

**PENGARUH *SERVICE QUALITY* DALAM MEMBENTUK
CUSTOMER LOYALTY PADA MASKAPAI LION AIR
DI INDONESIA**

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ABSTRAK

Tujuan dari penelitian ini yakni guna menganalisa pengaruh *service quality* terhadap *costumer loyalty* pada maskapai Lion Air di Indonesia dengan mempertimbangkan peran *perceived value* dan *consumer brand identification*. Pendekatan kuantitatif digunakan dalam penelitian ini melalui survei kuesioner pada 196 responden yang dianalisa memakai metode *Structural Equation Modeling (SEM)*. Hasil penelitian memperlihatkan bahwasanya *service quality* memiliki pengaruh positif pada *perceived value*, *consumer brand identification*, serta *costumer loyalty*. Disamping itu, *perceived value* berpengaruh positif pula pada *consumer brand identification*, serta *consumer brand identification* memiliki pengaruh positif pada *costumer loyalty*. Temuan ini memperlihatkan bahwasanya peningkatan kualitas pelayanan dapat memperkuat nilai yang dirasakan pelanggan dan keterikatan terhadap merek, sehingga mendorong terbentuknya loyalitas pelanggan Lion Air.

Kata Kunci : Kualitas Layanan, Nilai yang Dirasakan, Identifikasi Merek Konsumen, Loyalitas Pelanggan.

***THE INFLUENCE OF SERVICE QUALITY IN SHAPING
CUSTOMER LOYALTY TOWARD LION AIR AIRLINES IN
INDONESIA***

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ABSTRACT

This study aims to examine the effect of service quality on customer loyalty toward Lion Air in Indonesia by considering the roles of perceived value and consumer brand identification. A quantitative approach was employed using a questionnaire survey of 196 respondents and analyzed using Structural Equation Modeling (SEM). The results reveal that service quality positively influences perceived value, consumer brand identification, and customer loyalty. In addition, perceived value positively affects consumer brand identification, while consumer brand identification also has a positive effect on customer loyalty. These findings indicate that improving service quality can enhance customers' perceived value and brand attachment, which ultimately strengthens customer loyalty.

Keyword : Service Quality, Perceived Value, Consumer Brand Identification, Customer Loyalty.