Determining brand strenghth against WOM with the mediation of customer satisfaction and business loyalty of Garuda Indonesia aircraft flight

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Abstract

The purpose of this research is to know and explain the effect of brand Strength on word of mouth, the effect of brand strength on customer satisfaction, the influence of brand strength on consumer loyalty, the effect of consumer satisfaction on word of mouth, the effect of consumer loyalty on word of mouth, the effect of consumer satisfaction on consumer loyalty. The population in this study were Garuda Indonesia consumers in Indonesia. The sample taken in this study were some of Garuda Indonesia consumers in Indonesia, amounting to 230 people. The data analysis in this study used the SEM method. The results of this study prove that brand strength has a positive effect on word of mouth, brand strength has a positive effect on customer satisfaction, brand strength has a positive effect on consumer loyalty, consumer satisfaction has a positive effect on word of mouth, consumer loyalty has a positive effect on word of mouth, satisfaction has a positive effect. towards consumer loyalty.

Introduction

The aviation business in Indonesia is experiencing intense competition in line with the increasing performance and sales of airlines that offer quality services. Based on the Skytrax World Airline Awards there are various international airlines that offer high quality services, to compete in the World's Top Airline. This has made competition between airline services even tighter, as the Skytrax World Airline Awards have become the global benchmark for airline excellence (Passangers Choice Awards). The following are the top 10 airlines in the world for 2016-2018.

Table 1. World Top 10 Airlines

Ranking	2016	2017	2018
1	Emirates	Qatar Airways	Singapore Airlines
2	Qatar Airways	Singapore Airlines	Qatar Airways
3	Singapore Airlines	ANA All Nippon Airways	ANA All Nippon Airways
4	Catahy Pacific	Emirates	Emirates
5	ANAs	Cathay Pacific Airways	EVA Air
6	Etihad Airways	EVA Air	Cathay Pacific Airways
7	Turkiesh Airways	Lufthansa	Lufthansa
8	EVA Air	Ethihad Airways	Hainan Airlines
9	Qantas Airways	Hainan Airlines	Garuda Indonesia
10	Lutfansa	Garuda Indonesia	Thai Airways

Garuda Indonesia is one of the national airlines that is included in the 10 best airlines in the world in 2017-2018. This achievement of Garuda Indonesia also not only represents the achievement of Garuda Indonesia as a world class airline, but also represents the success of the concept of "Indonesia Hospitality" service in the global arena, as well as strengthening Indonesia's "Nation Branding" in the eyes of the world. Brand strength is one of the factors that influence the success of Garuda to become one of the 10 best airlines in the world.

Literature Review and Hypotheses Development

Consumer Loyalty

Customer loyalty is a function of customer satisfaction, diversion barriers and customer complaints. Satisfied customers will be able to make repeat purchases at a future date and notify others of the expected services. According to Kotler (2016), "Customer loyalty is a repeat purchase made by a customer because of a commitment to a brand or company".

According to Tjiptono (2012), every company that pays attention to consumer satisfaction will get several main benefits, namely the company's reputation which is increasingly positive in the eyes of consumers and society, and can encourage the creation of consumer loyalty that makes it possible for the company, increase profits, so that the company's relationship with its consumers is harmonious, and encourages every people in the company to work with a better purpose (Brakus, et al., 2009).

Customer Satisfaction

Oliver (1999) states that customer satisfaction or dissatisfaction is the customer's response to the evolution of discrepancies (discinfirmation) that is felt between previous expectations and the actual performance of the product. This causes every business entity to place an orientation on customer satisfaction as the main goal, among others, by the increasing number of business entities that declare their commitment to customer satisfaction in mission statements and advertisements.

Word of Mouth

otler and Keller (2012) explain that word of mouth is a verbal communication that involves customers so that customers choose to talk to other people about products, services, and brands. According to Kaplanidou and Vogt (2001) about Word of mouth is a communication between two or more people, regarding the performance of the product. According to Hennig-thurau, Eifler, Hennig-thurau, Gwinner, & Gremler (2004), word of mouth is all informal communication directed at other customers regarding ownership, use, or characteristics of a product (Aditya & Nugraha, 2015).

