

## The Influence of Flight Delays on Nam Air Airlines on Interest in Purchasing Tickets at Iskandar Pangkalan Bun Airport, Central Kalimantan

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### Abstract

Because the Unitary State of the Republic of Indonesia is a very large archipelagic country with many islands, inter-island travel requires a mode of transportation. The rapid population growth demands the development of transportation as a means to assist people in meeting their needs. This encourages the public and private sectors to build effective transportation facilities. As a result of these developments, airlines often make mistakes such as flight delays. NAM AIR is one of the private airlines that often delays flights at Iskandar Pangkalan Bun Airport, Central Kalimantan. The purpose of this study was to determine the effect of flight delays on the intention to buy tickets for NAM AIR airlines and how much influence they have on purchasing intentions for NAM AIR airlines. Data collection was carried out by distributing questionnaires in this quantitative study using a purposive sampling technique and a sample of 100 respondents. Using SPSS 21, Descriptive Test, Simple Classical Assumption Test, and Hypothesis Test (T-T) were used for data analysis. Based on the calculated T value of 4.557 and T table of 1.660, the H1 hypothesis is accepted. This shows that the independent variable (flight delay) has an effect on the dependent variable (ticket purchase intention) on the NAM AIR airline at Iskandar Pangkalan Bun Airport, Central Kalimantan. The R Square value of 0.176 indicates that the flight delay variable has an effect of 17.6% on the interest in buying NAM AIR airline tickets at Iskandar Pangkalan Bun, Central Kalimantan.

**Keywords:** Flight Delay, Interest in Ticket Purchase, NAM AIR.



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### INTRODUCTION

The Republic of Indonesia is a very large archipelagic country consisting of many islands, so that a mode of transportation is needed to reach inter-island trips. This is the reason why transportation is very important. The importance of transportation is reflected in the increasing need for transportation services, namely the need for people and goods as a means of domestic and foreign travel. The following data shows the need for transportation.

**Table 1. Number of Passengers and Goods of Air, Sea and Land Transportation Modes**

Domestic				International	
Type of Transportation	Year	Passengers (Thousands)	Goods (Tons)	Passengers (Thousands)	Goods (Tons)
Air (Aircraft)	2019	76.156	579.789	18.460	257.177
Sea (Ship)	2020	593.470	12.836.765		310.202
Land (Railway)	2021	126.740	11.213		

Source: Central Bureau of Statistics (Processed by Researchers)

From the data above it can be seen that the number of passengers and goods sent domestically and abroad is very large. So there is a great need for this mode of transportation.

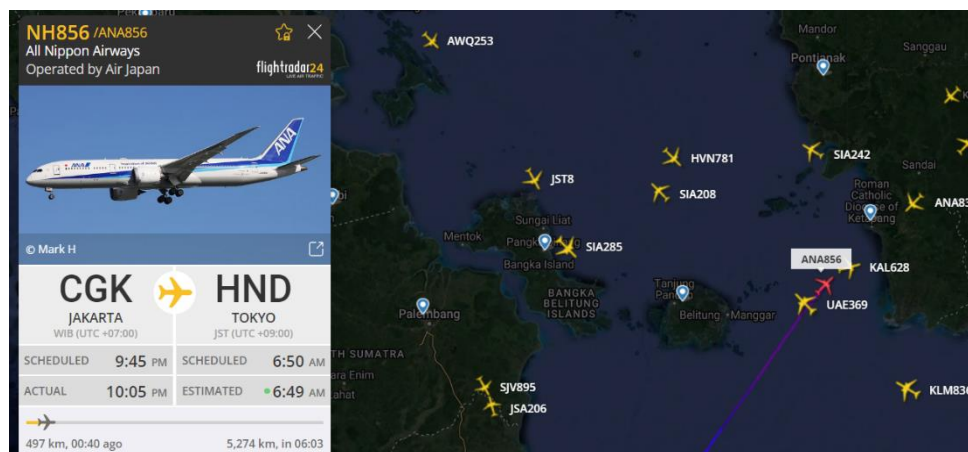
Transportation also plays a role as a driver and driver of regional development and regional development, therefore, the role of transportation is considered to provide the best service according to its function to move goods and people from one place to another with the aim of increasing utility value.



