

Pengaruh perceived value terhadap customer satisfaction dan brand trust pada maskapai penerbangan AirAsia Indonesia = The effect of perceived value towards customer satisfaction and brand trust on AirAsia Indonesia airline carrier

Areza Pradityo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20482246&lokasi=lokal>

Abstrak

Tujuan dari penelitian ini adalah melakukan analisis pengaruh perceived value terhadap customer satisfaction dan brand trust pada Maskapai Penerbangan AirAsia Indonesia. Penelitian ini menggunakan sampel sebanyak 100 responden yang mengetahui Maskapai Penerbangan AirAsia Indonesia dan pernah menggunakan layanan dari maskapai penerbangan tersebut lebih dari 2 kali dengan metode non-probability sampling dan teknik purposive.

Dalam penelitian ini, instrumen penelitian yang digunakan adalah kuesioner serta regresi yang digunakan adalah regresi linear. Hasil dari penelitian ini menunjukkan bahwa perceived value memiliki pengaruh positif terhadap customer satisfaction. Perceived value juga disimpulkan memiliki pengaruh positif terhadap brand trust.

.....The aim of this study is to analyze the effects of perceived value on customer satisfaction and brand trust on the AirAsia Indonesia Airline Carrier. This study uses 100 sample that knows AirAsia Indonesia and have flown with them for more than twice. The processing of the data uses non-probability method and the technique of purposive sampling.

In this study, survey through questionnaire are the instruments of study and linear regression are the method of analyzing the outcome. The results of this study indicates that there is significant positive effect between perceived value and customer satisfaction, which customer satisfaction is affected by perceived value, whereas significant positive effect are also found on the correlation between perceived value and brand trust, which brand trust is affected by perceived value.