called Brand Image. According to (Roring et al., 2014) a strong brand image can provide several major advantages for a company one of which will create a competitive advantage. Brand image is what consumers perceive about a brand. A consumer describes what they think about a brand and how they feel about that brand when they think about it.

According to (Hasan, 2014) defines Brand Image as tangible and intangible traits such as ideas, beliefs, values, interests, and features that make a brand unique. When concluded from the definition above, the brand image is

the nature of the brand that makes a brand unique in consumers' memories.

Service quality

According to (Tjiptono, 2014) the definition of service quality focuses on efforts to meet the needs and desires of consumers and the accuracy of their delivery to offset consumer expectations. According to (Wyock, 2015) service quality is the expected level of excellence and control over excellence to meet consumer needs. According to (Daryanto, 2014) stated that the Service is an activity or a series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by the service delivery company that is intended to solve consumer/customer problems.

Consumer Satisfaction

According to (Kotler, 2014) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (or results). From this definition it can be said if the product performance is not in accordance with consumer expectations and if expectations are set too low, then consumers will feel dissatisfied and lead to disappointment, if the performance is in line with expectations, consumers will feel satisfied, but if the product performance exceeds expectations, then consumers will feel happy and very satisfied.

According to (Tjiptono in Yulianto et al., 2016) the creation of customer satisfaction can provide several benefits, including the relationship between companies and customers to be harmonious, provide a good basis for repeat purchases and customer loyalty creation, and form a word of mouth recommendation (word-of-mouth of mouth) that is profitable for the company.

Conceptual Framework

1. Effect of Brand Awareness on Customer Satisfaction

According to research conducted by Amalia et al. (2013), the results show that brand awareness has an influence on customer satisfaction variables of 36.4%. Another study conducted by Poranki (2015) found that there was a strong impact of Brand Awareness on customer satisfaction. Based on the above statement, the hypothesis can be formulated as follows:

H1: Brand Awareness has a positive and significant influence on consumer satisfaction

2. The Effect of Brand Image on Consumer Satisfaction

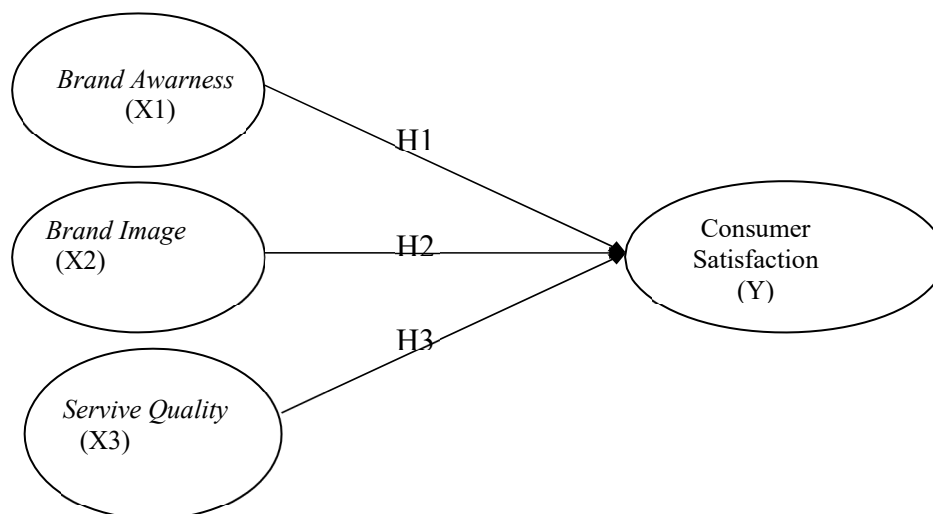
According to research conducted by Pusparani and Rastini (2016) with their research entitled Effect of Product Quality, Service Quality and Price on Consumer Satisfaction, the results of the Brand Brand variable research have an effect on consumer satisfaction of Canon DSLR cameras. Other research conducted by Neupane (2015) found that Brand image research has a significant positive effect on customer satisfaction and customer loyalty. Based on the above statement, the hypothesis can be formulated as follows:

H2: Brand Image has a positive and significant effect on consumer satisfaction.

