

## ABSTRAK

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### **ANALISIS PENGARUH *PRE-FLIGHT SERVICE QUALITY*, *IN-FLIGHT SERVICE QUALITY*, DAN *POST-FLIGHT SERVICE QUALITY* TERHADAP *PASSENGER LOYALTY* MELALUI *PASSENGER SATISFACTION* PADA PELANGGAN MASKAPAI GARUDA INDONESIA DI SURABAYA**

(xx + 174 halaman; 19 gambar; 51 tabel; 4 lampiran)

Sejak pertama diluncurkan pada 2009, Garuda Indonesia memberikan pelayanan terbaik melalui konsep “Garuda Indonesia Experience” yang mengedepankan keramahtamahan dan kekayaan budaya Indonesia. Ini sejalan dengan visi Garuda Indonesia, yaitu perusahaan penerbangan yang handal, menawarkan layanan berkualitas bagi masyarakat dunia dengan menggunakan keramahan Indonesia. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Pre-flight service quality* dimensi *Reliability*, *Responsiveness*, *Discount*; *In-flight service quality* dimensi *Tangibles*, *Courtesy*, *Languange skills*; *Post-flight service quality* dimensi *Frequent Flyer Programs*, *Timeliness*; terhadap *Passenger loyalty* melalui *Passenger Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Pre-flight service quality*, *In-flight service quality*, *Post-flight service quality*, *Passenger satisfaction* sehingga meningkatkan *Passenger loyalty* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pelanggan maskapai penerbangan Garuda Indonesia di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 165 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, pernah berbelanja di Shopee minimal dua kali dalam satu tahun terakhir, pernah berbelanja di *e-commerce* lainnya dalam satu tahun terakhir, dan mengikuti media sosial (Instagram) Shopee Indonesia dalam tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa terdapat 4 (empat) hipotesis yang diterima dari total 4 (empat) hipotesis yang diajukan, meliputi: *Pre-flight service quality* berpengaruh signifikan terhadap *Passenger Satisfaction* dengan koefisien regresi sebesar 0.608; variabel *In-Flight service quality* berpengaruh signifikan terhadap *Passenger satisfaction* dengan koefisien regresi sebesar 0.394; variabel *Post-flight service quality* berpengaruh signifikan terhadap *Passenger satisfaction* dengan koefisien regresi sebesar 0.297; variabel *Passenger satisfaction* berpengaruh signifikan terhadap *Passenger Loyalty* dengan koefisien regresi sebesar 0.263.

Referensi: 112 (1992-2020)

**Kata Kunci:** *Pre-flight Service Quality*, *Reliability*, *Responsiveness*, *Discount*, *In-Flight Service Quality*, *Tangibles*, *Courtesy*, *Languange skills*, *Post-flight Service Quality* dimensi *Frequent Flyer Programs*, *Timelines*, *Passenger loyalty* *Passenger Satisfaction*.

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Since it was first launched in 2009, Garuda Indonesia has provided the best service through the concept of "Garuda Indonesia Experience" which emphasizes hospitality and the richness of Indonesian culture. This is in line with the vision of Garuda Indonesia, which is a reliable airline, offering quality services to the world community using Indonesian hospitality. This study aims to determine how the influence of pre-flight service quality dimensions of Reliability, Responsiveness, Discount; In-flight service quality dimensions Tangibles, Courtesy, Language skills; Post-flight service quality dimensions of Frequent Flyer Programs, Timeliness; towards Passenger loyalty through Passenger Satisfaction. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence Pre-flight service quality, In-flight service quality, Post-flight service quality, Passenger satisfaction increases Passenger loyalty, which in turn will increase sustainable transactions from customers of the Garuda Indonesia airline in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using AMOS. Data collection was carried out by distributing questionnaires to 165 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, had shopped at Shopee at least twice in the past year, had shopped at other e-commerce in the past year, and followed social media (Instagram) Shopee Indonesia in the last three months.

The results showed that there were 4 (four) hypotheses accepted from a total of 4 (four) proposed hypotheses, including: Pre-flight service quality had a significant effect on Passenger Satisfaction with a regression coefficient of 0.608; In-flight service quality variable has a significant effect on passenger satisfaction with a regression coefficient of 0.394; Post-flight service quality variable has a significant effect on passenger satisfaction with a regression coefficient of 0.297; Passenger satisfaction variable has a significant effect on Passenger Loyalty with a regression coefficient of 0.263.

Reference: 112 (1992-2020)

**Key Words:** *Pre-flight Service Quality, Reliability, Responsiveness, Discount, In-Flight Service Quality, Tangibles, Courtesy, Language skills, Post-flight Service Quality dimensi Frequent Flyer Programs, Timelines, Passenger loyalty Passenger Satisfaction.*