Words of Mouth, or commonly abbreviated as WOM, according to the Words of mouth Association (WOMMA), is an effort to pass information from one customer to another (www.womma.com, 2007). Meanwhile, Words of Mouth according to WOMMA, is to give customers a reason to talk about your products and services, and make it easier for these conversations to happen. Words of Mouth is the art and science of building great customer-to-customer and customer-to-producer communication (Zamil, 2014).

Brand Strength

Brand strength refers to the extent to which a brand is well known by the target group, is well perceived by the target group, and is considered extraordinary by the target group. Brand strength has three dimensions: brand familiarity, brand openness, and brand attitude (Wymer & Casidy, 2015).

Brand familiarity refers to the level of knowledge the target audience has about branded objects. An organization wants its brand to be known to target groups that have managerial interests. The characteristic of becoming famous refers to how familiar a target group is with a branded object (Francisco-Maffezzolli, et al., 2014). The more well-known a brand will increase the strength of the brand (Wymer, 2013; Wymer & Casidy, 2015).

Research Methods

The research will be conducted on all respondents, then an analysis of the description of the respondents will be carried out. Analysis in tabular form which is then given the necessary explanation.

Population and Sample

Population is the scope or scale of the characteristics of all the objects under study. The sample is the amount of certain characteristics of a part of the population that has the same characteristics as the population. Population is the entire collection of elements (people, events, products) that can be used to make some conclusions. In this study the population is the consumers of Garuda Indonesia Airlines. This population was chosen because it is diverse and very dynamic, responsive and sensitive to change.

Samples are part of the population that is taken or determined based on certain characteristics and techniques. To draw the characteristics of the population, a sample must truly be representative of the population. Therefore, a procedure is needed to be used in selecting part of the sample so that a representative research sample can be obtained such as the characteristics of the population.

Research variable

The research variables used are as follows:
1. The independent/independent variable (X) is the stimulus variable or variable that affects other variables. In this study, the independent variable is brand Strength (X1), WOM (X2), (X2)
2. The dependent variable (Y) is a variable that gives a reaction or response when connected to the independent variable. In this study the dependent variable (Y) is consumer loyalty (Y1).
3. The mediating/intervening variable (Y) is the variable that provides the relationship between the independent variable and the dependent variable. In this study the intervening variable (Z) is consumer satisfaction (Z)

SEM Analysis

SEM is used to determine whether the model can answer the problems posed in the study. The research model will be analyzed using the Structural Equation Model (SEM), using AMOS software. SEM is an analytical technique that allows for both complex and intricate relationships simultaneously. In a simple sense, SEM provides an adequate and most efficient estimation technique for a series of multiple regression equations and is separated and estimated simultaneously (Ghozali, 2016).

Results and Discussion

This study is to determine and explain the effect of brand strength on WOM by mediating customer satisfaction and consumer loyalty to the Garuda airline business airline in Indonesia.

Respondent Gender

Most of the respondents in this study were women as many as 117 respondents or 51% and men as many as 113 respondents or 49%. This shows that in terms of gender, respondents who use the Garuda Garuda mask are relatively the same, namely women, namely 117 respondents or 51% and men as many as 113 respondents or 49%.

Respondent Age

Based on the sample of respondents, it can be seen that the majority of respondents are 31-40 years old as many as 143 respondents or 62%. Meanwhile, respectively, respondents aged> 41 years were 47 respondents or 20%, respondents aged 21-30 years were 27 respondents or 12%, and the lowest were respondents ≤ 20 years of age by 13 respondents or by 6%.

Respondent Education

The majority of respondents were those with an education up to a bachelor's degree as many as 173 respondents or 65%. Meanwhile, respectively, respondents with an equivalent diploma were

44 respondents or 19% and respondents with high school equivalent were 13 respondents or 13%. These results indicate that the majority of Garuda Airlines consumers are consumers with higher education so that they have the ability to choose quality airline services.

