

ABSTRACT

Increasing the number of students from year to year with students who come from different regions of both the Bandung area or from outside of Bandung will add an increase in road transport and air that are widely used by students who are from outside of Bandung. Business Administration from several students who were from outside the area Bandung they never used the services of Lion Air flights.

The method used in this research is quantitative method with a descriptive study. Data obtained by distributing questionnaires to 100 respondents who are the customers samples Lion Air flight services. Using the customer satisfaction index, Importance Performance Analysis (IPA) is obtained research results.

The results of the study customers' expectations of the quality of services provided Lion Air are considered "essential" because it has a percentage of 76.222%. Customer expectations on service quality performance Lion Air is considered "poor" because it has a percentage of 67.306%. Based on the analysis of the level of customer satisfaction ratings in the category of "not satisfied" because it has a value of 0.88 sebasar. On the Importance Performance Analysis (IPA), there are two items that must be corrected statement by the Lion Air.

Key Word : Service Quality, Customer Satisfaction, Importance Performance Analysis (IPA).