

PENGARUH *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION*
PADA JASA PENERBANGAN *SRIWIJAYA AIR* DI SURABAYA

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ABSTRAK

Skripsi ini bertujuan untuk menganalisis pengaruh *service quality* yang terdiri dari *airline tangibles*, *terminal tangibles*, *personnel quality*, *empathy* dan *airline image* terhadap *customer satisfaction* pada jasa penerbangan *Sriwijaya Air* di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *SEM (Structural Equation Modelling)* yang diolah dengan *software SPSS*. Penelitian ini menggunakan sampel sebanyak 250 responden yang pernah membeli tiket dan menggunakan maskapai penerbangan *Sriwijaya Air* di Surabaya. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dan jenisnya adalah *convenience sampling*. Skala pengukuran menggunakan *numerical scale* dalam lima skala jenjang. Dalam penelitian ini juga dilakukan uji validitas dan uji reliabilitas, selanjutnya dilakukan uji *measurement model* dan *structural model* serta uji *goodness of fit* dari model penelitian. Hasil penelitian ini menyarankan maskapai penerbangan *Sriwijaya Air* untuk dapat meningkatkan kualitas layanannya terutama variabel *airline tangibles* yang merupakan variabel dengan pengaruh paling besar dalam meningkatkan kepuasan pelanggan, diikuti oleh variabel *empathy* dan *airline image*. Hasil penelitian ini menyatakan bahwa *airline tangibles*, *empathy* dan *airline image* berpengaruh signifikan positif terhadap *customer satisfaction*.

Kata kunci: *service quality*, *airline tangibles*, *empathy*, *airline image*, *customer satisfaction*

*THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN
SRIWIJAYA AIR FLIGHT SERVICES IN SURABAYA*

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ABSTRACT

This objective of this study is to analyze the influence of service quality which consists of airline tangibles, terminal tangibles, personnel quality, empathy and airline image on customer satisfaction on Sriwijaya Air flight services in Surabaya. This research uses quantitative method of SEM (Structural Equation Modeling) which is processed with SPSS software. This study uses a sample of 250 respondents who bought tickets and already used Sriwijaya Air flight service in Surabaya. The sampling technique used is non probability sampling and the type is convenience sampling. The Measurement Scale uses a numerical scale on a five-level scale. In this study, the validity and reliability tests were also conducted, then the measurement model and structural test were carried out and the goodness of fit test of the research model was carried out. The results of this study prove that this study involved Sriwijaya Air to improve the service quality of the airline tangibles variable which is the most influential variable in increasing customer satisfaction, followed by variables of empathy and image of the airline. positive effect on customer satisfaction. Keywords: Service Quality, Customer Satisfaction

Keywords: service quality, airline tangibles, empathy, airline image, customer satisfaction