Overview of the Assessment of Research Variables

Descriptive analysis is used to analyze data by describing or explaining the descriptive assessment of respondents to the research variables. This research is measured by scoring each statement as follows:
Strongly Disagree : 1
Disagree   : 2
Simply Agree   : 3
Agree   : 4
Strongly Agree   : 5

The average value of each respondent is grouped into 5 interval classes, so that the intervals can be calculated using the following formula:
The lowest scoring score is   : 1
The highest scoring score is : 5
Interval $= \frac{5-1}{5} = 0.80$

From these calculations, the scale of distribution of the criteria for the respondent's opinion can be determined as follows:
1.00 to 1.80   = Strongly Disagree
1. 81 to 2.60 = Disagree
2. 61 to 3.40 = Enough Agree
3. 41 to 4.20 = Agree
4. 21 to 5.00 = Strongly Agree

Brand Strength

The results of the assessment stated that of the 230 respondents on average gave an assessment of 4.29 (categorized as strongly agree) which means that the strength of the brand in the minds of the customer is very strong against the brand strength. Thus it shows that respondents have a very high perception of the brand streght. The assessment of respondents on the highest strategic brand was that Garuda Indonesia was different compared to other airlines and was more prominent than other airlines with an average of 4.29, while the results of the respondents' assessment on the lowest strategic brand were having knowledge of the Garuda Indonesia airline with an average of 4,10. This shows that respondents have a very good perception of brand strength.

Word of Mouth

The results of the study stated that of the 230 respondents, on average, they gave an assessment of 4.44 (categorized as strongly agree) on the level of word of mouth. The highest respondent assessment in word of mouth is when people ask about Garuda Indonesia Airlines, I give good comments with an average of 4.46 while the results of the respondents' assessment in the lowest word of mouth are giving good comments and information about Garuda Airlines Indonesia to others without being asked with an average of 4.41. This shows that respondents will give a very positive word of mouth for Garuda Indonesia Airlines.

Customer Satisfaction

The results showed that 230 respondents gave an average rating of 4.39 (categorized as strongly agree) on the level of customer satisfaction. Respondents 'assessment of the highest customer satisfaction is satisfaction with the experience of using Garuda Indonesia with an average of 4.41, while the results of respondents' assessment of the lowest customer satisfaction are I think it is the

right thing when choosing Garuda Indonesia Airline with an average of 4.37. This shows that the respondents feel very satisfied with Garuda Indonesia's services.

Consumer Loyalty

The results of the study explained that the 230 respondents gave an average rating of 4.43 (categorized as strongly agree) on the level of consumer loyalty. Thus it shows that the loyalty of respondents to Garuda Indonesia airlines is very high. The evaluation of respondents on the highest loyalty was that they would continue to use Garuda Indonesia with an average of 4.48, while the results of the respondents' assessment of the lowest loyalty were that they would recommend to others with an average of 4.30. This shows that the respondents have a very high level of loyalty.

SEM Analysis

Data analysis in this study used Structural Equation Modeling (SEM) with the aim of: Normality Test, Outlier Test, Confimatory Test. By using the help of statistical software AMOS 20 in modeling and hypothesis analysis. The test steps are as follows:

Normality test

To assess whether the data used meets the normal criteria or not. The critical ratio value used is + 2.58 at the 1% significance level, meaning that if the value of CR Skewness exceeds the absolute value of 2.58, the variable is concluded not normally distributed. The results of the calculation can be concluded that the data used has a normal distribution, because the CR Skewness value is not in the range between +2.58.

