

ABSTRACT

Nowadays one of the transportation needed by the public to travel outside the city or abroad is air transportation. The development of the aviation industry in Indonesia is an alternative solution that is widely chosen by the community because travel time is shorter and easier to reach areas that are difficult to reach by other means of transportation. One of the air transportation that provides many domestic to international flight routes is Lion Air Airlines. This study aims to determine and analyze the effect of brand image, price and service quality on customer satisfaction of Lion Air Airlines in Palembang City.

The research method used by the researchers is a quantitative method with descriptive and causal research types. Sampling was done using non probability sampling techniques and the method used is purposive sampling with 121 respondents of Palembang city consumers who knew Lion Air airlines, who had bought Lion Air flight tickets, and who had used Lion Air flight services. The data analysis technique used in this research is descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, it is explained that the variables of brand image, price and service quality of Lion Air Airlines are in the good category. Meanwhile, the results of multiple linear regression analysis show that partially and simultaneously the variables of brand image, price, and service quality have a significant effect on customer satisfaction of Lion Air Airlines in Palembang City, by giving an influence of 50.4% and the remaining 49.6% is influenced by other factors or variables not examined.

Keywords: Brand Image, Price, Service Quality, Customer Satisfaction, Lion Air