

FOREWORD

Praise to Allah Subhanahu Wa Ta'ala, who has bestowed His grace, guidance, and gifts for His blessing to let the author finish writing the mini thesis with the title "Analyzing Airline Service Quality Using AIRQUAL Model and Importance-Performance Analysis (Case Study: Lion Air Domestic Flight)" right in the calculated time.

The purpose of writing this paper is one of the requirements to achieve a Bachelor of International ICT Business Program at Telkom University. In arranging this mini thesis, the author is fully aware of many difficulties faced, lots of challenges, and obstructions. Still, with the help of attention, direction, and guidance from many people, those impediments could be overcome. Nevertheless, the author is aware that this research is undoubtedly far from perfection. Therefore, the author would like to thank the honorable to:

1. Mr. Dr. Ir. Achmad Manshur Ali Suyanto, M.B.A., D.B.A. as the author's supervisor, who gave support and limitless guidance from beginning to the end for the author to finish this mini thesis.
2. My dearly parents, Hedi Kustaman and Elis Listia, who always give the author support, care, and infinity love.
3. Rector, Dean, and all of lecturers and staff in Faculty of Economics and Business who assisted the author throughout the entire undergraduate studies.
4. Yoga Aditya Putra, who always provided support, enthusiasm, courage, and compassion during the making of this mini thesis.
5. All of the author's relatives, friends, especially Titian Fryda Allyansie and Dian Ahsani Fayutika, who the author cannot mention one by one, have come to life and provided support to the author before or at the time of the writing of this mini thesis.