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Analysis of Service Quality, Customer, Satisfaction, Brand Image, and Market Share on Passenger Loyalty

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Abstract: Literature review articles related to the analysis of service quality, customer satisfaction, brand image and market share on ship passenger loyalty are scientific literature articles in the scope of marketing management science. The purpose of this study is to build a hypothesis regarding the influence between variables that can later be used for further research in the scope of marketing management. The approach used in this study is descriptive qualitative. The data collection technique uses literature studies. Data were obtained from previous studies that are relevant to this study and sourced from academic online media such as the Scopus Emerald Journal, Sage, Web of Science, Sinta Journal, DOAJ, EBSCO, Google Scholar and digital books. The results of this article are: 1) Service Quality affects Ship Passenger Loyalty; 2) Customer Satisfaction affects Ship Passenger Loyalty; 3) Brand Image affects Ship Passenger Loyalty; and 4) Market Share affects Ship Passenger Loyalty.

Keyword: Ships Passenger Loyalty, Service Quality, Customer Satisfaction, Brand Image, Market Share

INTRODUCTION

In the cruise industry, passenger loyalty is critical to a company's long-term profitability. With increasing competition and rising passenger expectations, cruise lines must constantly innovate and improve their service quality. Passenger loyalty is linked not only to repeat purchases, but also to referrals, resistance to competition, and long-term satisfaction. To remain competitive in the market, cruise lines must first understand the elements that drive passenger loyalty. Service quality is one of the most important aspects in passenger loyalty. Reliability, responsiveness, certainty, empathy, and tangible features all contribute to good service quality. Reliability refers to a company's ability to consistently and accurately deliver on its promises. Passengers who believe a cruise line is trustworthy are more likely to be loyal, as they feel comfortable and confidence in the level of service given. Responsiveness refers to the willingness and capacity of employees to assist passengers and deliver prompt service. When passengers believe that their demands and complaints are addressed swiftly and efficiently, their satisfaction levels rise, which encourages loyalty. Assurance covers

passengers' perceptions of expertise, civility, credibility, and safety. Well-trained and knowledgeable crew, as well as safe and dependable service, help passengers trust a cruise company. Empathy is the care and understanding that workers give to passengers. When passengers feel valued and understood, they are more inclined to use the service again. Physical facilities, equipment, and the appearance of personnel are all tangible characteristics. A clean and well-maintained ship, enough facilities, and well-groomed crew all give the appearance of professionalism and high quality, which encourages passenger loyalty (Ali, Mahaputra, et al., 2023).

Customer satisfaction is determined by comparing passengers' expectations with the actual performance they receive. Passengers are satisfied when the services supplied meet or surpass their expectations. Conformity to expectations, product and service quality, price, service experience, and complaint management all have an impact on customer satisfaction (Achmad et al., 2024). Conformity to expectations refers to how well travelers' experiences meet their expectations. When passengers believe that the service meets or surpasses their expectations, they are more likely to be pleased and loyal. Product and service quality include ship comfort, cleanliness, and service reliability. Passengers who perceive high-quality products and services are more satisfied and likely to use them again. Price is a key aspect in determining consumer satisfaction. Passengers compare prices based on the value they receive from the service. Passengers will be satisfied if they believe the amount they pay is equal to or less than the value of the service provided. The service experience encompasses all passenger interactions with the company, from ticket purchasing to trip completion. A positive experience at each point of the journey will boost passenger satisfaction. Complaint management refers to the company's ability to respond to passenger concerns and complaints in a timely and effective manner. Passengers who believe their complaints are handled appropriately are more likely to be satisfied (Hamdan et al., 2023).

Brand image refers to the passenger's perception of the ship's brand, which is established via interactions and experiences. A positive brand image can boost passenger loyalty because people prefer brands they know and trust. A strong brand image consists of brand associations, perceived quality, brand uniqueness, brand trust, and brand loyalty. Brand association relates to consumers' mental images or perceptions of a brand (Panggabean et al., 2024). Positive connections, such as a reputation for safety, courteous service, and comfort, can boost passenger loyalty. Perceived quality refers to the passenger's perception of the cruise line's service quality (Faisal et al., 2024). High quality, such as a clean and well-maintained ship, complete amenities, and skilled service, can boost passenger happiness. Brand uniqueness refers to the characteristics that set a brand apart from its competitors. Unique elements, such as distinctive ship designs, exclusive itineraries, or extra services not provided by competitors, can boost brand appeal. Brand trust is the passenger's conviction that a cruise line will deliver dependable service and keep its promises (Susanto, Yasin, et al., 2024). Brand loyalty refers to a passenger's decision to continue traveling with the same cruise line despite competing offers (Mahaputra & Saputra, 2021).