**Figure 1. Total Population**

Source: (Central Bureau of Statistics, 2020)

The rapid population growth demands the development of transportation as a means to assist people in meeting their needs. This encourages the public and private sectors to build effective transportation facilities. There are many types of transportation, including: air travel, sea travel, and road travel. Air travel is one of the modes of transportation that is developing in the world today.



**Figure 2. Development of Air Transportation**

Source: Flightradar 24 (Processed by Researcher)

According to Law Number 1 of 2009, Article 1 Number 13 Concerning Aviation, "any activity using an airplane to transport passengers, cargo or post in one trip or more from one airport to another airport or several airports" considered as air freight.

Indonesia is a country that has the most airports in Asia, so air transportation is the choice of Indonesian people to facilitate community activities. As a result, air transportation has become a mode of transportation that is in great demand by the people of Indonesia. Compared to the past, air transportation services are now a community need. Previously, high-income

individuals were the only ones using them, but nowadays, lower-middle-income individuals do as well. Because of its many benefits, air travel is the preferred mode of transportation for most people. Time saving is one of these benefits. When compared to other modes of transportation, air travel requires a shorter travel time. Air travel is superior in terms of power because of its short travel time and its ability to conserve energy en route. In contrast, air travel is indeed more expensive than land and sea travel in terms of transportation costs. Due to the above mentioned advantages, more passengers choose to take the air route. When compared to other modes of transportation, the cost of air travel is more expensive because of these advantages.

Airline competition in Indonesia is the cause of many upper class and lower middle class customers choosing air travel. These airlines compete with each other to get customers to buy their products. What is meant by "buying interest" is the desire of consumers to buy a product. According to the definition of Kotler & Keller (2019), purchase intention is "consumer behavior that arises in response to objects that indicate the customer's desire to make a purchase". This definition is consistent with the definition. Because the main product of airlines is to provide services to passengers, they must continue to improve the quality of their services in order to be competitive. However, in terms of providing these services, airlines sometimes fail, one example is flight delays or delays. The problem that often arises is flight delays even though the departure time has been predetermined. Its relation to the issue of delays can have an impact on the desire of airline passengers to buy tickets because if they often experience delays or flight delays they may not even be interested in buying tickets again.

The author of this paper wants to concentrate on the problems that cause interest in buying airplane tickets and delays. By this point, air travel had developed a bad habit of delaying. Customers not only suffer material losses but also immaterial losses, such as loss of time which causes passengers or customers to lose interest in buying airplane tickets. NAM AIR is one of the airlines that experienced flight delays. Following are some examples of delays that occurred on NAM AIR airlines: On the Bandung-Semarang route, flight NAM AIR IN-235 experienced a four-hour delay on Saturday, March 17 2018, while the aircraft was undergoing maintenance. On September 6 2019, the haze caused the NAM AIR airline to experience a second delay at Iskandar Pangkalan Bun Airport. The NAM AIR aircraft underwent maintenance on September 23, 2022. To reach CGK-PKN-CGK, NAM AIR borrowed an aircraft from Sriwijaya Air.

**Table 2. Delay Data**

No	Date	Reasons for Delays
1	3 August 2022	The Nam Air aircraft is currently undergoing maintenance, flights on that day will be diverted to the next day
2	10 August 2022	The Nam Air aircraft is undergoing maintenance in Jakarta. The plane was delayed for 4 hours, passengers were given heavy meal compensation and cash vouchers of IDR 300,000
3	26 August 2022	The Nam Air flight was delayed due to bad weather at the original destination

Delays on flights result in consumers having less interest in buying plane tickets again. Due to the delay, consumers get a loss in the form of time. There is a loss in the form of time, so passengers who are having interests are hampered from arriving on time at their destination.

The purpose of this study was to find out whether there was an effect of flight delays on NAM AIR airlines on the interest in buying tickets at Iskandar Pangkalan Bun Airport and to find out how much influence flight delays had on NAM AIR airlines on buying interest at Iskandar Pangkalan Bun Airport.

