

Pengaruh inflight service quality terhadap customer loyalty melalui customer satisfaction: studi pada pelanggan Garuda Indonesia = The effect of inflight service quality towards customer loyalty through customer satisfaction: case of Garuda Indonesia's customer

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Abstrak

**ABSTRACT**

Dalam industri penerbangan, pelayanan perlu diukur secara terus-menerus untuk mengetahui adanya kenaikan atau penurunan kualitas, terlebih pelayanan pada saat penerbangan berlangsung inflight service di mana pelayanan ini cenderung menjadi penilaian pelanggan terhadap keseluruhan kualitas pelayanan sebuah maskapai. Tujuan penelitian ini adalah untuk menjelaskan pengaruh antara inflight service quality terhadap loyalitas pelanggan melalui kepuasan pelanggan. Penelitian kuantitatif ini dilakukan dengan survei terhadap 162 responden yang telah menggunakan jasa Garuda Indonesia sebanyak minimal dua kali dalam kurun waktu enam bulan terakhir, sedangkan hasil survei diolah dengan menggunakan teknik analisis jalur. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara inflight service quality terhadap loyalitas pelanggan baik secara langsung maupun tidak langsung melalui kepuasan pelanggan dengan tingkat signifikansi yang berbeda.

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In the aviation industry, service needs to be measured by the airline continuously to know if there is an increase or decrease in terms of quality, moreover the service during a flight inflight service because this kind of service tends to be the customer's evaluation for the airline's overall service. The purpose of this research is to explain the impact between inflight service quality towards customer loyalty. This qualitative research is conducted by doing a survey to 162 respondents which has flown with Garuda Indonesia at least twice in the last six months, while the result from the survey is processed by using path analysis. The result shows that inflight service quality has a direct impact towards customer loyalty and indirect impact as well through customer satisfaction with different level of signification.