

## **ABSTRACT**

*This study aims to: prove and analyze the effect of service quality on the perceived image,value, satisfaction, and behavior intention of Batik Air airline passanger. Research uses a quantitative approach using causal research type of research. Data sources used are primary sources and secondary data sources. The population in this study was 7.5 million passengers, while the sample taken was 127 people. Data analysis techniques using AMOS.*

*The results showed that: Quality service of Batik Air had a positive influence on perceived image; Quality service of Batik Air has a positive influence on perceived value; Quality service of Batik Air has a positive influence on customer satisfaction; Perceived image of Batik Air consumers has a positive influence on perceived value; Perceived image of Batik Air consumers does not have an influence on customer satisfaction; Perceived image of Batik Air consumers does not have an influence on the intention behavior; Perceived value of Batik Air consumers has a positive influence on customer satisfaction; Perceived value does not have a positive influence on Batik Air's consumer intention behavior; Customer satisfaction has a positive influence on the consumer intention of Batik Air consumers.*

*Keywords: service quality, image, value, satisfaction, and intention to behave*

