

ABSTRACT

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ANALISIS PENGARUH *INFLIGHT SERVICE QUALITY, SAFETY PERCEPTION, DAN PRICE* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA MASKAPAI PENERBANGAN LION AIR

(xx+111 pages; 19 figures; 42 tables; 4 appendices)

Lion Air is one of the national airlines with the largest fleet and the highest flight routes. Lion Air is the market leader for low cost carrier flights. Lion Air is the airline most often chosen by passengers when using flight services. Looking back at Lion Air's journey in the world of aviation, Lion Air is the airline with the highest accident frequency compared to other airlines. This phenomenon apparently did not change passengers' choice to continue using Lion Air. For this reason, in this research we will examine inflight service quality, safety perception and price as variables that influence satisfaction so that passengers remain loyal to Lion Air.

This type of research is quantitative research with a causal design. Research variables include: inflight service quality, safety perception, price, customer satisfaction, and customer loyalty. The total number of research samples was 130 samples. The data analysis technique uses structural equation modeling with the AMOS program.

The findings of this research show that in-flight service quality is proven to influence customer satisfaction, safety perception has an influence on customer satisfaction, and price also has an influence on customer satisfaction. Customer satisfaction significantly influences customer loyalty.

Keywords: Inflight Service Quality, Safety Perception, Price, Customer Satisfaction, Customer Loyalty, Low Cost Carrier, Lion Air

References: 38 (2011-2022)

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ANALISIS PENGARUH *INFLIGHT SERVICE QUALITY*, *SAFETY PERCEPTION*, DAN *PRICE* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA MASKAPAI PENERBANGAN LION AIR

(xx+111 halaman; 19 gambar; 42 tabel; 4 lampiran)

Lion Air merupakan salah satu maskapai penerbangan nasional dengan jumlah armada terbanyak dan rute penerbangan tertinggi. Lion Air merupakan market leader untuk penerbangan low cost carrier. Lion Air merupakan maskapai penerbangan yang paling banyak dipilih oleh penumpang ketika menggunakan layanan penerbangan. Kilas balik atas perjalanan Lion Air dalam dunia penerbangan, Lion Air merupakan maskapai penerbangan dengan frekuensi kecelakaan tertinggi dibandingkan maskapai penerbangan lainnya. Fenomena ini ternyata tidak banyak mengubah pilihan penumpang untuk tetap menggunakan Lion Air. Untuk itu, dalam penelitian ini akan dikaji mengenai inflight service quality, safety perception, dan price sebagai variabel yang mempengaruhi kepuasan sehingga penumpang tetap loyal pada Lion Air.

Jenis penelitian ini adalah penelitian kuantitatif dengan desain kausal. Variabel penelitian meliputi: inflight service quality, safety perception, price, customer satisfaction, dan customer loyalty. Jumlah sampel penelitian sebanyak 130 sampel. Teknik analisis data menggunakan structural equation model dengan program AMOS.

Temuan penelitian ini menunjukkan bahwa inflight service quality terbukti mempengaruhi customer satisfaction, safety perception memiliki pengaruh terhadap customer satisfaction, dan price juga memiliki pengaruh terhadap customer satisfaction. Customer satisfaction secara signifikan mempengaruhi customer loyalty.

Keywords: Inflight Service Quality, Safety Perception, Price, Customer Satisfaction, Customer Loyalty, Low Cost Carrier, Lion Air

Referensi: 38 (2011-2022)