3. Effect of Service Quality on Consumer Satisfaction

Sonani et al. (2017) with his research entitled The Relationship between Product Quality, and Service Quality with Customer Satisfaction at the Adza Catering Meat Company in Bogor City, in this study the results showed that there was a significant positive relationship between product quality and service quality together with customer satisfaction. Other research conducted by Arianto and Mahmudah (2014) found the results of product quality and service quality research contributed to customer satisfaction. Based on the above statement, the hypothesis can be formulated as follows:

H3: Service Quality has a positive and significant effect on consumer satisfaction.



RESEARCH METHODOLOGY

Time and Place of Research

This research begins by identifying the problem to be studied, formulating and defining the problem, conducting library studies by studying reference books and previous research results, determining hypotheses that are temporary answers to problems to be investigated, determining data collection methods, determining methods of analysis and conclude the results of the study. The study was conducted from January to December 2018 and carried out in the Tangerang area.

Research design

In this study, the authors used a causal research design. Causal research is a study that looks for relationships between one variable with another variable that has a causal relationship. The main purpose of this causal research is to obtain evidence of a causal relationship so that it can be known which variables are influencing and which variables are affected. Then the design of this study aims to determine the Effect of Brand Awareness, Brand Image, and Service Quality on Aerofood ACS customer satisfaction.

Population and Research Samples

Population

According to (Sugiyono, 2015) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population in this study is Aerofood ACS Consumers, namely staff, cabin crew, pilots, and Saudi Arabian Airlines technicians, totaling 300 people.

Sample

According to (Sugiyono, 2015) The sample is the share of the number and characteristics possessed by the population. Sampling techniques are basically grouped into two, namely probability sampling and nonprobability sampling. In this study, the sampling technique used by the authors is the nonprobability sampling technique. The sampling technique used in this study is an incidental sampling. Incidental sampling is a sampling technique based on coincidence, ie anyone who incidentally / incidentally meets a researcher can be used as a sample if it is deemed that the person met by chance matches the data source. The sample size in this study was determined by the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

The population contained in this study amounted to 300 people and the specified precision or significance level of 0.05, then the size of the sample in this study was 171 respondents.

Data collection technique

In conducting research, the author requires data that can support research. Data collection techniques used were questionnaires. According to (Sugiyono, 2015) Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents for later answering. Questionnaires are efficient data collection techniques when researchers know the exact variables to be measured and know what can be expected from respondents.

Analysis Method

According to (Sugiyono, 2016) what is meant by data analysis techniques is the activity after the data from all respondents or other data sources have been collected. The data analysis method in this study uses a component or variance-based structural equation wherein the data processing uses the Partial Least Square (Smart-PLS) program. As stated by Wold in (Ghozali, 2014) Partial Least Square (PLS) is a powerful analytical method because it is not based on many assumptions, the data do not have to be multivariatively normally distributed, and the sample does not have to be large.

RESULTS AND DISCUSSION

Data Quality Test Results

1. Evaluate the Measurement (outer) Model

a. Convergent Validity Test Results

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between item scores or component scores and construct scores calculated with PLS. Individual indicators are considered valid if they have a correlation value above 0.70. But in scale development research, loading factors 0.50 to 0.60 are still acceptable. By looking at the results of the output correlation between indicators and their constructs as shown in the table and structural picture below:

