

# **Pengaruh Customer Engagement, Service Quality, Perceived Value, Customer Satisfaction, dan Brand Image Terhadap Customer Loyalty Penumpang Maskapai Penerbangan Citilink di Jakarta = The Effect of Customer Engagement, Service Quality, Perceived Value, Customer Satisfaction, and Brand image on Customer Loyalty Citilink Airline Passengers in Jakarta**

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## **Abstrak**

Indonesia sudah dilanda pandemi Covid-19 terhitung sejak pada bulan Maret 2020. Dahsyatnya dampak yang diberikan oleh pandemi sendiri akhirnya memberikan dampak terhadap beragam sektor industri di dunia dan juga di Indonesia salah satunya adalah industri penerbangan. Agar dapat mempertahankan dan meningkatkan loyalitas pelanggan yang sudah lama terbangun jauh sebelum pandemi Covid-19 melanda, pada akhirnya industri penerbangan, salah satunya adalah Citilink, melakukan beragam inovasi. Tujuan dari penelitian ini adalah menganalisis pengaruh Customer Engagement, Service Quality, Perceived Value, Customer Satisfaction, dan Brand Image terhadap Customer Loyalty penumpang maskapai penerbangan Citilink di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling terhadap populasi. Jumlah responden dalam penelitian ini adalah 100 orang yang peneliti dapatkan menggunakan questionnaire. Data yang didapatkan kemudian peneliti olah menggunakan SPSS melalui analisis statistic deskriptif dan analisis regresi sederhana. Hasil dalam penelitian ini memperlihatkan bahwa hubungan yang dimiliki dalam model penelitian signifikan dan saling memiliki pengaruh antara satu dengan yang lain.

.....Indonesia has been hit by the Covid-19 pandemic since March 2020. The devastating impact of the pandemic itself has finally had an impact on various industrial sectors in the world and also in Indonesia, one of which is the aviation industry. In order to maintain and increase customer loyalty that had been built long before the Covid-19 pandemic hit, in the end the aviation industry, one of which was Citilink, made various innovations. The purpose of this study was to analyze the effect of Customer Engagement, Service Quality, Perceived Value, Customer Satisfaction, and Brand Image on Customer Loyalty of Citilink airline passengers in Jakarta. This study uses a quantitative approach through a survey method based on purposive sampling of the population. The number of respondents in this study were 100 people which the researchers obtained using a questionnaire. The data obtained were then processed using SPSS through descriptive statistical analysis and simple regression analysis. The results in this study show that the relationships in the research model are significant and mutually influence each other.