Table 2. Assessment of Normality

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Y4	2,000	5,000	-1,589	-9,838	1,240	3,839
Y3	2,000	5,000	-1,569	-9,713	1,161	3,595
Y2	2,000	5,000	-1,628	-10,080	1,038	3,214
Y1	2,000	5,000	-1,705	-10,554	1,365	4,224
Z1	2,000	5,000	-1,508	-9,336	,846	2,620
Z2	2,000	5,000	-1,549	-9,590	1,051	3,253
Z3	2,000	5,000	-1,446	-8,951	,622	1,926
X2.3	2,000	5,000	-1,611	-9,976	1,212	3,753
X2.2	2,000	5,000	-1,662	-10,293	1,502	4,650
X2.1	2,000	5,000	-1,553	-9,613	1,246	3,856
X1.1	2,000	5,000	-,915	-5,665	-,871	-2,697
X1.2	2,000	5,000	-1,152	-7,131	-,320	-,991
X1.3	2,000	5,000	-1,301	-8,056	,216	,669
X1.4	2,000	5,000	-1,394	-8,633	,398	1,231
X1.5	2,000	5,000	-1,439	-8,908	,574	1,778
X1.6	2,000	5,000	-1,419	-8,783	,887	2,746
X1.7	2,000	5,000	-1,378	-8,533	,584	1,809
X1.8	2,000	5,000	-1,256	-7,775	-,111	-,344
X1.9	2,000	5,000	-1,336	-8,273	,266	,825
Multivariate					7,988	2,574

Meanwhile, the multivariate normality test can be done by looking at the multivariate CR value which can be seen in the bottom row of Table 2. Because the multivariate CR value is greater than + 2.58, it is concluded that there is no evidence that this distribution is normal (Ghozali, 2016). The results of the analysis are presented in Table 2.

Outlier test

The detection of multivariate outliers is done by considering the value of mahalonobis distance. An observation is stated as an outlier if it has a significant distance from the center of observation at a significance level of p <0.001 with the degrees of freedom of a number of constructs used in the study (Ghozali, 2013).

Table 3. Outlier test rsult

Observation number	Mahalanobis d-squared	p1	p2
173	21,325	,319	,127
98	21,048	,334	,214
15	20,849	,345	,283
215	20,849	,345	,238
227	20,783	,349	,233

The outlier test results showed the value of p1 and p2> 0.001 so it can be concluded that the data is normally distributed.

Confimatory test

The validity test in this study used the variance extracted technique. While the reliability test uses the variance extracted as a complement to the construct reliability measure. In SEM there are several statistical tests to test construct reliability, namely construct reliability and variance extracted.

In this study, construct reliability was tested using the construct reliability approach by calculating the reliability index of the instrument used from the SEM model analyzed. construct reliability is obtained by the following Fornell and Laker's (1981) formula in Ghozali (2013):

$$Construct\ \text{Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

Where, λ_i = Standard loading of each indicator (observed variable). ε_i = measurement error of each indicator (1 - indicator reliability).

Table 4. Validity dan Reliability test result

Variable	Indicator	λ_i	ε_i	t-value	Ket	CR	Ket
Brand Strength	X1.1	1,273	0,122	10,438	Valid	0,986	Reliabel
	X1.2	1,034	0,101	10,237	Valid		
	X1.3	0,882	0,086	10,212	Valid		
	X1.4	0,885	0,087	10,195	Valid		
	X1.5	0,658	0,069	9,588	Valid		
	X1.6	0,543	0,057	9,548	Valid		
	X1.7	0,519	0,057	9,161	Valid		
	X1.8	0,786	0,081	9,687	Valid		
	X1.9	0,587	0,064	9,138	Valid		
WOM	X2.1	0,408	0,052	7,889	Valid	0,914	Reliabel
	X2.2	0,452	0,053	8,517	Valid		
	X2.3	0,439	0,054	8,085	Valid		
Consumer Satisfaction	Z1	0,538	0,062	8,721	Valid	0,934	Reliabel
	Z2	0,593	0,064	9,33	Valid		
	Z3	0,49	0,061	7,988	Valid		
Consumer Loyalty	Y1	0,598	0,061	9,794	Valid	0,941	Reliabel
	Y2	0,453	0,052	8,696	Valid		
	Y3	0,377	0,044	8,576	Valid		
	Y4	0,365	0,043	8,447	Valid		

The results of the validity and reliability tests are as follows can be seen in the table 4. The table shows the results of validity and reliability testing. Referring to Holmes-Smith (2001), an indicator is valid if the t value is> 1.96 and a variable is declared reliable if it has construct reliability> 0.50.

