

HUBUNGAN ANTARA KUALITAS PELAYANAN DENGAN LOYALITAS PELANGGAN LION AIR

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Hubungan antara Kualitas Pelayanan dengan Loyalitas Pelanggan Lion Air. Hipotesis yang diajukan adalah ada hubungan positif antara Kualitas Pelayanan dengan Loyalitas Pelanggan Lion Air. Subjek penelitian adalah pelanggan yang menggunakan jasa maskapai Lion Air, dalam usia (20-30 tahun), serta menggunakan minimal dua kali sebanyak 89 subjek. Alat ukur yang digunakan dalam penelitian ini adalah skala Loyalitas Pelanggan sebanyak 12 aitem dan skala Kualitas Pelayanan sebanyak 16 aitem. Hasil dari penelitian yang dianalisis dengan teknik korelasi *Product Moment*. Hasil koefisien korelasi $r = 0,483$ dan taraf signifikansi $p = 0,000$ dimana $p < 0,05$ hal ini menunjukkan bahwa ada hubungan positif antara Kualitas Pelayanan dengan Loyalitas Pelanggan Lion Air.

Kata kunci : Kualitas Pelayanan, Loyalitas Pelanggan

RELATIONSHIP BETWEEN SERVICE QUALITY WITH LION AIR CUSTOMER LOYALTY

ABSTRACT

This study aims to determine the relationship between Service Quality and Lion Air Customer Loyalty. The hypothesis proposed is that there is a positive relationship between Service Quality and Lion Air Customer Loyalty. Research subjects were customers who used the services of the Lion Air airline, in their age (20-30 years), and used a minimum of twice as many as 89 subjects. Measuring instruments used in this study are 12 aitem Customer Loyalty scale and 16 aitem Service Quality scale. The results of the study were analyzed by Product Moment correlation techniques. The results of the correlation coefficient $r = 0.483$ and a significance level of $p = 0.000$ where $p < 0.05$ this shows that there is a positive relationship between Service Quality and Lion Air Customer Loyalty.

Keywords: Service Quality, Customer Loyalty