

## ABSTRACT

*Indonesia's geographical condition needs aircraft as a means of inter-island connectivity. The use of commercial aircraft is becoming increasingly common in people's lives in Indonesia because the majority of Indonesian people are migrants. In 2018, the number of passengers on domestic routes will reach 101,130,000 passengers. Even so, in fact on the Lion Air airline decreased the number of passengers by 4.13% and obtained high consumer complaints related to service quality.*

*This study aims to determine how the influence of Service Quality on Perceived Image, Perceived Value, and Customer Satisfaction, and how it impacts Behavioral Intention on Lion Air Indonesia airlines.*

*The research method used is a quantitative method with a conclusive research objective, research strategies with survey methods, individual analysis units, the involvement of researchers there is no data intervention, background research with non-contrived settings, and data collection methods with cross sectional. The population in this study are people who have used the services of the Lion Air airline in Indonesia. The sampling technique used the Cochran Formula so that the number of samples was 385. The data analysis technique is a multivariate technique through a Partial Least Square (PLS) Structural Equation Modeling (SEM) analysis tool. For data analysis using the smartPLS version 3.2.9 application.*

*The findings in this study indicate that there is a positive and significant effect on Service Quality on Perceived Image, Service Quality on Perceived Value, Service Quality on Customer Satisfaction, Perceived Image on Perceived Value, Perceived Image on Customer Satisfaction, Perceived Image on Behavioral Intentions, Perceived Value on Customer Satisfaction, Perceived Value of Behavioral Intention, Customer Satisfaction on Behavioral Intentions.*

*That way, it is recommended for Lion to prioritize Service Quality because of its large effect on Perceived Image which will indirectly have an impact on Behavioral Intentions on Lion Air Indonesia's airline customers. Also, it is recommended for further researchers to use a research sample of people who have used the services of the Lion Air airline in Indonesia based on the travel route.*

**Keywords:** *Behavioral Intentions, Customer Satisfaction, Lion Air, Partial Least Square (PLS), Perceived Image, Perceived Value, Service Quality*