

ABSTRACT

This study aims to determine the influence of Service Quality and Corporate Image on Lion Air Consumer Loyalty in Bandung with Consumer Satisfaction as intervening variable. This research uses quantitative method with descriptive and causal research type. Sampling was conducted by non probability sampling method of purposive sampling with 100 respondents. Technique descriptive analysis and path analysis.

Based on the result of the research from descriptive analysis show that the variable of Service Quality, Corporate Image and Consumer Satisfaction are in the pretty good category, and variable of Consumer Loyalty is in not good category. The result of path analysis show that the simultaneously and significantly the Service Quality, Corporate Image and Consumer Loyalty variables together influence the Consumer Satisfaction variable of 72,5%, and partially Service Quality, Corporate Image variables significantly influence the Consumer Satisfaction variable. Variable of Service Quality, Corporate Image and Consumer Satisfaction variables simultaneously influence the Consumer Loyalty variables simultaneously and significantly by 71,2 % and partially the Service Quality, Corporate Image and Consumer Satisfaction variables significantly influence Consumer Loyalty variable. Based on the result of the Path Coefficient calculation, the Service Quality and Corporate Image variables influence the Lion Air Consumer Loyalty in Bandung through Consumer Satisfaction.

Keywords: *Service Quality, Corporate Image, Consumer Satisfaction, Consumer Loyalty*