

PENGARUH KUALITAS LAYANAN, HARGA, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN MASKAPAI PENERBANGAN AIRASIA

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This research aimed to explain the effect of service quality, price, and customer satisfaction on customer loyalty AirAsia airline customers. This research was conducted by distributing questionnaires to customer who had been used AirAsia airline service. Data processed using Lisrel 22 application with SEM (Structural Equation Model) technique. Total respondents in this research were 206 respondents, which male respondents were 108 respondents, and female respondents were 98 respondents.

The results of research were service quality have positive impact on customer satisfaction, price have positive impact on customer satisfaction, service quality have positive impact on customer loyalty, price have positive impact on customer loyalty, and customer satisfaction have positive impact on customer loyalty. Based on three factors (Service Quality, Price, and Customer Satisfaction), customer satisfaction is the most influence on customer loyalty. Than between Service Quality and Price, Price is the most influence on customer satisfaction. The conclusion is that price can provide good customer satisfaction, and good customer satisfaction will make customer loyalty.

Keywords: Service Quality, Price, Customer Satisfaction, Customer Loyalty