

## ABSTRACT

Industrial development of both products and services in Indonesia is growing rapidly with the emergence of competitors - new competitors entering the market with large capital and business. State of Indonesia which incidentally has a population that does little that is 250 million and the island state whose territory spread around the 17,000 islands stretching along 5,200 km from east to west and 2,000 km from north and south in need of air transportation. One of them is in the air transport sector, especially services for air transport is the most commonly used is by plane. Passenger traffic air transport from 2009 to 2014 experienced an increase followed by a number of players the market share of domestic air transport as many as 17 airlines with five major players market share of passengers in 2013 was Lion Air, Garuda Indonesia, Sriwijaya Air, Citilink and AirAsia Indonesia.

This research aims to create a positioning service quality and price airlines (Garuda Indonesia, Air Asia, Lion Air, Sriwijaya Air and Citilink) based on the perception of consumers. The attributes in this study is based on previous research, namely, price, safety, reputation, punctual / reliable flight, baggage handled carefully, efficiency of employees, customer service, friendliness, online booking and space on board / legroom.

Collecting data using questionnaire data, in getting the results of questionnaires to the preparation of the attributes that are in accordance with a previous study of 384 respondents. The data is then processed by using Multidimensional Scaling Analysis. Software used to compute and visualize results of analysis was SPSS version 20.

Results of research on airlines (Garuda Indonesia, Lion Air, Sriwijaya Air, AirAsia and Citilink) based on the perception of the consumer is positioning the airline to attribute the observed Garuda Indonesia ranked number one in all the attributes of the study followed by airline Citilink, AirAsia, Sriwijaya Air and Lion Air.

The conclusion was that Garuda Indonesia should maintain its performance against the ten attributes that transcended according to consumer perceptions while Lion Air should improve its performance attributes according to consumer perceptions are less good.

***Keywords:*** *Multidimensional Scalling Analysis, Air Industry, Positioning, Perception of konsumen*