

Persepsi kepuasan penumpang terhadap kualitas pelayanan di dalam pesawat (in flight service) pada PT Indonesia Air Transport, Tbk

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Abstrak

Nowadays, the airlines business in Indonesia has grown rapidly. Many airlines companies emerge, and their charter or schedule makes the competition even stronger. Every company tries to give better service to each of its customers. The high demand of transportation within society continually makes each airline to escalate the quality of service that results in the satisfaction of its customers. The quality service of an airline company constitutes simultaneous activity between ground service and inflight service. Inflight service holds the major role in creating consumer perception towards quality service in general.

PT Indonesia Air Transport, Tbk, are many companies that contribute in fulfilling the high demand of Indonesian air transportation. With its background as a charter flight company, therefore Indonesia Air Transport (IAT) always undertakes to increase its quality service, not only in safety or service. In this research, the inflight service process that has been given by Indonesia Air Transport will be discussed further. The purpose of the research is to know the satisfactory perception of its customers towards inflight service given by Indonesia Air Transport (IAT).

In this research, the perception, measured based on SERVQUAL dimension (tangible, reliability, responsiveness, empathy, and assurance) based on the theory expanded by Parasuraman, Zeithaml, and Berry, by using frequency distribution and SPSS 16.00 tools.

From the result of this research, it is known that the majority of respondents or flight passengers tend to give better perception towards inflight service given by IAT. From all the research dimensions, it can be concluded that the average of responses of each respondent indicates the satisfaction behavior. This result can be input for IAT, in the near future Indonesia Air Transport can give more attention and increase the quality service towards its consumers by taking care of the safety aspect or service.