

INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh dimensi *Airline Quality* (*airline tangible, terminal tangible, personnel quality, empathy, dan airline image*) terhadap *customer satisfaction* pada Maskapai Garuda Indonesia di Bandara Juanda Internasional Terminal 2 di Surabaya. Jenis penelitian yang digunakan adalah jenis penelitian *basic research* yang termasuk dalam tipe penelitian kausal.

Responden dalam penelitian ini berjumlah 200 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan software SPSS versi 20.0 *for windows* serta AMOS versi 20.0 *for Windows* untuk pengujian model Pengukuran dan Struktural. Hasil pada penelitian ini menunjukkan bahwa kelima hipotesis terdukung dan berpengaruh positif secara signifikan terhadap *customer satisfaction*.

Kata Kunci: *Airline Quality, Customer Satisfaction, Airline Industry, Service Quality*

ABSTRACT

This study aims to prove the influence of Airline Quality dimensions (airline tangible, terminal tangible, personnel quality, empathy, and airline image) to customer satisfaction on Garuda Indonesia Airlines at Juanda International Airport Terminal 2 in Surabaya. This type of research is basic research that is included in the type of casual research.

Respondents in this study amounted to 200 people. The Analysis in this research using a model of SEM (Structural Equation Modeling) and processed by SPSS Software 20.0 for windows and AMOS 20.0 for Windows for testing model of Measurement and Structural. The results of this research indicate that the five hypotheses were supported and positive significantly influenced customer satisfaction.

Keywords: Airline Quality, Customer Satisfaction, Airline Industry, Service Quality