Based on these requirements all indicators or questions are declared valid and reliable in measuring the variables.

Evaluation of Goodness of Fit Criteria

Evaluation of the goodness of Fit criteria uses the help of AMOS software version 20. The following is the goodness of fit index generated after testing:

Table 5. Indicator Goodness of Fit Test

Kriteria	Model Result	Critical Value	Conclussion
X^2-Chi-square	145,832	Kecil	Good
Probability	0,488	$\geq 0,05$	Good
RMSEA	0,000	$\leq 0,08$	Good
GFI	0,936	$\geq 0,90$	Good
AGFI	0,916	$\geq 0,90$	Good
TLI	1,000	$\geq 0,95$	Good
CFI	1,000	$\geq 0,95$	Good

Sumber : Data Diolah

Whereas in the form of figure, the results of the goodness of fit analysis in the research model are as follows:

GOODNESS OF FIT :
Chi-squares=145,832
CFI=1,000
Probabilitas=,488
GFI=,936
TLI=1,000
RMSEA=,000
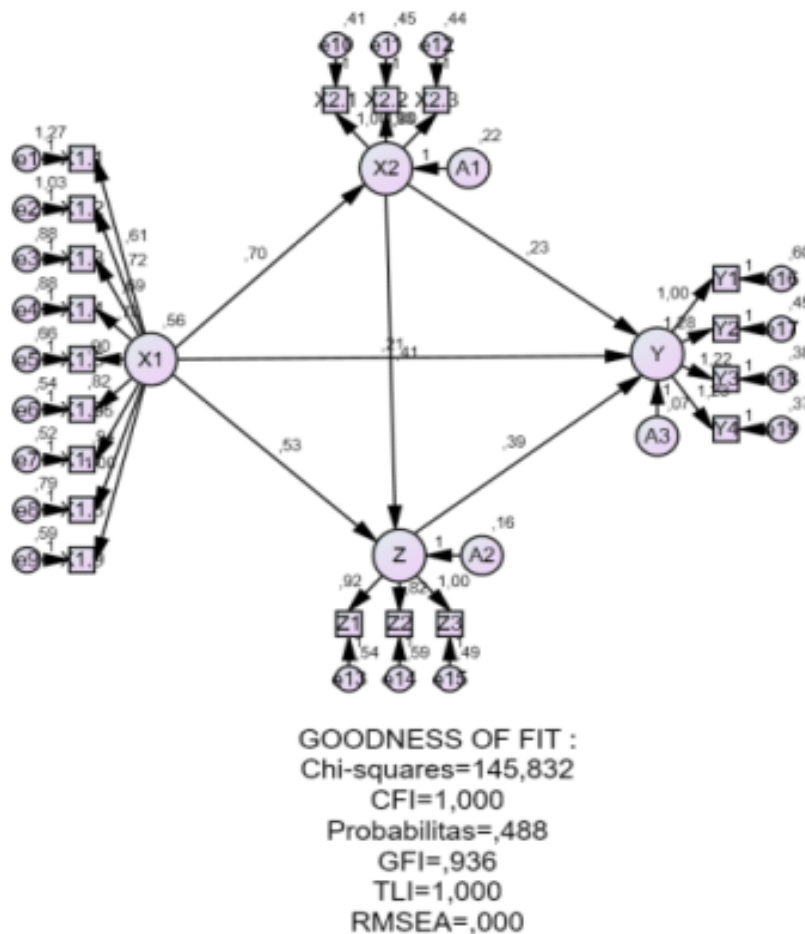
Source: Data Amos processed

Figure 1. Structural Equation Model

From the results of the measurement of the Goodness of Fit Index above, it can be concluded that all parameters have met the expected requirements, so that it can be concluded that the research model has fulfilled the Goodness of Fit.

