

# Analisis kualitas penerbangan (AIRQUAL) di Indonesia : hubungan terhadap kepuasan pelanggan, repurchase intention, serta word-of-mouth = Analysis of airline quality (AIRQUAL) in Indonesia : in relationship with customer satisfaction, repurchase intention, and word-of-mouth

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## Abstrak

Industri penerbangan Indonesia merupakan salah satu industri dengan pertumbuhan yang cukup pesat, ditunjukkan dengan tren peningkatan jumlah penumpang setiap tahunnya serta bertambahnya jumlah maskapai baru yang melayani rute domestik. Dengan persaingan yang semakin kompetitif maka perlu adanya upaya untuk meningkatkan kepuasan serta mempertahankan pelanggan yang ada salah satunya melalui peningkatan kualitas layanan.

Penelitian ini membahas hubungan antara kualitas layanan penerbangan (AIRQUAL) dengan kepuasan pelanggan, Repurchase Intention, serta Word of Mouth. Jumlah sampel yang digunakan sebanyak 337 responden yang tersebar di Jakarta dan diambil secara acak. Selanjutnya data diolah dengan menggunakan SPSS.

Hasil yang diperoleh menunjukkan bahwa, pada maskapai full service dan LCC kualitas layanan penerbangan dapat menjelaskan hubungan terhadap kepuasan pelanggan, repurchase intention, serta Word of Mouth. Dengan hasil ini maka konsep tersebut dapat dijadikan rujukan bagi industri penerbangan dalam memformulasikan strategi pemasaran yang tepat serta efektif.

.....Aviation industry in Indonesia is one of industry with a fairly rapid growth, which is indicated by the increase trend in the number of passengers each year and new airlines company that serving domestic routes. In the competitive situation, it is necessary an efforts to improve customer satisfaction and maintain the existing customers through the improvement of service quality.

This study discusses the relationship between airline service quality (AIRQUAL) with Customer Satisfaction, Repurchase Intention, and Word of Mouth. Total number of samples that used in this research was 337 respondents in Jakarta by random sampling. Furthermore, the data were processed using SPSS. The results show that, full service and LCC airline service quality may explain the relationship with customer satisfaction, repurchase intention, and Word of Mouth. By this result, it can be used as a reference for the airline industry in order to formulate proper strategy and effective marketing program.