Market share is a metric that measures a company's ability to acquire and retain customers in comparison to its competitors. A significant market share suggests that the company is popular in the market. High sales indicate that the cruise line's services are well regarded in the market (Suryawan et al., 2024). Consistent and increasing sales suggest that

many travelers are pleased with the services offered, and they are more inclined to make repeat purchases. The vast number of clients demonstrates that the cruise line's services have a wide appeal and are well received by many people. Market expansion reflects rising demand for cruise line services. Strong market growth suggests that the organization can attract new clients while retaining old ones. Acceptance of new items demonstrates the company's capacity to develop and create services that will appeal to passengers. Competitor analysis is the process of identifying and understanding competitors' strengths and weaknesses (Husadha et al., 2020).

Passenger loyalty encompasses recurrent purchases, recommendations, resistance to competition, long-term satisfaction, and trust and loyalty. Repeat buy loyalty refers to passengers' decision to utilize the same service repeatedly. Recommendation refers to passengers promoting the cruise line's services to others. Passengers' inclination to remain loyal to one company in the face of appealing offers from competitors is referred to as competition resistance. Long-term contentment is the continual sense of satisfaction that travelers have with the services they receive. Trust is the passenger's trust that the company will continue to deliver satisfactory and dependable service. Compliance refers to the passenger's willingness to obey the company's regulations and standards (Ali, Mahaputra, et al., 2023).

In the cruise industry, service quality, customer satisfaction, brand image, and market share all have a big impact on passenger loyalty. To provide customers with a favorable and satisfying experience, cruise lines must focus on improving all of these factors. This will allow the company to sustain and increase its loyal customer base, which will contribute to long-term success in the cruise sector. Strong passenger loyalty is essential when dealing with increased competition and changing market needs.

Based on the background of the problem that has been described above, the following problem formulations are determined: 1) Does Service Quality affect Passenger Loyalty?; 2) Does Customer Satisfaction affect Passenger Loyalty?; 3) Does Brand Image affect Passenger Loyalty?; and 4) Does Market Share affect Passenger Loyalty?.

METHOD

This study uses a descriptive qualitative technique. By conducting a comprehensive analysis of relevant previous research, the aim is to obtain and refine hypotheses that can be used for further research. The data used in this study were obtained from scientific sources, leading publications, and academic platforms including Scopus Journal Emerald, Sage, Web of Science, Sinta Journal, DOAJ, EBSCO, Google Scholar, and digital reference books (Susanto, Arini, et al., 2024). A systematic literature review (SLR) is a rigorous and systematic effort in which all relevant research materials are found, assessed, and analyzed to offer solutions to a particular research question. Consistency in applying the literature review is essential when conducting qualitative analysis, in line with methodological principles. Qualitative analysis is mostly conducted for investigative purposes, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Based on the background of the problem and the formulation of the problem above, the results of this study are as follows:

Ship Passenger Loyalty

Passenger loyalty refers to the frequency with which passengers choose the same cruise line for their itineraries, notwithstanding the availability of alternatives. This loyalty is not only based on the frequency with which the service is used, but also on high levels of happiness and trust in the supplier (Susanto et al., 2023). Loyal passengers have positive judgments of service quality, feel respected, and have an emotional connection to the cruise line brand. They are also more inclined to suggest the service to others, whether through personal referrals or excellent social media evaluations. This loyalty is vital for cruise companies because it can boost long-term income while lowering marketing costs to attract new passengers (Hidayati et al., 2022).

The indicators or dimensions contained in the Ship Passenger Loyalty variable include: 1) Repurchase Loyalty: The frequency with which passengers employ the same ship service frequently; 2) Recommendation: The willingness of passengers to refer the ship service to others; 3) Resistance to Competition: Passengers' inclination to continue using the service despite offers from competitors; 4) Long-Term contentment: Passengers' continuous contentment with the ship's service; and 5) Trust and Compliance: Passengers' faith in the ship's reliability and safety, as well as their readiness to follow business rules and standards (Subekti, 2019).

