

ABSTRAK

Situasi pasar yang sangat dinamis memberi dampak persaingan yang sangat ketat dalam dunia bisnis. Setiap perusahaan tentunya menginginkan kepuasan dari konsumennya. Berbagai strategi dilakukan guna menciptakan *customer satisfaction*. Dalam bidang jasa pada umumnya *service quality* digunakan untuk menjadi tolak ukur *customer satisfaction*. Selain itu *brand association* juga kini digunakan perusahaan untuk menciptakan suatu kesan positif di benak konsumen yang akhirnya akan menciptakan *customer satisfaction* pula.

Tujuan dari penelitian ini adalah untuk memperoleh hasil analisis pengaruh *service quality* dan *brand association* terhadap *customer satisfaction* pada jasa penerbangan Garuda Indonesia di Surabaya, dimana dilakukan penelitian dengan melakukan penyebaran kuisioner kepada 125 responden yang sudah pernah menggunakan jasa penerbangan Garuda Indonesia di Surabaya.

Berdasarkan hasil pengujian statistik, dengan menggunakan uji F menunjukkan bahwa *service quality* dan *brand association* berpengaruh secara simultan terhadap *customer satisfaction* pada jasa penerbangan Garuda Indonesia di Surabaya, dimana mempunyai mempunyai taraf signifikan < 0.05 . Berdasarkan hasil perhitungan t hitung, secara parsial *service quality* dan *brand association* mempunyai taraf signifikan < 0.05 , hal ini membuktikan bahwa variabel-variabel tersebut berpengaruh signifikan secara parsial terhadap *customer satisfaction* pada jasa penerbangan Garuda Indonesia di Surabaya.

Berdasarkan hasil perhitungan pada uji koefisien determinasi (Adjust R Square) menunjukkan bahwa *customer satisfaction* dipengaruhi oleh variabel *service quality* dan *brand association* sebesar 57.5%, sedangkan persentase sisanya sebesar 42.5% dijelaskan oleh variabel yang lain atau sebab-sebab di luar penelitian ini.

Kata kunci : *Service Quality, Brand Association, Customer Satisfaction*

ABSTRACT

The market situation is highly dynamic and gives the very tight impact of competition in the global business. Every company wants the satisfaction from their customers. Various strategies implemented in order to create customer's satisfaction. In the service sector, generally service quality use as the benchmark for customer satisfaction. Besides that, brand association is also use to create a positive impression in the minds of customer who ultimately will create customer satisfaction as well.

The purpose of this study was to analyze the influence of service quality and brand association to customer satisfaction in Garuda Indonesia in Surabaya, which the research conducted by distribute questionnaires to 125 respondents who have used the service of Garuda Indonesia in Surabaya.

Based on the results of statistical using F test, there are indicate that the service quality and brand association are simultaneously influence the customer satisfaction according to the service of Garuda Indonesia in Surabaya, It has a significant level < 0.05 . Based on the result of calculation of t count, partially service quality and brand association has a significant level < 0.05 . It proves these variables partially have a significant effect on customer satisfaction according to the service of Garuda Indonesia in Surabaya.

Based on the result of test calculations on the coefficient of determination (Adjust R Square) it shows that customer satisfaction is influenced by the variable service quality and brand association by 57.5%, while the remaining percentage of 42.5% explained by other variable or causes beyond the regression model of this study.

Key words: Service Quality, Brand Association, Customer Satisfaction