

LIST OF TABLES

Table 1. 1 Market Share and Domestic Passengers of National Airlines.....	4
Table 1. 2 Complaints from Media Konsumen of Lion Air	5
Table 1. 3 Complaints from Skytrax of Lion Air	5
Table 1. 4 Complaints from Trip Advisor of Lion Air.....	5
Table 1. 5 Complaints Classification Based on AIRQUAL Dimensions.....	7
Table 2. 1 Previous Research	25
Table 2. 2 Research Framework.....	32
Table 3. 1 Research Methodology	35
Table 3. 2 Operational Variable	36
Table 3. 3 Importance (Expectation) Scale	39
Table 3. 4 Performance (Perception) Scales.....	39
Table 3. 5 The Results of The Validity Test	46
Table 3. 6 Reliability Test Results	48
Table 3. 7 Importance (Expectation) Score Interpretation Category	50
Table 3. 8 Performance (Perception) score Interpretation Category.....	50
Table 4. 1 Gender of Respondents	57
Table 4. 2 Age of Respondents.....	58
Table 4. 3 Latest Education of Respondents	58
Table 4. 4 Occupancy of Respondents	59
Table 4. 5 Monthly Income of Respondents	59
Table 4. 6 The Year of the Respondent Fly with Lion Air.....	60
Table 4. 7 The Purpose of Fly with Lion Air	60
Table 4. 8 Respondent's Assessment of Importance (Expectation) Value	62
Table 4. 9 Respondent's Importance (Expectation) Level Based on Airline Tangibles Dimension	62
Table 4. 10 Respondent's Importance (Expectation) Level Based on Terminal Tangibles Dimension	64
Table 4. 11 Respondent's Importance (Expectation) Level Based on Personnel Services Dimension.....	66

Table 4. 12 Respondent's Importance (Expectation) Level Based on Empathy Dimension	69
Table 4. 13 Respondent's Importance (Expectation) Level Based on Airline Image Dimension	71
Table 4. 14 Respondent's Assessment of Performance (Perception) Value	73
Table 4. 15 Respondent's Performance (Perception) Level Based on Airline Tangibles Dimension	74
Table 4. 16 Respondent's Performance (Perception) Level Based on Terminal Tangibles Dimension	76
Table 4. 17 Respondent's Performance (Perception) Level Based on Personnel Services Dimension.....	78
Table 4. 18 Respondent's Performance (Perception) Level Based on Empathy Dimension	80
Table 4. 19 Respondent's Performance (Perception) Level Based on Airline Image Dimension	82
Table 4. 20 Descriptive Analysis Recapitulation	86
Table 4. 21 Gap Analysis	87
Table 4. 22 Quadrant A	91
Table 4. 23 Quadrant B	92
Table 4. 24 Quadrant C	92
Table 4. 25 Quadrant D	93