

Study on Business Potential and Players of AIRLINE Industry in Indonesia, 2018 – 2021

Indonesian Airline Industry has found its prosperity era in the last seven years (2011 – 2017). The peak occurred in 2017. With population of more than 250 million people and medium class society which grows rapidly have made the need and services of flight services in entire Indonesia to keep on rising. Based on a survey of CDMI that total passengers in 2011 reached 68 million people and in 2016 total passengers had reached 100 million people and predicted to achieve 105 million people in 2017.

Although the potential of total passengers keeps on increasing, some national airline companies have failed and finally closed down. In 2013, PT Metro Batavia (Batavia Air) had to cease its operation after being stated to be bankrupted by commercial court in 2014. PT Merpati Nusantara had to take bitter pill by ceasing its operation in December 2013. PT Mandala Airlines (Mandala Air) was stated to cease its operation as of 1 July 2014. The cause of their failure was the continuous loss and finally bankruptcy.

The competition rate among airline companies to seize domestic markets is very tight. In 2014, domestic aviation was still controlled by Lion Air but since 2015 until present Garuda Indonesia has taken over it. In 2016, total domestic flight departure reached 764,156 times, some 186,482 times (24.4%) of Garuda Indonesia followed by Lion Air of 180,581 times (23.6%), Wings Air of 86,313 times (11.3%), Citilink Indonesia of 78,935 times (10.3%) and Batik Air as well as Sriwijaya Air.

Violent competition also occurs in international destination flights. Until 2015 AirAsia led it with the most international destination flights but in 2016 its position had been moved aside by Garuda Indonesia. In 2016, total frequency of international flight departure reached 71,487 flight times, 27,577 times (38.6%) were controlled by Garuda Indonesia, followed by AirAsia of 22,209 times (31.1%), Lion Air of 9,212 times (12.9%) and other airline companies.

Viewing great potential of aviation business in Indonesia and tight competition among airline companies, PT. CDMI Consulting is attracted to perform a deeper research on this industry and finally succeeded in publishing the output in a study book with the title of "Study on Business Potential and Players of AIRLINE Industry in Indonesia, 2018 – 2021".

This book is only available in PT. CDMI Consulting and it can be ordered directly to our marketing division with Mrs. Tina by phones (6221) 3193-0108, 3193-0109, 3193-0070, or Fax (6221) 3193 0102 or e-mail: marketing@cdmione.com at a price of Rp. 9,000,000.- for Indonesian Edition, Rp. 9,500,000.- for English Edition and US\$ 750 for overseas price.

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