

## ABSTRAK

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**ANALISIS PENGARUH *PRE-FLIGHT SERVICE QUALITY*, *IN-FLIGHT SERVICE QUALITY*, *POST-FLIGHT SERVICE QUALITY* DAN *COVID-19 PROTOCOL SERVICE QUALITY* TERHADAP *PASSENGER SATISFACTION* DAN *PASSENGER LOYALTY* PADA PENUMPANG MASKAPAI LION AIR DI MEDAN** (xvi + 1785 halaman: 18 gambar, 42 tabel; 5 lampiran)

Hingga akhir tahun 2020 meskipun di kondisi pandemi, Maskapai Lion Air tetap menjadi market leader domestik dengan perolehan penumpang terbanyak. Lion air menempati urutan pertama dengan perolehan penumpang 12,517 juta jiwa dalam persentase 35% mengcover pangsa pasar domestik. Penelitian ini bertujuan untuk mengetahui apakah *service quality* Lion Air yang terbagi menjadi *pre-flight*, *in-flight*, *post-flight* dan *covid-19 protocol service quality* mempengaruhi kepuasan penumpang dan loyalitas penumpang Lion Air di Medan.

Penelitian ini menggunakan metode penelitian kuantitatif (kausal) dengan data yang diperoleh dari pembagian kuesioner melalui teknik *snowball sampling* (*non-probability sampling method*) dan akan diolah dengan menggunakan SEM (Structural Equation Modeling) dengan bantuan software AMOS version 22.0. Penelitian ini dilakukan pada 125 responden dengan karakteristik pria dan wanita, usia minimal 18 tahun, berdomisili di Medan, dan pernah sedikitnya melakukan 1 x perjalanan domestik dengan menggunakan fasilitas bagasi Maskapai Lion Air dalam kurun waktu 2 tahun terakhir.

Hasil penelitian dari analisis Structural Equation Model (SEM) dengan menggunakan *software AMOS version 22.0* menunjukkan bahwa variabel *pre-flight service quality* memiliki hubungan yang tidak signifikan terhadap *passenger satisfaction*, *in-flight service quality* memiliki hubungan yang signifikan terhadap *passenger satisfaction*, *post-flight service quality* memiliki hubungan yang signifikan terhadap *passenger satisfaction*, *covid-19 protocol service quality* memiliki hubungan yang signifikan terhadap *passenger satisfaction*, *pre-flight service quality* memiliki hubungan yang signifikan terhadap *passenger loyalty*, *in-flight service quality* memiliki hubungan yang signifikan terhadap *passenger loyalty*, *post-flight service quality* memiliki hubungan yang signifikan terhadap *passenger loyalty*, *covid-19 protocol service quality* memiliki hubungan yang tidak signifikan terhadap *passenger loyalty*, dan *passenger satisfaction* memiliki hubungan yang signifikan terhadap *passenger loyalty*.

**Kata kunci:** *Pre-flight Service Quality*, *In-flight Service Quality*, *Post-flight Service Quality*, *Covid-19 Protocol Service Quality*, *Passenger Satisfaction*, *Passenger Loyalty*

Referensi: 32 (2009-2022).

## ABSTRACT

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**ANALYSIS OF THE INFLUENCE OF PRE-FLIGHT SERVICE QUALITY, IN-FLIGHT SERVICE QUALITY, POST-FLIGHT SERVICE QUALITY AND COVID-19 PROTOCOL SERVICE QUALITY TOWARDS PASSENGER SATISFACTION AND PASSENGER LOYALTY OF LION AIR PASSENGER IN MEDAN** (xvi + 178 pages: 18 figures, 42 tables; 5 attachments)

Despite the pandemic conditions, until the end of 2020, Lion Air remains as the domestic market leader with the most acquisition of passengers. Lion Air ranks first with the acquisition of 12.517 million passengers in a percentage of 35% covering the domestic market share. This study aims to determine whether Lion Air's service quality including pre-flight, in-flight, post-flight and covid-19 protocol service quality affect passenger satisfaction and loyalty of Lion Air passengers in Medan.

This study uses a quantitative (causal) research method with data obtained from distributing questionnaires through the snowball sampling technique (non-probability sampling method) and will be processed using SEM (Structural Equation Modeling) utilizing AMOS version 22.0 software. This research is conducted on 125 respondents with male and female characteristics, at least 18 years old, domiciled in Medan, and had at least 1 x domestic trip using Lion Air baggage facilities within the last 2 years.

The results of the analysis of the Structural Equation Model (SEM) using AMOS version 22.0 software show that the variable pre-flight service quality has an insignificant relationship to passenger satisfaction, in-flight service quality has a significant relationship to passenger satisfaction, post-flight service quality has a significant relationship to passenger satisfaction, covid-19 protocol service quality has a significant relationship to passenger satisfaction, pre-flight service quality has a significant relationship to passenger loyalty, in-flight service quality has a significant relationship to passenger loyalty, post-flight service quality has a significant relationship to passenger loyalty, covid-19 protocol service quality has an insignificant relationship to passenger loyalty, and passenger satisfaction has a significant relationship to passenger loyalty.

**Keywords:** *Pre-flight Service Quality, In-flight Service Quality, Post-flight Service Quality, Covid-19 Protocol Service Quality, Passenger Satisfaction, Passenger Loyalty*

References: 32 (2009-2022).