

ABSTRACT

Commercial air transportation is currently experiencing rapid development, it can be seen from many companies or airlines that provide flight services to various flight routes both domestically and internationally. The rapid development of the aviation business in Indonesia, makes consumers want to have more choices about Low Cost Carrier airlines for their air transportation services, certainly with several considerations. Some consumer considerations are accident rates and minimal service quality. This becomes the history of an airline and the quality of service owned by every low-cost airline in Indonesia. The number of complaints given by consumers will have an impact on the level of consumer satisfaction.

This research uses quantitative methods. Sampling was done by purposive technique with a sample size of 100 respondents. The data analysis technique used is descriptive analysis. To find out the service quality of LCC airlines in Indonesia, researchers conducted measurements using a questionnaire. Each statement is accompanied by four possible answers that must be chosen and considered according to the respondent's judgment.

Based on the results on the dimensions of Service Quality Test, which are Tangible, Emphaty, Reliability, Responsiveness, and Assurance every each of it have a "Good" performance value. And for the overall Service Quality test results obtained an average score of 0.745 so that this variable get into the category of "Good" with a percentage of 74.5%.

Keywords: Service Quality, LCC Airlines, Consumer Satisfaction.