

# ABSTRAK

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## **ANALISIS PENGARUH *AIRLINE BRAND IMAGE*, *AIRLINE TRUST*, *SERVICE QUALITY* DAN *PRICE FAIRNESS* TERHADAP *AIRLINE LOYALTY* DENGAN *PASSENGER SATISFACTION* SEBAGAI MEDIASI DI PT. CITILINK INDONESIA**

(83 hal + 24 tabel + 4 gambar )

Transportasi memegang peranan penting dalam pertumbuhan perekonomian khususnya perkotaan. Dengan luasnya negara Indonesia dan banyaknya pulau serta pembangunan yang ada, menjadikan transportasi udara sebagai salah satu transportasi utama sehingga menciptakan persaingan yang kompetitif bagi para maskapai yang kemudian memicu upaya agar loyalitas penumpang dapat terjaga. Penelitian ini bertujuan untuk menguji pengaruh dari *airline brand image*, *airline trust*, *service quality*, *price fairness* dan *passanger satisfaction* terhadap *airline loyalty* pada salah satu maskapai Citilink Indonesia. Penelitian ini dilakukan secara kuantitatif terhadap 238 responden yang berdomisili di Jabodetabek, Indonesia. Hasil pada penelitian ini menunjukkan bahwa *trust*, *service quality* dan *satisfaction* memiliki pengaruh signifikan terhadap *airline loyalty* sedangkan *brand image* tidak memiliki pengaruh signifikan terhadap *airline loyalty*, selain itu *brand image*, *trust* dan *service quality* juga memiliki pengaruh signifikan terhadap *satisfaction* pada penumpang Citilink di Jabodetabek.

Kata Kunci : *Airline Brand Image*, *Airline Trust*, *Service Quality*, *Price Fairness*, *Satisfaction*, *Airline Loyalty*

44 Referensi (2015-2023)

## ABSTRACT

REVAIL EDIANTO PURBA (01619220102)

### **ANALYSIS OF THE EFFECT OF *AIRLINE* BRAND IMAGE, *AIRLINE* TRUST, SERVICE QUALITY AND PRICE FAIRNESS ON *AIRLINE* LOYALTY WITH PASSENGER SATISFACTION AS A MEDIATION IN PT. CITILINK INDONESIA**

(83 hal + 24 table + 4 picture)

Transportation plays an important role in economic growth, especially in urban areas. With the vastness of Indonesia and the many islands and existing developments, air transportation has become one of the main transportations, creating competitive competition for *airlines* which then triggers efforts to maintain passenger loyalty. This study aims to examine the effect of *airline* brand image, *airline* trust, service quality, price fairness and passenger satisfaction on *airline* loyalty of the Citilink Indonesia. This study was conducted quantitatively on 238 respondents domiciled in Jabodetabek, Indonesia. The results of this study indicate that trust, service quality and satisfaction have a significant effect on *airline* loyalty while brand image does not have a significant effect on *airline* loyalty, in addition brand image, trust and service quality also have a significant effect on satisfaction of Citilink passengers in Jabodetabek.

*Keywords:* Airline Brand Image, Airline Trust, Service Quality, Price Fairness, Airline Loyalty

*44 References (2015-2023)*