Table 2. Convergent Validity test results

Variables	Indicators	Outer Loading	Description
<i>Brand Awareness</i> (X1)	BA1	0.722	Valid
	BA2	0.081	Invalid
	BA3	0.774	Valid
	BA4	0.825	Valid
	BA5	0.708	Valid
	BA6	0.112	Invalid
	BA7	0.842	Valid
	BA8	0.897	Valid
	BA9	0.855	Valid
	BA10	0.844	Valid
<i>Brand Image</i> (X2)	BI1	0.692	Valid
	BI2	0.759	Valid
	BI3	0.646	Valid
	BI4	-0.045	Invalid
	BI5	0.659	Valid
	BI6	0.633	Valid
	BI7	0.730	Valid
	BI8	0.808	Valid
	BI9	0.821	Valid
<i>Service Quality</i> (X3)	SQ1	0.623	Valid
	SQ2	0.646	Valid
	SQ3	-0.081	Invalid
	SQ4	0.758	Valid
	SQ5	0.747	Valid
	SQ6	0.728	Valid
	SQ7	0.812	Valid
	SQ8	0.771	Valid
	SQ9	0.855	Valid
	SQ10	0.833	Valid
<i>Service Quality</i> (X3)	KP1	0.808	Valid
	KP2	0.786	Valid
	KP3	0.688	Valid
	KP4	0.763	Valid
	KP5	0.764	Valid
	KP6	0.704	Valid
	KP7	0.558	Valid
	KP8	-0.191	Invalid
	KP9	0.616	Valid
	KP10	0.721	Valid
Consumer Satisfactor (Y)			

Source: PLS Output

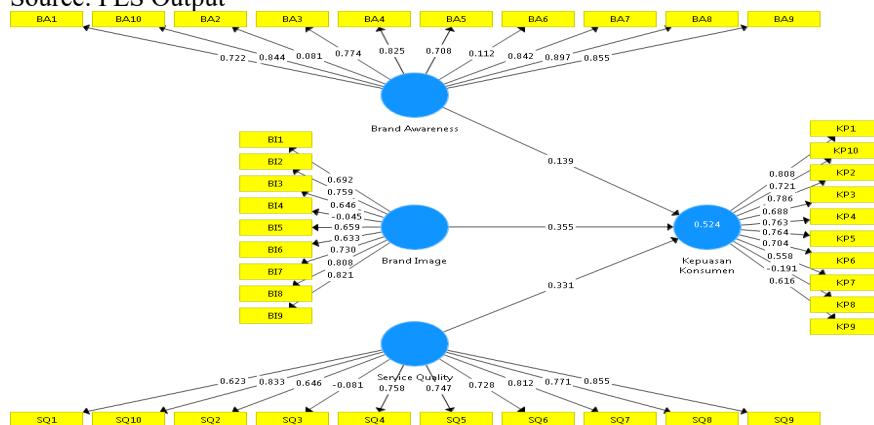


Figure 1. PLS Algorithm Results

Source: PLS Output

Based on Table 2 and Figure 1 above, it appears that indicators BA2, BA6, BI4, SQ3, and KP8 have a loading factor value of less than 0.50. Therefore, the indicator will be removed from the model. Following are the outputs from the omission of indicators and recalculation:

Table 3. Test results for Convergent Validity (modification)

Variables	Indicators	Outer Loading	Description	
<i>Brand Awareness</i> (X1)	BA1	0.722	Valid	
	BA3	0.774	Valid	
	BA4	0.825	Valid	
	BA5	0.709	Valid	
	BA7	0.842	Valid	
	BA8	0.897	Valid	
	BA9	0.854	Valid	
	BA10	0.884	Valid	
	<i>Brand Image</i> (X2)	BI1	0.693	Valid
		BI2	0.760	Valid
BI3		0.646	Valid	
BI5		0.658	Valid	
BI6		0.632	Valid	
BI7		0.730	Valid	
BI8		0.809	Valid	
BI9		0.821	Valid	
<i>Service Quality</i> (X3)		SQ1	0.627	Valid
	SQ2	0.650	Valid	
	SQ4	0.757	Valid	
	SQ5	0.746	Valid	
	SQ6	0.734	Valid	
	SQ7	0.812	Valid	
	SQ8	0.775	Valid	
	SQ9	0.857	Valid	
	SQ10	0.832	Valid	
	<i>Consumer Satisfaction</i> (Y)	KP1	0.808	Valid
KP2		0.789	Valid	
KP3		0.690	Valid	
KP4		0.764	Valid	
KP5		0.764	Valid	
KP6		0.702	Valid	
KP7		0.559	Valid	
KP9		0.614	Valid	
KP10		0.719	Valid	

Source: PLS Output (2019)

