

ABSTRACT

Based on the background explanation, there is a phenomenon of problems in this research that is in addition to the number of passengers AirAsia airlines continue to increase, but if seen more deeply into the Service Quality and Consumer Satisfaction, there are still many consumers who complain and are not satisfied with the airline Air Asia. This study aims to determine the effect of service quality consisting of Online Purchasing Flight Ticket, Check-in Counter Service, Flight Attendant, Aircraft Condition and Food Service simultaneously and partially to Air Asia Airlines' customer satisfaction. The research method used is descriptive and causal. The population in this study are consumers in Indonesia who have been flying with AirAsia airlines both using domestic routes and international routes at least once. Samples taken as many as 100 respondents by using purposive sampling technique.

This research uses multiple linier regression analysis method and hypothesis test (F statistic test, t test statistic, and coefficient of determination) by using SPSS for Windows software. The simultaneous test results indicate that the quality of service consisting of Online Purchasing Flight Ticket, Check-in Counter Service, Flight Attendant, Aircraft Condition and Food Service have a significant effect on customer satisfaction. While the test results partially indicate that the variable quality of service that significantly affects consumer satisfaction is the variable Online Purchasing Flight Ticket and Check-in Counter Service. The value of determination coefficient obtained by 0.617 or 61,7% of consumer satisfaction can be explained by variable of Flight Purchasing Flight Ticket, Check-in Counter Service, Flight Attendant, Aircraft Condition and Food Service. While 38,3% is explained by other variable not examined in this research.

Based on the above description of the conclusions in this study is the variable quality of service and customer satisfaction is good because it is in good category based on the results of descriptive analysis.

Keywords : Customer Satisfaction, Service Quality (Online Purchasing Flight Ticket, Check-in Counter Service, Flight Attendant, Aircraft Condition, and Food Service), Air Asia Airline.