Hypotheses test

The results of hypothesis testing using SEM can be seen in the table below:

Table 6. Hipothesis Test Result

			Estimate	S.E.	C.R.	P	Label
X2	←	X1	,743	,088	7,937	***	par_16
Z	←	X1	,524	,127	4,179	***	par_17
Y	←	X1	,251	,105	1,995	,046	par_18
X2	←	Z	,383	,136	3,046	,002	par_19
X2	←	Y	,254	,104	2,172	,030	par_20
Y	←	Z	,477	,129	3,044	,002	par_21

Based on the results of hypothesis testing, it can be concluded that the testing of each hypothesis is as follows:

First Hypothesis
The first hypothesis testing aims to prove that Brand Strength has a positive effect on Word of Mouth. From table 4.11, word of mouth formed by brand streght produces a positive coefficient of 0.743 with a pvalue of 0.000. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that Brand Strength has a positive and significant effect on Word of Mouth so that the first hypothesis of this study is accepted.

Second Hypothesis
The second hypothesis testing aims to test Brand Strength has a positive effect on Customer Satisfaction. From table 4.11, consumer satisfaction is formed by brand streght producing a positive coefficient of 0.524 with a p-value of 0.000. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that Brand Strength has a significant positive effect on Customer Satisfaction so that the second hypothesis of this study is accepted.

Third Hypothesis
The third hypothesis testing aims to test Brand Strength has a positive effect on consumer loyalty. From table 4.11, consumer satisfaction formed by brand streght produces a positive coefficient of 0.251 with a p-value of 0.046. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that Brand Strength has a significant positive effect on consumer loyalty so that the third hypothesis of this study is accepted.

Fourth Hypothesis
The fourth hypothesis testing aims to test consumer satisfaction with a positive effect on WOM. From table 4.11, consumer satisfaction formed by WOM produces a positive coefficient of 0.383 with a p-value of 0.002. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that Customer Satisfaction has a significant positive effect on WOM so that the fourth hypothesis of this study is accepted.

Fifth Hypothesis
The fifth hypothesis testing aims to test Consumer Loyalty has a positive effect on WOM. From table 4.11, consumer loyalty formed by WOM produces a positive coefficient of 0.254 with a p-value of 0.030. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that consumer loyalty has a significant positive effect on WOM so that the fifth hypothesis of this study is accepted.

Sixth Hypothesis

The sixth hypothesis testing aims to test that consumer satisfaction has a positive effect on consumer loyalty. From table 4.11, consumer loyalty is formed by customer satisfaction resulting in a positive coefficient of 0.477 with a p-value of 0.002. Based on the results of the analysis, the p-value is less than 0.05, it can be concluded that customer satisfaction has a significant positive effect on consumer loyalty so that the sixth hypothesis of this study is accepted.

The Role of Mediation of Srenght Brand Relationship to the Word of Mouth

The influence of brand strength on satisfaction and word of mouth directly and there are also indirect and total effects can be described as follows:

Direct effect BS tp WOM	0.251
Indirect effect BS to CS to WOM = 0.743 x 0.254	0.189
Total effect	0.440

The results of the mediation test analysis can be concluded that the effect of total brand strength on WOM through consumer satisfaction is 0.189> the effect of total brand strength on WOM (0.251) so it can be concluded that brand strength has an effect on WOM through consumer satisfaction.

The Role of Srenght Brand Mediation on the Relationship between Consumer Satisfaction and Consumer Loyalty

The influence of brand strength on loyalty and word of mouth directly and there is also an indirect effect and the total influence can be described as follows:

Direct effect BS tp WOM	0.251
Indirect effect BS to CL to CS = 0.524 x 0.254	0.133
Total effect	0.384

The results of the analysis of the mediation test can be concluded that the effect of total brand strength on WOM through customer satisfaction is 0.384> the effect of total brand strength on WOM (0.251) so it can be concluded that brand strength affects WOM through consumer loyalty.

The Role of Mediating Customer Satisfaction on the Relationship between Consumer Loyalty and WOM

The effect of consumer satisfaction on loyalty and word of mouth directly and there is also an indirect effect and the total effect can be described as follows:

Direct effect CS tp WOM	0.477
Indirect effect CS to CL to WOM = 0.383 x 0.477	0.090
Total effect	0.567

The results of the mediation test analysis can be concluded that the effect of total consumer satisfaction on WOM through customer loyalty is 0.567> the effect of total customer satisfaction on WOM (0.477) so it can be concluded that customer satisfaction affects WOM through customer loyalty.

