

Pengaruh airline service quality terhadap passengers loyalty melalui passengers satisfaction sebagai variabel mediasi: studi pada penumpang Maskapai Low Cost Carrier Super Air Jet = The effect of airline service quality on passengers loyalty through passengers satisfaction as mediating variable: case study on passengers of Low Cost Carrier Airline Super Air Jet

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Abstrak

Kompetitifnya industri penerbangan di Indonesia menyebabkan maskapai penerbangan memerlukan loyalitas penumpang sebagai salah satu kunci untuk bertahan dalam industri penerbangan yang kompetitif. Untuk mencapai passengers loyalty diperlukan kepuasan pelanggan yang mana dapat dicapai dengan meningkatkan service quality. Tujuan dari penelitian ini adalah untuk menganalisis mengenai hubungan pengaruh antara Airline service quality terhadap passengers loyalty melalui passengers satisfaction sebagai variabel mediasi pada penumpang maskapai Super Air Jet. Penelitian ini menggunakan pendekatan kuantitatif, melalui teknik purposive-sampling yang dilakukan pada sebanyak 181 responden melalui penyebaran kuesioner secara online menggunakan platform Google Form. Data yang dikumpulkan kemudian diolah menggunakan IBM SPSS dan SmartPLS melalui analisis statistic deskriptif dan analisis statistic inferensial menggunakan metode Structural Equation Modelling (SEM) dengan pendekatan Partial- Least Square (PLS-SEM). Hasil analisis data menunjukkan bahwa terdapat pengaruh positif dan signifikan antara airline service quality terhadap passengers loyalty melalui passengers satisfaction sebagai variable mediasi pada penumpang maskapai Super Air Jet.

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The competitiveness of the aviation industry in Indonesia causes airlines to require passenger loyalty as one of the keys to survive in a competitive aviation industry. To achieve passenger loyalty, customer satisfaction is needed which can be achieved by improving service quality. The purpose of this study was to analyze the influence relationship between airline service quality on passenger loyalty through passenger satisfaction as a mediating variable for Super Air Jet airline passengers. This research uses a quantitative approach, through a purposive-sampling technique which is carried out by 181 respondents through online questionnaires using the Google Form platform. The data collected was then processed using IBM SPSS and SmartPLS through descriptive statistical analysis and inferential statistical analysis using the Structural Equation Modeling (SEM) method with the Partial-Least Square (PLS-SEM) approach. The results of data analysis indicate that there is a positive and significant influence between airline service quality on passenger loyalty through passenger satisfaction as a mediating variable for Super Air Jet airline passengers.