

ABSTRACT

The population in Indonesia continues to increase along with the increase in interest in traveling communities. The election of the most favorite tourist transport plane as , the number of middle class continues to grow, and the number of people who do not use the aircraft as a means of transport to make flying as a potential business. Central Bureau of Statistics data that shows the number of flights at home and abroad in Indonesia continues to increase the number of passengers in the next 5 years, with an increased cost in Indonesia is largely driven by low cost carriers (LCC).

Amid LCC competition in the airline industry, airlines need to pay attention to the quality of services provided in order to survive. Some inventors have found that the quality of service that will drive customer satisfaction, customer satisfaction which will make customers do behavioral intention (word of mouth , repurchase intention, and feedback). The purpose of this study is to investigate and analyze the effect of service quality on customer satisfaction and customer behavioral intention on low cost carriers on the airlines Surabaya Indonesia.

This study used a sample of 170 respondents of low cost carriers in Surabaya airlines ever fly domestic route in the last 6 months. In this study the data were processed using SPSS software and processing methods Structural Equation Model (SEM).

The results of this study showed 5 out of 7 total hypothesis is accepted. The hypothesis is rejected is the positive influence of ground staff to customer satisfaction as well as the negative effect on customer satisfaction feedback. The relationship between ground staff on customer satisfaction is not proven because the variable has no significant effect. In the studies found a positive relationship between customer satisfaction to feedback.

Keywords: Service Quality, Customer Satisfaction, Behavioral Intention, Low Cost Carriers

INTISARI

Jumlah penduduk di Indonesia terus mengalami peningkatan seiring dengan peningkatan minat bepergian masyarakat. Banyaknya masyarakat yang belum menggunakan pesawat sebagai alat transportasi menjadikan penerbangan sebagai bisnis yang potensial. Data Badan Pusat Statistik yang menunjukkan jumlah penerbangan dalam negeri di Indonesia terus mengalami peningkatan, dimana peningkatan penerbangan di Indonesia sebagian besar didorong oleh *low cost carriers* (LCC).

Ditengah persaingan di industri penerbangan LCC, maskapai penerbangan perlu memperhatikan kualitas layanan yang diberikan agar dapat bertahan. Beberapa penemu menemukan bahwa layanan yang berkualitas akan mendorong kepuasan pelanggan, dimana kepuasan pelanggan akan membuat pelanggan melakukan *behavioral intention* (*word of mouth, repurchase intention, dan feedback*).

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *service quality* terhadap *customer satisfaction* dan *behavioral intention* pada pelanggan *low cost carriers airlines* Indonesia di Surabaya.

Penelitian ini menggunakan sampel sebanyak 170 responden *low cost carriers airlines* di Surabaya yang pernah terbang dengan rute domestik dalam 6 bulan terakhir. Dalam penelitian ini data diolah menggunakan *software* SPSS dan metode pengolahan *Structural Equation Model* (SEM).

Hasil penelitian ini menunjukkan 5 dari total 7 hipotesis diterima. Hipotesis yang ditolak adalah adanya pengaruh positif *ground staff* terhadap *customer satisfaction* serta adanya pengaruh negatif *customer satisfaction* terhadap *feedback*. Hubungan antara *ground staff* terhadap *customer satisfaction* tidak terbukti karena variabel tidak berpengaruh signifikan. Dalam penelitian ditemukan adanya hubungan yang positif antara *customer satisfaction* terhadap *feedback*.

Kata kunci: Kualitas layanan, Kepuasan Pelanggan, Niat Berperilaku, Maskapai Berbiaya Rendah