Passenger Loyalty has been studied by several researchers and is relevant to research conducted by: (Subekti, 2019), (Hidayatullah et al., 2020), (Jaya Sakti et al., 2021).

Service Quality

Service quality is the amount of perfection recognized by customers when they use a specific service or product. It includes qualities like speed, accuracy, friendliness, dependability, and the capacity to meet or exceed client expectations. In the cruise industry, service quality refers to the complete passenger experience, including the ticketing procedure, on-board service, and managing complaints and problems that may emerge throughout the trip. Passengers who receive high-quality service may feel satisfied and respected, increasing the likelihood that they will return (Ali et al., 2018).

The indicators or dimensions contained in the Service Quality variable include: 1) Dependability: The ability to deliver promised services consistently and accurately; 2) Responsiveness: The willingness and capacity to assist travelers and deliver timely service. 3) Assurance: Employee knowledge and civility, as well as their capacity to instill trust and confidence; 4) Empathy: The care and individual attention provided to passengers; and 5) Tangible: Physical features of the ship, such as cleanliness, facilities, and condition, that passengers can see and assess (Ricardianto et al., 2021).

Service Quality has been studied by several researchers and is relevant to research conducted by: (Saribanon et al., 2016), (Ricardianto et al., 2023), (Ali et al., 2018).

Customer Satisfaction

Customer satisfaction is the level of happiness or fulfillment that customers experience after utilizing a specific product or service. It is the consequence of comparing customers' expectations prior to using the service to their perceptions after obtaining it. Customer satisfaction in the cruise sector can be influenced by a number of aspects, including service quality, ship condition, comfort, safety, and interactions with crew members. Customers who are satisfied are more likely to return and suggest the business to others (Saputra & Sumantyo, 2023).

The indicators or dimensions contained in the Customer Satisfaction variable include: 1) Conformity to Expectations: The degree to which the service offered matches consumer expectations; 2) Product and Service Quality: Customer evaluation on service quality and ship condition; 3) Price: The customer's assessment of the fit between price and value received; 4)

Service Experience: The overall experience from ordering to using the service; and 5) Complaint Handling: Customer complaints and difficulties are handled effectively (Ali, Zainal, et al., 2022).

Customer Satisfaction has been studied by several researchers and is relevant to research conducted by: (Saputra et al., 2023), (Khaira et al., 2022), (Ali, Saputra, et al., 2023).

Brand Image

Brand image refers to the perception or image that customers have of a brand. It encompasses all associations and opinions that customers hold about the brand, whether favorable and bad. In the cruise business, brand image is developed through direct passenger experiences, company reputation, service quality, marketing initiatives, and customer reviews. A strong and good brand image can help a company attract more passengers, build customer loyalty, and separate itself from the competition (Susanto, Mahaputra, et al., 2024).

The indicators or dimensions contained in the Brand Image variable include: 1) Brand Association: The connection or association that customers make when they think of the brand; 2) Perceived Quality: Customer view of the superiority and quality of service provided by the brand; 3) Brand Uniqueness: Features or traits that set the brand apart from its competitors; 4) Brand Trust: Customer faith in the brand's promises and claims; and 5) Brand Loyalty: Customers' willingness to stick with the brand rather than switch to competitors (Mahaputra & Saputra, 2022).

Brand Image has been studied by several researchers and is relevant to research conducted by: (Ali, Mahaputra, et al., 2023), (Simarmata et al., 2017), (Susanto, Mahaputra, et al., 2024).

Market Share

Market share is the percentage of total revenues in an industry held by a single company. It represents a company's market dominance and ability to recruit and keep customers in comparison to its competitors. In the shipping sector, market share is calculated by comparing the number of passengers who choose to utilize a specific ship service to the total number of passengers. Having a big market share indicates that the company is successful in satisfying the needs of its customers and is recognized as an industry leader. To gain market share, businesses must focus on service innovation, effective marketing techniques, enhancing service quality, and modifying competitive rates (Tias & Rusliyawati, 2023).

The indicators or dimensions contained in the Market Share variable include: 1) Sales: overall sales generated by the company in relation to overall sales in the industry; 2) Number of clients: The number of clients using the service in relation to the total possible customers in the market; 3) Market Growth: The percentage of growth in firm sales in comparison to the entire industry growth; 4) New Product Acceptance: The pace and extent to which new products or services are accepted by customers; and 5) Competitor Analysis: A comparison of the company's market share, innovation, and marketing approach to those of significant competitors (Setyowati et al., 2019).

