

ABSTRAK

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PENGARUH KEPUASAN DAN KEPERCAYAAN PELANGGAN

TERHADAP LOYALITAS PELANGGAN PADA MASKAPAI CITILINK

INDONESIA (17 + 78 halaman; 4 gambar; 24 tabel)

Penelitian ini dilakukan dalam rangka menganalisis pengaruh kepuasan pelanggan terhadap loyalitas pelanggan pada maskapai Citilink Indonesia, dengan variabel kepercayaan pelanggan sebagai perantara. Metode penelitian menggunakan pendekatan kuantitatif dengan jumlah sampel 150 responden melalui pengumpulan data survei kuesioner penumpang Citilink Indonesia. Penelitian memfokuskan pada tiga variabel utama: kepuasan pelanggan, kepercayaan pelanggan, dan loyalitas pelanggan. Analisis data menggunakan SmartPLS.4.0 untuk menilai hubungan antara kepuasan pelanggan dan loyalitas pelanggan, dan peran kepercayaan pelanggan sebagai mediator dalam hubungan tersebut. Hasil penelitian menunjukkan kepuasan pelanggan secara signifikan berpengaruh positif terhadap loyalitas pelanggan. Kepercayaan pelanggan juga terbukti efektif dalam memediasi hubungan antara kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci: *Kepuasan Pelanggan, Kepercayaan Pelanggan, Loyalitas Pelanggan, Maskapai Penerbangan, Transportasi*

ABSTRACT

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THE INFLUENCE OF CUSTOMER SATISFACTION AND TRUST ON CUSTOMER LOYALTY IN CITILINK INDONESIA AIRLINE (17 + 78

pages; 4 pictures; 24 tables)

This research was conducted in order to analyze the influence of customer satisfaction on customer loyalty at Citilink Indonesia airline, with the customer trust variable as an intermediary. The research method uses a quantitative approach with a sample size of 150 respondents through data collection from a Citilink Indonesia passenger questionnaire survey. The research focuses on three main variables: customer satisfaction, customer trust, and customer loyalty. Data analysis uses SmartPLS.4.0 techniques to assess the relationship between customer satisfaction and customer loyalty, and the role of customer trust as a mediator in this relationship. The research results show that customer satisfaction has a significant positive effect on customer loyalty. Customer trust has also proven effective in mediating the relationship between customer satisfaction and customer loyalty.

Keywords: Customer Satisfaction, Customer Trust, Customer Loyalty, Airlines, Transportation