## Relevant Research

**Table 3. Relevant Research**

No	Name and Year	Research Title	Research Method	Variable	Research Result
1	Isnan, Rubiyanti (2021)	The Influence of Brand Ambassadors on Buying Interest at Tiket.com in West Java	Quantitative	Brand Ambassador and Buying Interest	The SPSS 20 test results show that brand ambassadors apply relevant regulations such as Ministerial regulations
2	Raras Nadifah Cahyaningtyas (2019)	Legal Responsibilities of PT. Garuda Indonesia Against Aircraft Flight Delays	Normative-Empirical Law	Legal Liability and Flight Delay	Number 89 of 2015 and Law Number 1 concerning Aviation. so that responsible parties can be identified, things that can be accounted for, accountability mechanism, amount of compensation, and other things can be determined. Meanwhile, if a flight is delayed or cancelled, PT. According to the Ministerial Regulation 2015, Ministerial Regulation Number 89, Garuda Indonesia will pay for the loss.
3	Anggara, Marcell (2019)	Airline Responsibility for Flight Delays in the Context of Consumer Protection Laws	Qualitative	Liability and Flight Delay	First, the findings of this study reveal that airlines are obligated to assume responsibility for flight delays. Second, every consumer must be compensated for delays caused by the airline, and rights must be granted as a result.
4	Faiz Hakim Haryanto (2019)	Legal Responsibilities of the Carrier for Aircraft Crew When Flight Delays Occur by the Aviation Company PT. Garuda Indonesia	Qualitative	Responsibilities, Airline Crew, and Flight Delays	The findings of this study indicate that PT. According to civil law, Garuda Indonesia is fully responsible for civil acts that harm the flight crew during flight delays, as well as for PT management of flight delays for passengers and flight crew. Aviation laws apply to Garuda Indonesia.
5	Yusuf, Maulida, Al Munawar (2018)	The Effect of Price Discounts on Consumer Purchase Interest in Buying Fast Boat E-Tickets at Ulee Lheue Port, Banda Aceh City	Quantitative	Price Discounts and Consumer Buying Interest	This study found that consumer interest in buying fast boat e-tickets at Ulee-Lheue Harbor in Banda Aceh City was significantly and positively affected by price reductions.
6	Arief Adi Satria (2017)	The Effect of Price, Promotion, and Product Quality on Consumer Purchase	Quantitative	Price, Promotion, Product Quality and Consumer	This study shows that the variables of price, promotion, and product quality have a simultaneous effect on purchase intention.

		Interest in Business A-36.		Buying Interest	
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## RESEARCH METHODS

### Research Design

Nazir (2014), research design includes all procedures needed for planning and conducting research. The findings of this study are taken from a quantitative approach that relies on numbers. Sugiyono (2019), Quantitative research methods can be compared to positivist research methods to study certain populations or samples. Research instruments were used to collect data, and quantitative statistics were used to analyze data to test hypotheses. The sampling method is usually random sampling. research that emphasizes numerical data analysis (numbers processed through research methods).

### Population

Sugiyono (2019) says that the population is a generalization area which includes: objects or subjects whose number and characteristics are determined by the researcher for the purpose of investigation and subsequent conclusions. Sugiyono (2019) also explains that this population includes all the characteristics and characteristics of the subject or object, not just the number of subjects or objects studied. The study participants were 16,539 Nam Air passengers and customers flying in or out of Iskandar Pangkalan Bun Airport between August and September 2022.

**Table 4. Passenger Data for August 2022**

No	Origin/ Destination Airport	Flight Number	Operator	Aircraft Type	Capacity	Scheduled/ Plane	Aircraft		Passenger		
							ARR	DEP	ARR	DEP	TRAN
1	PKN-CGK	IN 191	Nam Air	Boeing 737-500	120	Scheduled	31	30	3.599	3.372	22
2	PKN-SRG	IN 195	Nam Air	Boeing 737-500	120	Scheduled	24	24	2.815	2.570	10
3	PKN-SUB	IN 193	Nam Air	Boeing 737-500	120	Scheduled	11	12	1.078	1.206	5
4	PKN-SRG	IN 197	Nam Air	Boeing 737-500	120	Scheduled	4	4	370	290	2
5	PKN-SRG	IN 1970	Nam Air	Boeing 737-500	120	Extra Flight	1	1	106	102	0
6	PKN-SUB	IN 1930	Nam Air	Boeing 737-500	120	Extra Flight	2	1	175	24	1
7	PKN-CGK	IN 1910	Nam Air	Boeing 737-500	120	Extra Flight	3	4	343	289	4
Jumlah Berjadwal							158	158	13.356	12.218	47

