

ABSTRACT

PT. Garuda Indonesia is one of the airline companies that became one of the major players in the aviation industry in Indonesia. This company became one of the airlines that favor the quality of its service compared to other airlines. Obviously this becomes the effort of Garuda Indonesia to always improve the quality of its services for customer satisfaction and loyalty.

Based on this phenomenon, this research is aimed to know the influence of the quality of flight service such as pre-flight, in-flight and post-flight to passenger satisfaction and loyalty from Garuda Indonesia passenger.

This research is a quantitative research with descriptive and causal data analysis. The measurement scale used in this research is ordinal measurement scale while the instrument scale used is Likert scale. Respondents studied in this research are people who have used Garuda Indonesia flight service with 400 respondents and the sampling technique used is Non Probability Sampling by using purposive sampling method. The data collected from 23 questionnaire questions are then processed with structural equation modeling (SEM) using Smart PLS applications.

The results showed that there is a positive and significant influence between Pre-flight on Passenger Satisfaction, In-flight to Passenger Satisfaction, Post-Flight to Passenger Satisfaction and Passenger Satisfaction to the loyalty of Garuda Indonesia.

For improvement, Garuda Indonesia in pre-flight should improve the information to consumers regarding discount offerings. In the in-flight variable Garuda Indonesia must improve its service quality to exceed consumer expectations. In the post-flight variable Garuda Indonesia appreciates its customers' comments more. The Garuda Indonesia Company must also continue to innovate to ensure the quality of pre-flight, in-flight and post-flight services are equally excellent qualities that will affect passenger and loyalty satisfaction.

Keywords: PT Garuda Indonesia, PLS, Service Quality, Passenger Satisfaction, Loyalty