Market Share has been studied by several researchers and is relevant to research conducted by: (Suastini & Sudiarta, 2022), (Suryadi et al., 2020), (Astuti et al., 2019).

Relevant Previous Research

Reviewing related publications as a basis for formulating research hypotheses by describing previous research findings, highlighting similarities and differences with the research proposal, as illustrated in table 1 below:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article
1.	(Nuruly et al., 2024)	-Service Quality Variables Influence Passenger Loyalty on Roro Ships -Customer Satisfaction Variables Influence Passenger Loyalty on Roro Ships	-Has similarities with previous research, namely the Service Quality Variable in the Independent Variable, and the Passenger Loyalty Variable in the Dependent Variable.	-The difference between this research and previous research is that previous research contained other independent variables including Customer Satisfaction, whereas this research contains independent variables including brand image and market share.
2.	(Tamba & Gunadi, 2023)	-Passenger Satisfaction Variables Influence Passenger Loyalty at PT ASDP Indonesia Ferry (Persero)	-Has similarities with previous research, namely the Passenger Satisfaction Variable in the Independent variable, and the Passenger Loyalty Variable in the Dependent Variable.	-The difference between this research and previous research is that the previous research had a research object, which was conducted at PT ASDP Indonesia Ferry (Persero), while the research object in this research is in previous research.
3.	(Fifaldyovan & Sumardi, 2022)	-Brand Image Variables Influence Passenger Satisfaction of PT Pelayaran Nasional Indonesia (Persero) Semarang -Service Quality Variables Influence Passenger Satisfaction of PT Pelayaran Nasional Indonesia (Persero) Semarang -Brand Image Variables Influence Passenger Loyalty of PT Pelayaran Nasional Indonesia (Persero) Semarang -Service Quality Variables Influence Passenger Loyalty of PT Pelayaran Nasional Indonesia (Persero) Semarang	-Has similarities with previous research, namely the Brand Image Variable as the Independent Variable, and the Passenger Loyalty Variable as the Dependent Variable.	-The difference between this research and previous research is that previous research contains other independent variables including Service Quality, while this research contains other independent variables including Customer Satisfaction and Market Share.

Discussion

Based on the formulation of the problem and relevant previous research, the discussion in this article is as follows:

1. The Influence of Service Quality on Ship Passenger Loyalty

Service quality has a big impact on passenger loyalty. The five core elements of service quality reliability, responsiveness, assurance, empathy, and tangibility have a considerable impact on important components of passenger loyalty, including repeat purchase loyalty, recommendation, resistance to competition, long-term satisfaction, and trust and loyalty. Reliability refers to a cruise line's ability to consistently deliver the promised service on time. Passengers who receive trustworthy service are more satisfied since their expectations are met without incident. Punctuality in departure and arrival times, safety on the journey, and proper baggage handling are all aspects that contribute to passenger trust in a cruise line. When passengers believe they can rely on the service they receive, they are more inclined to make repeat purchases. This dependability also reduces passenger concern and makes them more likely to promote the service to others, resulting in increased overall loyalty. Furthermore, regular reliability makes passengers more resistant to competitor offers since they are comfortable and trust in the service, which has been demonstrated to be of excellent quality.

Responsiveness refers to the willingness and capacity of employees to assist passengers and deliver prompt service. Responsive service demonstrates the company's efficiency and attention for its passengers' demands. A ship's crew's promptness in providing information or addressing technical concerns demonstrates a company's commitment to passenger comfort and time management. Passengers who perceive a high level of responsiveness feel more appreciated and happy, which enhances their likelihood of using the ship's services again. High response also increases the likelihood that passengers would suggest the business to others since they believe their experience is emphasized. Furthermore, passengers who receive timely and adequate service are more loyal and less inclined to use competitors' services.

Assurance encompasses personnel' expertise and civility, as well as their capacity to inspire trust and confidence. Skilled and polite staff provide passengers a sense of security and comfort. When travelers believe they are in capable hands, they are more inclined to show loyalty by making repeat purchases. For example, a ship's crew that is skilled at addressing emergency situations or providing information about the ship's facilities might reassure guests that they are in a secure environment. This belief increases passengers' faith in the company, making them more resistant to competitors' offers. Furthermore, travelers who feel high levels of certainty are more likely to be satisfied over time and to follow the company's regulations and procedures.