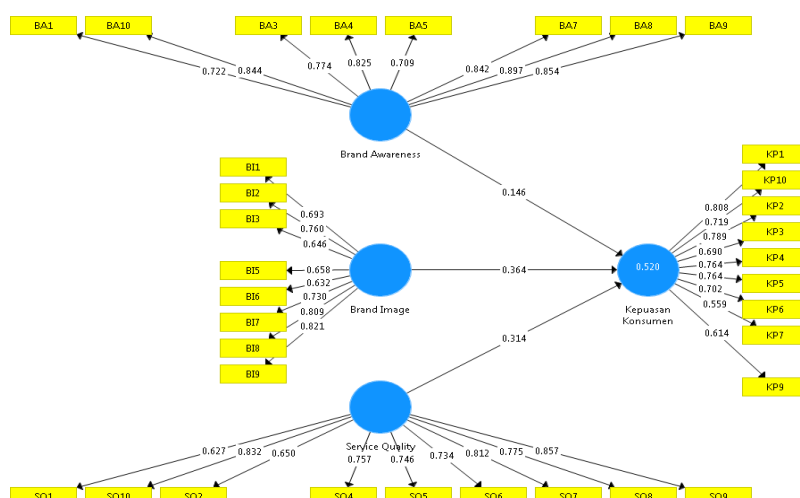


Figure 2. PLS Algorithm Results (modification)

Source: PLS Output (2019)

The results of the modification of the convergent validity test in Figure 2 and Table 3, can be seen that all indicators meet the convergent validity because it has a loading factor value above 0.50.

a. Discriminant Validity Test Results

Method to look at discriminant validity is to look at the square root of average variance extracted (AVE) value of each construct and the correlation between constructs and other constructs in the model, so it can be said to have a good discriminant validity value.

Table 4. AVE Test Results

Variables	AVE
<i>Brand Awareness</i>	0.657
<i>Brand Image</i>	0.521
<i>Service Quality</i>	0.574
<i>Consumer Satisfaction</i>	0.513

Source: PLS Output (2019)

Table 5. Discriminant Validity Test Results (Fornell Lacker Criterium)

	<i>Brand Awareness</i>	<i>Brand Image</i>	<i>Consumer Satisfaction</i>	<i>Service Quality</i>
<i>Brand Awareness</i>	0.811			
<i>Brand Image</i>	0.588	0.722		
<i>Consumer Satisfaction</i>	0.524	0.665	0.716	
<i>Service Quality</i>	0.522	0.686	0.640	0.758

From Tables 4 and 5 it can be concluded that the square root of the average variance extracted (\sqrt{AVE}) for each construct is greater than the correlation between one construct and the other constructs in the model. AVE value based on the table above, it can be concluded that the construct in the estimated model meets the criteria of discriminant validity.

b. Composite Reliability and Cronbach's Alpha Test Results

Composite reliability and Cronbach's alpha testing aims to test the reliability of the instrument in a research model. If all latent variables have composite reliability and Cronbach's alpha values ≥ 0.7 , it means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent.

Table 6. Composite Reliability Testing Results

Variables	Composite Reliability	Description
<i>Brand Awareness</i>	0.939	Reliable
<i>Brand Image</i>	0.896	Reliable
<i>Service Quality</i>	0.923	Reliable
<i>Consumer Satisfaction</i>	0.904	Reliable

Source: PLS Output (2019)

Table 7. Cronbach's Alpha Test Results

Variables	Cronbach's Alpha	Description
<i>Brand Awareness</i>	0.925	Reliable
<i>Brand Image</i>	0.867	Reliable
<i>Service Quality</i>	0.906	Reliable
<i>Consumer Satisfaction</i>	0.879	Reliable

Source: PLS Output (2019)

Based on Tables 7 and 8 that the results of composite reliability and Cronbach's alpha testing showed satisfactory values because all latent variables have composite reliability and Cronbach's alpha values ≥ 0.70 . This means that all latent variables are said to be reliable.

1. Structural Model Testing or Hypothesis Test (Inner Model)

Testing the inner model is the development of the concept and theory-based models in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. The steps of testing the structural model (inner model) are as follows:

a. R-square Value Test Results

Look at the R-square value which is a goodness-fit model test.

