

INTISARI

Lion Air semula menjadi primadona penerbangan karena mampu: “membuat semua orang terbang” sesuai dengan slogannya. Namun dalam kelanjutannya layanan Lion Air ternyata banyak menderita kegagalan layanan sehingga banyak menimbulkan komplain penumpang. Jumlah komplain secara lambat laun terus meningkat sehingga menginformasikan bahwa layanan Lion Air semakin lama justru mengalami penurunan. Untuk itu, mengatasi masalah tersebut, maka Lion Air harus melakukan evaluasi kualitas layanan yang diberikan kepada penumpang untuk bisa tetap mempertahankan kepuasan penumpang. Tujuan penelitian ini adalah mengetahui tingkat harapan penumpang dan persepsi penumpang terhadap kualitas layanan Lion Air.

Penelitian ini adalah berjenis riset deskriptif, variable yang digunakan dalam penelitian ini adalah kualitas layanan yaitu: tangibility flight, reliability, responsiveness, assurance, dan emphaty. Jumlah sampel penelitian yang didapatkan adalah 100 sampel dan teknik analisis data adalah analisis deskriptif frekuensi, tabulasi silang, dan scanner plot.

Temuan penelitian ini menunjukkan bahwa terdapat ketimpangan untuk keseluruhan dimensi kualitas layanan yang meliputi tangibility flight, reliability, responsiveness, assurance, dan emphaty. Ketimpangan tertinggi antara harapan dan persepsi adalah dimensi reliability.

Kata kunci : *Servqual, tangibility flight, reliability, responsiveness, assurance, dan emphaty*

ABSTRACT

Lion Air flight was originally to be excellent because it can: "make everyone fly" according to the slogan. However, in continuation of Lion Air service was disabled so many complaints generated a lot of passengers. The number of complaints is gradually increased so that Lion Air to inform you that the longer the service actually decreased. For that reason, solve problems, a Lion Air should evaluate the quality of services provided to passengers in order to maintain passenger satisfaction. this study was to determine the level of passenger expectations and perceptions of service quality passenger Lion Air.

This study is a descriptive type of research, the variables used in this study is the quality of services are: flight tangibility, reliability, responsiveness, assurance, and empathy. The amount of sample that is obtained is 100 samples and technical data analysis is descriptive frequency analysis, cross tabulation, and scanners plot.

The findings of this study indicate that there is inequality to the overall dimensions of quality of services that include flight tangibility, reliability, responsiveness, assurance, and empathy. The highest imbalance between expectations and perceptions is the dimension of reliability.

Keywords: Servqual, reliability, responsiveness, assurance, and empathy