Empathy indicates the individual attention and care provided to travelers. Passengers get a more personal and delightful experience when services are tailored to their needs. Crew members, for example, who pay extra attention to senior or special needs guests provide a sense of worth and care. Passengers who receive empathy from personnel are more likely to make repeat purchases because they believe the company is genuinely concerned about their well-being. Empathy also enhances the possibility of passengers recommending the service to others, since they want others to have a similar pleasant experience. Furthermore, empathy-based attention strengthens resistance to competition by giving passengers the impression that they are receiving a more human and individualized service.

Physical factors visible to passengers, such as cleanliness, facilities, and ship conditions, are examples of tangibles. A well-maintained ship with modern facilities and cleanliness makes a good image and increases passenger comfort. Passengers who perceive excellent tangible quality are more likely to make subsequent purchases because they believe they are getting good value for money. Adequate facilities and pleasant ship circumstances inspire passengers to suggest the service to others. Superior tangibles increase resistance to

competition because passengers do not feel compelled to seek alternatives that may not provide the same physical quality. Furthermore, guests who are pleased with concrete things are more likely to follow ship rules and demonstrate faith in the organization.

Overall, strong service quality leads to significant long-term satisfaction. This happiness stems from a mix of reliability, responsiveness, assurance, empathy, and tangibility, all of which contribute to a great passenger experience. Passengers are more likely to become loyal clients when they believe that all components of the service function together seamlessly. This long-term happiness also boosts passenger faith in the organization, which leads to more compliance with the regulations and policies in place. In the cruise industry, the quality of service provided is critical to establishing and sustaining passenger loyalty. Each measure of service quality has a significant impact on passenger impressions and decisions to return to the ship's services. As a result, cruise lines must focus on enhancing all aspects of service quality in order to provide an extraordinary passenger experience, which will ultimately improve loyalty, referrals, and resistance to competition. As a result, the company will be able to sustain a loyal and growing consumer base throughout time.

2. The Influence of Customer Satisfaction on Ship Passenger Loyalty

Customer satisfaction is a key aspect in determining passenger loyalty. Several dimensions of customer satisfaction—conformity to expectations, product and service quality, price, service experience, and complaint handling—have a significant impact on repeat purchase loyalty, recommendation, competitive resistance, long-term satisfaction, and passenger trust and compliance. Conformity to expectations refers to how well the service provided to passengers matches their expectations. When the service provided meets or surpasses expectations, guests are satisfied and more inclined to use the ship's services again. For example, if a passenger anticipates a ship to depart and arrive on time and it actually does, their pleasure will be high. This satisfaction encourages repeat purchases since passengers believe the brand continually meets their expectations. Furthermore, when travelers believe the service they receive matches their expectations, they are more inclined to refer the company to friends and family. These tips are critical for acquiring new customers and retaining market share. Conformity to expectations also makes travelers more resistant to competing offers, as they see no reason to explore for alternatives.

Product and service quality encompasses ship comfort, cleanliness, and service reliability. Passengers who perceive high-quality items and services are more likely to be happy. For example, a clean ship, comfy seats, and adequate facilities improve the entire passenger experience. This great quality not only enhances contentment, but also encourages repeat purchases. Passengers who are pleased with the quality of service are more likely to promote the company to others, which can help the company get new consumers. High quality also enhances resistance to competition because passengers believe the service they receive is excellent and do not need to explore for alternatives. Furthermore, passengers who are satisfied with the quality of service are more likely to trust the organization and follow the regulations and policies that are imposed. Price is a key aspect in determining consumer satisfaction. Passengers compare prices based on the value they receive from the service. Passengers will be satisfied if they believe the amount they pay is equal to or less than the value of the service provided. For example, low-cost tickets with acceptable facilities and services will boost

passenger happiness. Satisfaction with competitive prices encourages repeat purchases since passengers believe they are receiving excellent value. Passengers who are pleased with the pricing are more likely to suggest the service to others, which boosts the company's image and appeal. Fair and competitive pricing also diminishes the appeal of competitors' offerings, making passengers believe they are getting the best bargain from the company they chose. Furthermore, passenger contentment with price can boost firm trust by making them feel appreciated and treated fairly.

