

ABSTRACT

Today, air transportation is becoming more familiar among people from various economic classes because of its presence with low-cost concepts or airlines. One of the companies doing overseas work in Malaysia, AirAsia. The airline, which is led by Tan Sri Tony Fernandes, has already won 9 consecutive years as the Cheapest airline in the world version of Skytrax. Low-cost airlines or low-cost airlines in Indonesia. This is very suitable to be applied in developing countries like Indonesia.

This is a service that is used for low costs. Indicators of low cost carriers in this study are: 1). Safety 2). No-frills 3). Distribution 4) prices and 5) regularity of flight. This study used a sample of 100 respondents and collected data using a questionnaire method. This type of research is descriptive with quantitative methods. Data analysis is multiple analysis.

The results of this study show partially low-cost carrier 4 variables, among others, safety with an influence of 4,468, distribution with the influence of 1,828, price with influence of 5,393 and flight regularity with an influence of 2,471 have a positive and significant influence on consumer satisfaction PT. Indonesia AirAsia in the city of Bandung. Meanwhile there is one independent variable that is not significant and significant to customer satisfaction at PT. Indonesia AirAsia in the city of Bandung, namely no-frills with a change of -1,802. While simultaneously independent variables safety, no frills, distribution, prices, regularity of flight have a positive and significant influence on customer satisfaction at PT. Indonesia AirAsia with a value of 24,008..

Keyword : Low Cost Carrier, Customer Satisfaction, Airasia