The Role of Brand Strength Mediation on the Relationship between Consumer Loyalty and WOM

The influence of Brand Strength on loyalty and word of mouth directly and there is also an indirect influence and the total influence can be described as follows:

Direct effect CL tp WOM	0.254
Indirect effect BS to CL to WOM = 0.251 x 0.254	0.383
Total effect	0.637

The results of the mediation test analysis can be concluded that the effect of total brand strength satisfaction on WOM through consumer loyalty is 0.637> the total effect of consumer loyalty on WOM (0.251) so it can be concluded that brand strength affects WOM through consumer loyalty.

The Effect of Brand Strength on the Word of Mouth

The results of this study prove that brand strength has a significant effect on word of mouth. The higher the brand strength, the higher the word of mouth. These results are in accordance with research (Casidy & Wymer, 2015) and (Wymer & Casidy, 2015) proving that Brand Strength has a positive effect on Word of Mouth.

The Influence of Brand Strength on Customer Satisfaction

The results of this study prove that brand strength has a significant effect on customer satisfaction. The higher the brand strength will increase customer satisfaction. These results are in accordance with research (Casidy & Wymer, 2015) and (Wymer & Casidy, 2015) proving that Brand Strength has a positive effect on consumer satisfaction.

The Effect of Brand Strength on Consumer Loyalty

The results of this study prove that brand strength has a significant effect on consumer loyalty. The higher the brand strength, the higher consumer loyalty (Dibb & Simoes, 2001). These results are consistent with research (Casidy & Wymer, 2015) and (Wymer & Casidy, 2015) proving that Brand Strength has a positive effect on consumer loyalty

The Effect of Customer Satisfaction on WOM

The results of this study prove that customer satisfaction has a significant effect on WOM. The higher the customer satisfaction will increase WOM. These results are consistent with research (Casidy & Wymer, 2015) and (Wymer & Casidy, 2015) which prove that consumer satisfaction has a positive effect on WOM.

The Effect of Consumer Loyalty on the Word of Mouth

The results of this study prove that consumer loyalty has a significant effect on WOM. Higher consumer loyalty will increase WOM (Ennew, et al., 2000).
Research conducted by Ntale, Ngoma, & Musiime (2013) with the results of the research showing that word of mouth has a significant effect on consumer loyalty, as well as that conducted by (Saputra, Suryani, & Nurcahya, 2017), with the results of consumer loyalty having a significant effect.

The Influence of Customer Satisfaction on Consumer Loyalty

The results of this study prove that customer satisfaction has a significant effect on customer loyalty. The higher the customer satisfaction will increase customer loyalty. These results are consistent with research (Casidy & Wymer, 2015) and (Wymer & Casidy, 2015) which prove that consumer satisfaction has a positive effect on consumer loyalty (Kordnaeij, et al., 2013).

Implication and Conclusion

From the results of data analysis, the conclusions in this study are as follows:

The results of this study prove that consumer loyalty has a positive & significant effect on customer satisfaction. Thus, higher consumer loyalty will increase customer satisfaction. The results of this study prove that consumer loyalty has a positive & significant effect on WOM. Thus, higher consumer loyalty will increase WOM. The results of this study prove that customer satisfaction has a positive & significant effect on WOM. Thus, higher customer satisfaction will increase WOM.

The results of this study prove that brand strength has a positive & significant effect on consumer loyalty. Thus, the higher the brand strength will increase consumer loyalty. The results of this study prove that brand strength has a positive & significant effect on customer satisfaction. Thus, the higher the brand strength will increase customer satisfaction. The results of this study prove that brand strength has a positive & significant effect on word of mouth (Smidts & Riel, 2001). Thus, the higher the brand strength will increase word of mouth. Thus this study finds that Brand Strength has a role in loyalty, customer satisfaction, & WOM. And Brand Strength is an important factor for the Garuda Indonesia airline

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