Source: UPBU Iskandar (Processed by Researchers)

**Table 5. Passenger Data for September 2022**

No	Origin/ Destination Airport	Flight Number	Operator	Aircraft Type	Capacity	Scheduled/ Plane	Aircraft		Passenger		
							ARR	DEP	ARR	DEP	TRAN
1	PKN-CGK	SJ 9291	Nam Air	Boeing 737-500	120	Extra Flight	4	4	361	255	0
2	PKN-CGK	IN 191	Nam Air	Boeing 737-500	120	Scheduled	30	29	3.412	3.379	28
3	PKN-SRG	IN 195	Nam Air	Boeing 737-500	120	Scheduled	26	26	2.710	27.29	12
4	PKN-SUB	IN 193	Nam Air	Boeing 737-500	120	Scheduled	17	18	1.313	1.485	20
5	PKN-SRG	IN 197	Nam Air	Boeing 737-500	120	Scheduled	7	7	471	6.27	3
6	PKN-CGK	IN 1910	Nam Air	Boeing 737-500	120	Extra Flight	3	3	284	211	0
7	PKN-SRG	IN 1950	Nam Air	Boeing 737-500	120	Charter	0	0	0	0	0
Jumlah Berjadwal							150	151	11.508	11.924	63

Source: UPBU Iskandar (Processed by Researchers)

### Sample

According to Sugiyono (2019), the sample is a component of the number and characteristics of the population. On the contrary, according to Arikunto (2013), the sample is considered as a sample that represents the population with respect to the research being conducted. Roscoe (Sugiyono, 2019) said that a sample of 30 to 500 people is a good size for



research. In addition, the number of sample members must be at least ten times the variable studied if the research is to carry out multivariate analysis (correlation or regression). Because in this study there were two variables, the minimum number of samples was 20 based on the points mentioned above. However, to ensure the validity of the research findings, 100 respondents will be used.

### **Data Collection Technique**

Sources of data used by researchers, namely: primary data and secondary data. Primary data is data obtained from the first source, such as the results of filling out questionnaires that have been submitted to the sample. To obtain primary data, researchers or observers make observations through online media and submit questionnaires. Secondary data is data obtained from the results of other parties, or primary data that has been further processed by other parties, which are generally presented in the form of tables or graphs.

### **Data Acquisition Method**

Researchers used a questionnaire (questionnaire) to collect research data in order to evaluate the accuracy of the data based on the quality of the instrument. The questionnaire, as defined by Sugiyono (2019), is a method that is answered in the form of answers on the answer sheet. According to Sugiyono (2019), primary data is a data source that provides data directly to data collectors. Researchers themselves collect data directly from primary sources or research locations. The purpose of the questionnaire distributed to the sample by the researchers was to measure and ascertain the extent of the effect of flight delays on Nam Air airlines on buying interest at Iskandar Pangkalan Bun Airport.

There are two variables in this questionnaire: Flight Delay and Interest in Buying Tickets Likert scale or scoring or ratings 1 to 5 are used to measure interest in buying tickets and flight delays. According to Sugiyono (2019), there are five possible answers to this questionnaire, namely as follows: Strongly Agree (SS) gets a score of 5, Agree (S) gets a score of 4, Doubt gets a score of 3 (R), Disagree gets a score of 2, and Strongly Disagree gets a score of 1.

**Table 6. Rating Format**

<b>Statement</b>	<b>Score</b>
Strongly agree	5
Agree	4
Doubtful	3
Don't agree	2
Strongly Disagree	1

## **RESEARCH RESULTS AND DISCUSSION**

### **Research Result**

The findings of this study are presented in the form of processed data. Researchers used primary data collected by distributing questionnaires via Googleform in September 2022 and directly from the respondents. SPSS 21 software was used to analyze the questionnaire. questionnaire or questionnaire with 18 questions, including six questions about flight delays and twelve questions about buying tickets. Secondary data and information from Iskandar Pangkalan Bun Airport are also used by researchers. The results of this study show that people are more likely to buy tickets if their flight is delayed.

The results of the study were that flight delays had an effect on ticket purchase intention at Iskandar Pangkalan Bun Airport and flight delays had an effect of 17.6% on ticket purchase intention at Iskandar Pangkalan Bun Airport.