The service experience encompasses all passenger interactions with the company, from ticket purchasing to trip completion. Positive encounters at each point of the trip will boost passenger satisfaction. For example, a simple booking process, quick check-in, and nice service on board all contribute to a positive service experience. These favorable interactions drive repeat purchases since passengers feel at ease and valued. Furthermore, passengers who have a positive service experience are more inclined to refer the company to others. These tips assist the organization in attracting new clients and strengthening its current customer base. A positive service experience also enhances resistance to competition since passengers are more likely to stick with a company that has offered a pleasant experience. Furthermore, a positive service experience builds passenger trust in the organization, leading to greater compliance with applicable rules and policies.

Complaint management refers to the company's ability to respond to passenger concerns and complaints in a timely and effective manner. Passengers who believe their complaints are handled appropriately are more likely to be satisfied. For example, if a passenger complains about a delay and the company answers quickly and provides proper compensation, satisfaction levels will rise. Good complaint management improves repeat purchase loyalty because passengers believe the company cares about their satisfaction and is willing to fix problems. Passengers who are satisfied with how complaints are handled are more likely to suggest the company to others, which can help develop a positive reputation. Effective complaint handling also enhances resistance to competition since passengers believe the company is always ready to remedy problems that emerge. Furthermore, effective complaint handling boosts passenger faith in the organization and improves compliance with regulations and policies.

Overall, customer satisfaction has a big influence on passenger loyalty. Conformity to expectations, product and service quality, price, service experience, and complaint resolution all help to boost repeat purchase loyalty, referrals, competition resistance, long-term satisfaction, and passenger trust and compliance. Cruise companies should concentrate on increasing all aspects of client satisfaction in order to provide a positive and satisfying experience. This will allow the company to retain and increase its loyal customer base, which will contribute to long-term success in the cruise sector.

3. The Influence of Brand Image on Passenger Loyalty

Brand image is an essential aspect in determining passenger loyalty. The five elements of brand image brand association, perceived quality, brand distinctiveness, brand trust, and brand loyalty all have a substantial impact on repeat purchase loyalty, recommendation, competition resistance, long-term satisfaction, passenger trust, and compliance. Brand association relates to consumers' mental images or perceptions of a brand. Positive connections,

such as a reputation for safety, courteous service, and comfort, can boost passenger loyalty. Passengers who have favorable associations with a brand are more likely to make repeat purchases because they are confident and satisfied with the service they received. Furthermore, strong brand connections might inspire passengers to refer the ship's services to friends and family, allowing the company to gain new consumers. Positive associations can serve to generate resistance to competition, as passengers who already have a positive view of the brand are less likely to try other companies' offerings. Thus, strong brand connections help to ensure long-term passenger happiness and trust in the cruise line.

Perceived quality refers to the passenger's perception of the cruise line's service quality. High quality, such as a clean and well-maintained ship, complete amenities, and skilled service, can boost passenger happiness. Passengers who perceive great quality are more likely to make repeat purchases because they believe they are receiving good value for their money. In addition, perceived quality influences passengers' willingness to suggest the service to others. When travelers are pleased with the service they receive, they are more inclined to share their positive experiences, which can assist the company in attracting new consumers. High quality also enhances resistance to competition, as passengers struggle to locate equivalent or better service from other organizations. Thus, perceived quality promotes long-term enjoyment and enhances passenger trust in the cruise company.

Brand uniqueness refers to the characteristics that set a brand apart from its competitors. Unique elements, such as distinctive ship designs, exclusive itineraries, or extra services not provided by competitors, can boost brand appeal. Passengers who regard a ship's brand as distinctive are more likely to be loyal and make repeat purchases because they believe they are receiving an experience that cannot be found elsewhere. Passengers are also more likely to promote the service to others since they want to share a unique and memorable experience. Furthermore, brand distinctiveness boosts resistance to competition since passengers believe the service they receive is the only one or the best in its category. Thus, brand uniqueness promotes long-term enjoyment and enhances passenger loyalty to the cruise company. Brand trust is a passenger's belief that the cruise line will deliver dependable service and keep its promises. High levels of trust, such as believing that the ship will sail and arrive on time, and that the service will be safe and competent, can boost passenger loyalty. Passengers with a high level of trust in the brand are more likely to make repeat purchases because they feel comfortable and confident in the service they receive. Passengers who trust a brand are more likely to promote the service to others because they are certain that others will have a similar great experience. Furthermore, brand trust strengthens resistance to competition since passengers who already trust a brand are less likely to test alternative brands that may not satisfy their expectations. Thus, brand trust promotes long-term satisfaction and enhances passenger compliance with the cruise line's laws and standards.

