

## **ABSTRACT**

Kevin (00000015592)

### **THE IMPACT OF AIRLINES SERVICE QUALITY TOWARDS LOYALTY THROUGH PASSENGER SATISFACTION: A CASE FROM SINGAPORE AIRLINES**

(xiii + 104 pages: 10 figures, 20 tables, 7 appendices)

Airline industry is an air transport company that provides and organizes air transport services that operate and publish flight documents regularly and planned to transport passengers, passenger baggage, shipment (cargo), and postal items to a specific destination. Customer satisfaction is acknowledged by many as a huge and major contributor to guaranteeing a company's long-term profitability, customer retention, and loyalty. The purpose of this study is to enable company (Singapore Airlines) to know what steps to take in stabilizing its position as the top airlines and creating an even better service for the customers. One of the efforts made by the company to get added value for the company is by maintaining and developing customer satisfaction. In this case, the company develops customer satisfaction in the hope of increasing customer loyalty. Data collection is done by distributing questionnaires to respondents in total of 200 Universitas Pelita Harapan, Karawaci students undergoing bachelor degree, class of 2013 - 2018 who are still actively studying and have been travelling with Singapore Airlines this past four years. Data collection techniques carried out are non-probability sampling techniques and convenience sampling methods. There are four hypotheses in this study, and the results of this study find that pre-flight, in-flight, post-flight service quality has a significant positive effect on customer satisfaction, and customer satisfaction has a significant positive effect on customer loyalty.

References: 107

Keywords: *Customer loyalty, Customer satisfaction, Airline service quality, Singapore Airlines*