## Discussion

### The Influence of Flight Delays on Interest in Ticket Purchases

Based on the results of the research that has been tested, the results are that H1 is accepted, that there is an effect of flight delays on NAM AIR airlines on the interest in purchasing tickets at Iskandar Pangkalan Bun Airport. This delay can affect the buying interest of airline passengers, because if passengers often experience flight delays or a delay, then the interest in buying plane tickets again will be less or not at all. Evidenced by the results of the Hypothesis Test (T-Test) in the following table:

**Table 7. T Test Results**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	26.280	5.323		4.938
	Lateness	882	.193	.420	4.577

a. Dependent Variable: Purchase Intention

Hi Hypothesis is accepted (regression coefficient is not significant) if the significant value is less than 0.05. This shows that the dependent variable is partially influenced by the independent variable. The results of the T-test, the hypothesis of which can be concluded in two ways by comparing the calculated T values, are shown in the Coefficient table (). The coefficient table () yields a significance level of 0.000 0.05. Therefore, it can be concluded that the Y variable purchase intention is influenced by the X variable flight delays. The table above shows that it is 4.557 based on the calculated T value. The values in the T-table and the calculated T values will be compared. The T table value is 1.660 in this example, with df equaling 100. It is known that the arithmetic T is 4.557, and the table T is 1.660. Therefore, the hypothesis that variable X—flight delays—affects variable Y—intention to buy a ticket—is accepted.

### The Magnitude of Effect of Flight Delays on Interest in Ticket Purchases

Flight delays for NAM AIR airlines at Iskandar Pangkalan Bun Airport amounted to 17.6%. It can be proven that:

**Table 8. Summary Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420 <sup>a</sup>	.176	.168	2.211

With an R Square value of 0.176, the flight delay variable on NAM AIR airlines affects the variable of interest in buying tickets at Iskandar Pangkalan Bun Airport by 17.6%, while the remaining 82.4% other independent variables are not examined, so it can explain that the value of R Square or the coefficient of determination in the table above solves the second problem formulation. What is meant by "delay" is the implementation time that is not utilized in accordance with the activity plan, either causing the activity to be postponed or not completed according to schedule. Based on the findings of previous research, the author's work is comparable to Marcell Anggara's research (2019) entitled "Airline Responsibility for Flight Delays in the Context of the Consumer Protection Act" which found that airlines are required to

bear flight delay costs. In accordance with the Regulation of the Minister of Transportation Number 7 of 2011 Article 10, the NAM AIR airline provides cash voucher compensation of IDR 300,000 to each passenger who experiences flight delays on August 10, 2022, if the aircraft carrying flight number IN-196 experiences delays. delay of more than four hours. Then, a comparison of Yusuf's research (2018) entitled "The Effect of Discounts on Consumer Purchase Interest in Buying Fast Boat E-Tickets at Ulee Lheue Port, Banda Aceh City" with the finding that price discounts have a significant effect on consumer purchase intentions. The author of this study is the same as Yusuf, and the two studies have a significant impact of 17.6% on the X and Y variables.

## **CONCLUSION**

Based on the results of the research and discussion that has been carried out, the conclusions of this study are: H1 is accepted, which means that there is an effect of flight delays on the NAM AIR airline on the interest in purchasing tickets at Iskandar Pangkalan Bun Airport. The flight delay variable affects the variable on the interest in purchasing tickets for NAM AIR airlines at Iskandar Pangkalan Bun Airport by 17.6%, because at Iskandar Pangkalan Bun Airport the NAM AIR airline has no competitors, at Iskandar Pangkalan Bun Airport only NAM AIR is has an aircraft with the Boeing 737-500 type and provides free baggage, so passengers have no other choice but NAM AIR.

Based on the conclusions above, the following suggestions can be taken: For companies, hopefully in the future the NAM AIR airline at Iskandar Pangkalan Bun Airport will further improve its services, especially in terms of delays, so that passengers do not switch to other airlines if one day a new airline enters the airport. Iskandar Pangkalan Bun Airport. For the Education Sector, hopefully it can provide some knowledge to academic groups and also in adding insight for Cadets of the Yogyakarta Aerospace Technology College. For future researchers, in order to facilitate research, researchers must understand the topic and object under study. Hopefully the data collected or read by future researchers can be an additional insight and reference for future researchers.

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