

PENGARUH AIRQUAL TERHADAP CUSTOMER SATISFACTION DAN  
WORD OF MOUTH PADA MASKAPAI PENERBANGAN GARUDAN  
INDONESIA

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *AIRQUAL* (*Airline Tangible*, *Terminal Tangible* dan *Empathy*) terhadap *Customer Satisfaction* dan *Word of Mouth* Pada Maskapai Penerbangan Garuda Indonesia.

Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 23.0 *for mac* dan AMOS *for windows*. Penelitian ini mengambil data sebanyak 150 responden yang pernah menggunakan maskapai penerbangan Garuda Indonesia menuju atau melalui Terminal 3 Soekarno-Hatta.

Hasil penelitian ini menemukan bahwa *Airline Tangible* berpengaruh signifikan terhadap *Customer Satisfaction*. *Terminal Tangible* berpengaruh tidak signifikan terhadap *Customer Satisfaction*. *Empathy* berpengaruh signifikan terhadap *Customer Satisfaction*. *Customer Satisfaction* berpengaruh signifikan terhadap *Word of Mouth*.

Kata Kunci : *Airline Service Quality* (*Airline Tangible*, *Terminal Tangible*, *Empathy*), *Customer Satisfaction* dan *Word of Mouth*

*THE EFFECT OF AIRQUAL TOWARDS CUSTOMER SATISFACTION AND  
WORD OF MOUTH ON GARUDA INDONESIA AIRLINES*

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**ABSTRACT**

*The purpose of this study is to explore the effect of AIRQUAL (Airline Tangible, Terminal Tangible and Empathy) towards Customer Satisfaction and Word of Mouth on Garuda Indonesia Airlines.*

*This study was using Structural Equation Modelling with SPSS 23.0 for mac and AMOS for windows. This study took 150 respondents who ever had use the Garuda Indonesia flight towards or through Terminal 3 Soekarno-Hatta.*

*The result of this study found that Airline Quality significantly influences Customer Satisfaction. Terminal Airline insignificantly influences Customer Satisfaction. Empathy significantly influences Customer Satisfaction. Customer Satisfaction significantly influences Word of Mouth.*

*Keywords : Airline Service Quality (Airline Tangible, Terminal Tangible, Empathy), Customer Satisfaction and Word of Mouth*