

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED QUALITY*, *SERVICE CONVENIENCE* DAN *PERCEIVED SERVICE FAIRNESS* TERHADAP *CUSTOMER ENGAGEMENT BEHAVIOR* MELALUI *CUSTOMER SATISFACTION* PADA PENUMPANG PESAWAT LION AIR DI SURABAYA

(xv + 175 halaman; 14 gambar; 45 tabel; 11 lampiran)

Perkembangan industri penerbangan di Indonesia menimbulkan persaingan antar maskapai penerbangan. Lion Air terbukti sebagai maskapai peringkat nomor satu yang dipilih di Indonesia. Hal tersebut dapat dicapai karena adanya *brand loyalty* dari para penumpangnya yang membeli kembali tiket Lion Air berulang kali, salah satu yang mempenaruhinya adalah perilaku keterlibatan para penumpang Lion Air (*customer engagement behavior*). Perilaku keterlibatan konsumen dalam penelitian sebelumnya oleh Roy et al. (2018) dibentuk karena adanya *service quality* yang dirasakan konsumen, *service convenience* yang diberikan perusahaan, dan *service fairness* yang dirasakan konsumen. Penelitian ini diharapkan diharapkan dapat menjadi masukan dalam menambah informasi bagi mengenai *customer engagement behavior*, terutama faktor – faktor pembentuk *customer engagement behavior* yaitu *customer satisfaction* yang didapatkan dari *service convenience*, *perceived service quality*, dan *perceived service fairness* melalui *customer satisfaction* terutama di bidang jasa. Metode penelitian ini menggunakan populasi atau sampel tertentu dan menggunakan instrument penelitian dengan analisis data yang bersifat kuantitatif. Data dikumpulkan melalui kuesioner yang disebar kepada 202 penumpang Lion Air di Surabaya yang telah menggunakan jasa penerbangannya dalam enam bulan terakhir, pernah melakukan proses pembelian tiket Lion Air secara pribadi dan pernah melakukan proses penggantian jadwal atau pengembalian tiket. Data yang telah didapat diolah secara statistik menggunakan software AMOS. Hasil penelitian membuktikan bahwa *service convenience*, *perceived service quality*, dan *perceived service fairness* memberikan pengaruh signifikan secara positif terhadap *customer satisfaction*. *Customer Satisfaction* juga memberikan pengaruh yang signifikan terhadap terbentuknya *Customer Engagement Behavior* para penumpang Lion Air di Surabaya.

Kata Kunci: *Perceived Service Quality, Service Convenience, Perceived Service Fairness, Customer Satisfaction, Customer Engagement Behavior*

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(xviii + 175 pages; 14 figures; 45 tables; 11 attachments)

The growth of the aviation industry in Indonesia has created competition between airlines. Lion Air is proven to be the number one ranked airline chosen in Indonesia. This can be achieved because of the brand loyalty of the passengers who buy Lion Air tickets repeatedly, one of which influences this is the engagement behavior of Lion Air passengers (customer engagement behavior). Customer engagement behavior in previous research by Roy et al. (2018) was formed because of the quality of service perceived by consumers, the convenience of services provided by companies, and the fairness of services perceived by consumers. It is hoped that this research can be adding information regarding customer engagement behavior, especially the forming factors of customer engagement behavior: customer satisfaction obtained from service convenience, perceived service quality, and perceived service fairness through customer satisfaction, especially in the service industry. This research method uses quantitative data analysis. Data collected through questionnaires distributed to 202 Lion Air passengers in Surabaya who had used its flight services in the last six months, had made the process of purchasing Lion Air tickets personally and had made the process of rescheduling or tickets refund. The data that has been obtained is statistically processed using AMOS software. The results of the study prove that service convenience, perceived service quality, and perceived service fairness have a significant positive effect on customer satisfaction. Customer satisfaction also has a significant influence on the formation of Customer Engagement Behavior for Lion Air passengers in Surabaya.

Keywords: Perceived Service Quality, Service Convenience, Perceived Service Fairness, Customer Satisfaction, Customer Engagement Behavior