Table 8. R² Values Endogenous Variable

Endogenous Variable	R-square
<i>Consumer Satisfaction</i>	0.520

Source: PLS Output (2019)

The structural model indicates that the model on the variable of customer satisfaction is said to be moderate

because it has a value above 0.33. The influence model of independent latent variables (brand awareness, brand image, and service quality) on consumer satisfaction gives an R-square value of 0.520 which can be interpreted that the constructability variability of consumer satisfaction can be explained by the constructability variability of brand awareness, brand image, and service quality of 52% while 48% is explained by other variables outside the study.

a. Goodness of Fit Model

Testing the Goodness of Fit Structural models in the inner model using the value of predictive-relevance (Q²). A Q-square value greater than 0 (zero) indicates that the model has a predictive relevance value. R-square value of each endogenous variable in this study can be seen in the following calculation: Predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0.520)$$

$$Q^2 = 1 - (0.480)$$

$$Q^2 = 0.520$$

The calculation results above show a predictive-relevance value of 0.520 which is greater than 0 (zero). That means that 52% of the variation in customer satisfaction variables (the dependent variable) is explained by the independent variables used. Thus the model is said to have relevant predictive value.

a. Hypothesis Testing Results (Path Coefficient Estimation)

The estimated value for the path relationship in the structural model must be significant. The significance value in this hypothesis can be obtained by the bootstrapping procedure. See the significance of the hypothesis by looking at the value of the parameter coefficient and the significance value of the T-statistics on the bootstrapping report algorithm. To find out significant or insignificant seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table compared with the T-count (T-statistic).

Table 9. Hypothesis Testing Results

	Original Sample	Standard Deviation	T-Statistics	P Values	Description
<i>Brand awareness</i> → Consumer Satisfaction	0.146	0.134	1.989	0.045	Positive- Significant
<i>Brand image</i> → Consumer Satisfaction	0.364	0.107	3.401	0.001	Positive- Significant
<i>Servicequality</i> → Consumer Satisfaction	0.314	0.089	3.542	0.000	Positive- Significant

Source: PLS Output (2019)

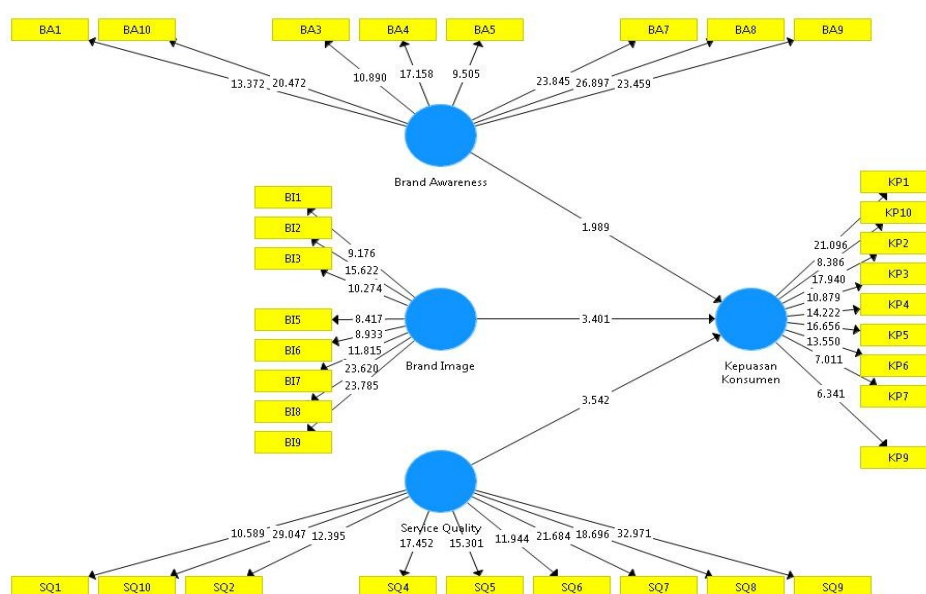


Figure 3. Bootstrapping Test Results
 Source: PLS Output (2018)