Brand loyalty refers to a passenger's commitment to continue using the same airline's services despite offers from competitors. High loyalty, such as passengers who consistently choose the same ship for every trip, indicates that the passenger is highly satisfied with the service provided. Brand loyalty encourages consistent repeat purchases, which is crucial for the sustainability of a cruise line's business. Loyal passengers are also more likely to recommend the service to others, which helps in expanding the company's customer base. Brand loyalty also creates resistance to competition as loyal passengers are less likely to try

other airlines' services. Thus, brand loyalty contributes to long-term satisfaction and strengthens passenger trust in the cruise line.

Overall, brand image has a significant impact on cruise line passenger loyalty. Brand associations, perceived quality, brand uniqueness, brand trust, and brand loyalty all play a role in increasing repeat purchase loyalty, recommendations, resistance to competition, long-term satisfaction, and passenger trust and loyalty. Cruise lines should focus on building and strengthening their brand image to create a positive and satisfying experience for passengers. By doing so, the company will be able to maintain and grow its loyal customer base, which in turn will help in achieving long-term success in the cruise industry.

4. The Influence of Market Share on Ship Passenger Loyalty

Market share is an important indicator of a cruise line's success and influences passenger loyalty. Several essential factors of market share—sales, client base, market expansion, acceptance of new products, and competitor analysis—have a substantial impact on repeat purchase loyalty, recommendations, competitive resistance, long-term satisfaction, and passenger trust and compliance. High sales indicate that the cruise line's services are well regarded in the market. Consistent and increasing sales imply that many passengers are pleased with the service given and are hence more likely to make subsequent purchases. When sales are large, it indicates that the company has a robust and devoted consumer base. Passengers who notice that many other people are utilizing the same service may feel more secure and confident in their decisions, which drives repeat purchases. Furthermore, high sales volumes are frequently connected with strong service quality, which increases the possibility that passengers will suggest the service to others. High sales also suggest that the company can compete well in the market, which contributes to resistance to competition from rival cruise lines.

The vast number of clients demonstrates that the cruise line's services have a wide appeal and are well received by many people. A huge number of clients can have a network effect, which means that the more individuals who use the service, the more people will want to join. Passengers are more likely to feel secure and confident while using a service with a large number of customers. This promotes repeat purchase loyalty since passengers believe they are part of a huge and trustworthy community. A big number of clients also raises the possibility of recommendations, since satisfied passengers are more inclined to tell others about their pleasant experiences. Furthermore, a big number of clients demonstrates the company's market power, making passengers more resistant to competing offers. A big number of clients is also an indicator of long-term contentment, as delighted customers are more likely to stick with the same business.

Market expansion reflects rising demand for cruise services. Strong market growth suggests that the organization can attract new clients while retaining old ones. Passengers who observe that the cruise line is expanding may have greater confidence in the stability and longevity of the services offered. This increases repeat purchase loyalty because travelers believe the company will continue to innovate and improve its services. Positive market growth also encourages passengers to suggest the service to others, as they desire to share a growing and popular service. Furthermore, high market growth suggests that the corporation can compete effectively, increasing resistance to competition from rival cruise lines. Consistent market growth also boosts long-term satisfaction, as passengers believe they are utilizing a service that is changing and reacting to market demands.

Acceptance of new items demonstrates the company's capacity to develop and create services that will appeal to passengers. New items that are well welcomed in the market demonstrate the company's capacity to address the demands and desires of passengers.

Passengers who believe the company is always developing and offering relevant new offerings are more inclined to make subsequent purchases. Passengers who have a pleasant experience with a new product are more likely to promote it to others. Furthermore, the capacity to introduce new items that are well appreciated by the market implies that the company is capable of competing effectively and being relevant in the sector, increasing resistance to competition. Acceptance of new products demonstrates the company's dedication to consistently enhancing its services, which leads to long-term customer happiness and trust in the company.

