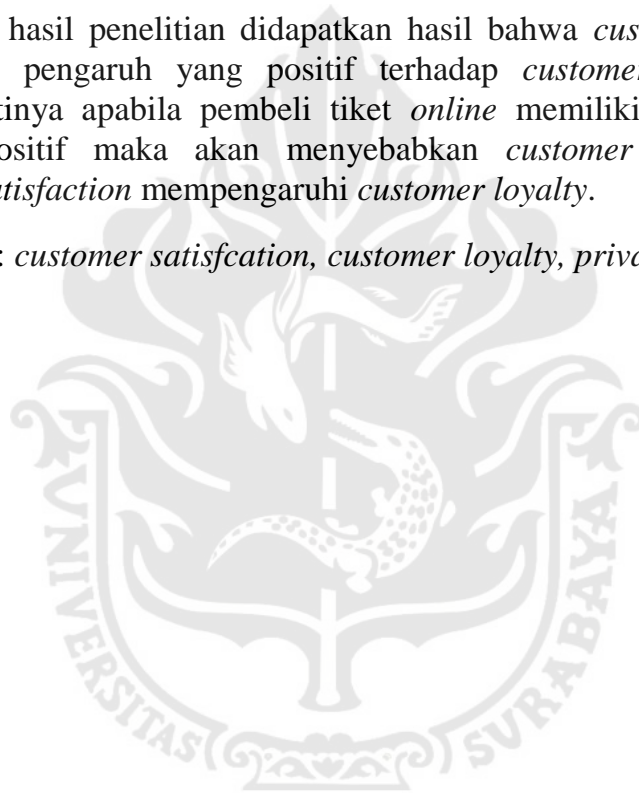


INTISARI

Tujuan penelitian ini adalah untuk mengetahui pengaruh *customer satisfaction* terhadap *customer loyalty* melalui *convenience, trust, payment methods, price fairness* dan *privacy* pada pembelian tiket *online*. Data yang digunakan dalam penelitian ini bersumber dari data premier, yaitu data yang diperoleh melalui penyebaran kuisioner. Target populasi dalam penelitian ini adalah pembeli tiket pesawat online yang ada di Surabaya yang pernah membeli tiket dalam kurun enam bulan terakhir. Penelitian ini menggunakan Partial Least Squares (PLS) dengan smartPLS 3.0.

Dari hasil penelitian didapatkan hasil bahwa *customer satisfaction* mempunyai pengaruh yang positif terhadap *customer loyalty* melalui *privacy*, artinya apabila pembeli tiket *online* memiliki persepsi *privacy* semakin positif maka akan menyebabkan *customer satisfaction* dan *customer satisfaction* mempengaruhi *customer loyalty*.

Kata kunci : *customer satisfaction, customer loyalty, privacy, smart pls.*



ABSTRACT

The purpose of this research is to know the influence of customer satisfaction toward customer loyalty through convenience, trust, payment methods, price fairness and privacy on purchasing tickets online. The data used in this study sourced from premier data, i.e. data obtained through the dissemination of the questionnaire. The target population in this research is the buyer online tickets that are in Surabaya who ever bought a ticket in the past six months later. This research using Partial Least Squares (PLS) with smartPLS3.0.

From the results obtained result that customer satisfaction has a positive influence toward customer loyalty through privacy, meaning that if the ticket buyers online have the perception of privacy the more positive then will cause customer satisfaction and customer satisfaction influence customer loyalty.

Keyword: customer satisfaction, customer loyalty, privacy, smart pls.