DISCUSSION

1) The effect of brand awareness on customer satisfaction

Based on the hypothesis test in this study, the T-statistic value of 1,989 was obtained, the original sample value was 0.146, and the P value of 0.045. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value indicates less than 0.05, these results indicate that brand awareness has a positive and significant effect on Aerofood ACS consumer satisfaction. This is because the Saudi Arabian airline believes in catering provided by Aerofood ACS, so that the airline uses Aerofood ACS catering both for staff, cabin crew and those served by the cabin crew to the Cockpit crew and its passengers. The staff and cabin crew like the Aerofood ACS catering, so that Aerofoos ACS can increase customer satisfaction and make Saudi Arabian Airlines continue to use Aerofood ACS in providing food on its flights. The results of this study are supported by the study of Poranki (2015), and Amalia et al (2013) which prove that the brand has a significant positive effect on brand awareness on consumer satisfaction.

2) The influence of brand image on customer satisfaction

Based on the hypothesis test in this study, the T-statistic value was 3,401, the original sample value was 0.364, and the P value of values was 0.001. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that the brand image has a positive and significant effect on Aerofood ACS customer satisfaction. This is because Aerofood ACS provides the best quality catering and in accordance with the world of aviation, thus making the airline Saudia Arabian loyal to Aerofood ACS because it can increase the satisfaction of its customers. The results of this study are supported by Herliza and Marheni (2016), Neupane (2015) which proves that brand image has a significant positive effect on customer satisfaction.

3) The effect of service quality on customer satisfaction

Based on the hypothesis test in this study, the T-statistic value was 3,542, the original sample value was 0.314, and the P value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that service quality has a positive and significant effect on Aerofood ACS customer satisfaction. This is because the Aerofood ACS officers have a good work culture and are able to communicate well to their customers, which is shown by the empathy that employees have so they are able to understand what consumers want. The results of this study were supported by Sonani et al. (2017), Albonaeimi and Masoud (2015) which show that service quality has a significant positive effect on customer satisfaction.

CONCLUSION AND SUGGESTIONS

Conclusion

This research tries to analyze variables related to brand awareness, brand image, service quality, and customer satisfaction. The results of this study were obtained from research on Aerofood ACS customers on Saudi Arabian airline staff and cabin crew. From the results of the calculations in this study, the following conclusions can be drawn:

- 1) Brand awareness has a positive and significant impact on Aerofood ACS customer satisfaction on Saudi Arabian airlines. This means that if brand awareness is good, customer satisfaction is high, and vice versa.
- 2) Brand image has a positive and significant effect on Aerofood ACS customer satisfaction on Saudi Arabian airlines. This means that if the brand image is good, customer satisfaction is high, and vice versa.
- 3) Service quality has a positive and significant impact on Aerofood ACS customer satisfaction on Saudi Arabian airlines. This means that if the quality of catering services is good it will increase customer satisfaction, and vice versa.

Suggestion

Based on the conclusions above, several suggestions can be put forward for consideration for the ACS Inflight Catering and for future researchers:

1) Suggestions for ACF Aerofood Catering Catering

- a. Aerofood ACS should increase marketing again to increase consumer knowledge if Aerofood ACS is inflight catering. One of them is by placing the Aerofood ACS logo in the in-flight food box in the form of a sticker that can be placed in the snack box or meal dish, it can also by placing advertisements on AVOD (Audio Video On Demand) and flight magazines.
- b. Aerofood ACS must create further innovations in products and services beyond inflight catering, one of which is through exposure, both through branding, advertising and news to attract consumers and attract a wider market.
- c. Aerofood ACS should use the best quality products and services as a benchmark of satisfaction by measuring how often the consumer buys or uses the products and services provided especially if the consumer can become an extension of other potential customers who can promote the product to the general public. With

increasing business competition, to compete to keep the company moving forward is to provide the best service at affordable prices for consumers.

2) Suggestions for Future Researchers

Suggestions for further researchers, who will conduct research in the same field and use this thesis as a reference, then it needs to be reviewed because it does not rule out statements that are not appropriate because I was a writer feel there are still many shortcomings and limitations in completing a thesis this. We recommend researchers. then they must be able to redevelop variables and indicators that have not been used in this study, the next researcher can use promotion variables, prices, and so forth.

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