Competitor analysis is the process of identifying and understanding competitors' strengths and weaknesses. Companies that perform thorough competition analysis can uncover market opportunities and dangers, as well as establish effective competitive strategies. Passengers who believe a cruise line has a competitive advantage over competitors are more confident and satisfied with the services provided. This increases recurrent purchase loyalty because passengers believe the company can deliver more value than competitors. A thorough competition study can also help businesses find areas for improvement, increasing the possibility that passengers would promote the service to others. Furthermore, a company's capacity to remain competitive in the industry enhances passengers' resistance to competitors' offers, as they believe the service they receive is the best on the market. Effective competitor analysis also demonstrates that a company knows market trends, which helps to increase long-term passenger pleasure and trust in the organization.

Overall, market share has a large influence on cruise company passenger loyalty. Sales, client volume, market expansion, acceptance of new products, and competitor analysis all contribute to increased repeat buy loyalty, recommendations, competitive resistance, long-term contentment, and passenger trust and compliance. To provide a favorable and satisfying experience for customers, cruise companies should focus on increasing their market share in all areas. As a result, the company will be able to preserve and grow its loyal customer base, which will contribute to long-term success in the shipping industry.

Conceptual Framework

Based on the formulation of the problem, relevant previous research and the results and discussion of the research above, including:

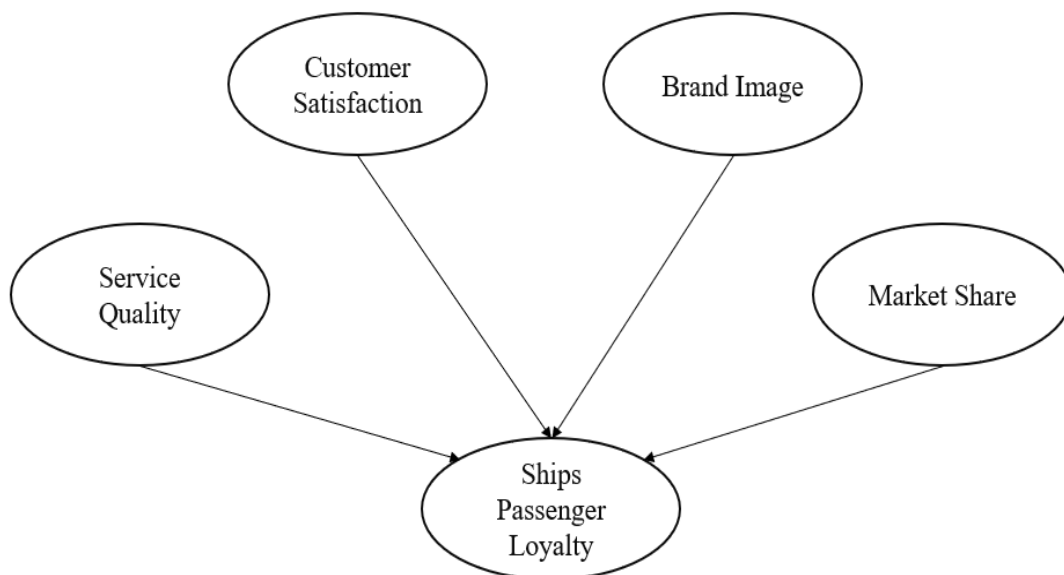


Figure 1. Conceptual Framework

Based on Figure 1 above, service quality, customer satisfaction, brand image and market share have an effect on ship passenger loyalty. In addition to the independent variables

(service quality, customer satisfaction, brand image and market share) above which affect the dependent variable (ship passenger loyalty), there are other variables that affect ship passenger loyalty, including:

- 1) Ticket Price: (Simarmata & Keke, 2016), (Novianty et al., 2021), (Ricardianto et al., 2023), (Sihombing et al., 2023), (Ricardianto et al., 2023), (Sitorus et al., 2018).
- 2) Ship Facilities: (Pattipawaej et al., 2022), (Pattipawaej et al., 2022), (Guguraty et al., 2024), (Nursanthy et al., 2018).
- 3) Ease of Transaction: (Simarmata et al., 2019), (Ali, Hamdan, et al., 2022), (Fatmawati M & Ali, 2021), (Heni et al., 2020).

CONCLUSION

Based on the problem background, problem formulation, previous research, results and discussion above, the following research conclusions were obtained:

1. Service Quality affects Ship Passenger Loyalty;
2. Customer Satisfaction affects Ship Passenger Loyalty;
3. Brand Image affects Ship Passenger Loyalty; and
4. Market Share affects Ship Passenger Loyalty.

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