

**ANALYSIS OF CUSTOMER SATISFACTION ON SELECTING
VALUE AIRLINES IN SOEKARNO – HATTA AIRPORT (CASE
STUDY: PT.CITILINK)**

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January 2015

Revision after the Thesis Defense 16th of January, 2015

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYSIS OF CUSTOMER SATISFACTION ON VALUE AIRLINES IN SOEKARNO – HATTA AIRPORT (CASE STUDY: PT.CITILINK)

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Service quality is one of the key factors in determining the success or failure of airlines industry. In order to gain and sustain competitive advantage in the market, it is essential to understand in depth what customer perceives to be the key dimensions of service quality and the impacts of this on the customer satisfaction, and customer loyalty.

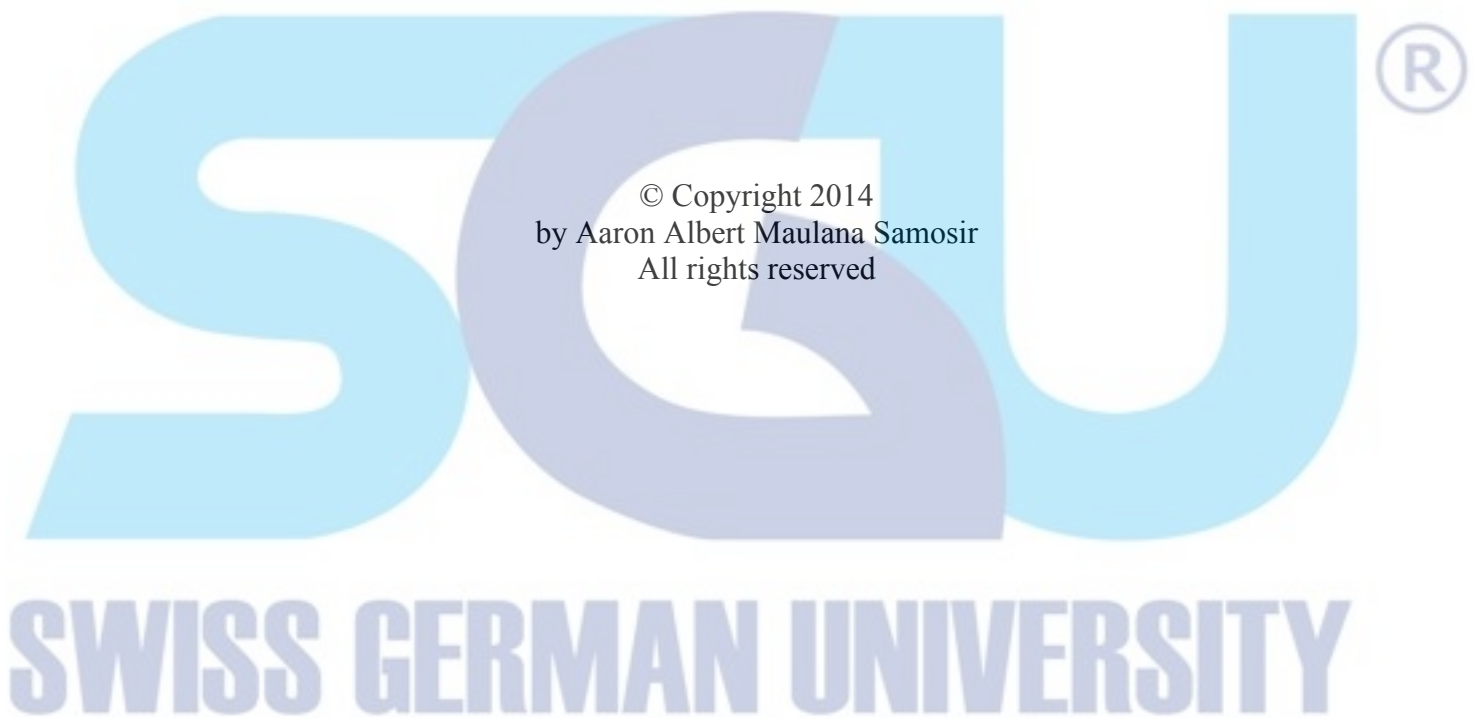
The purpose of this research is to study and analyze the influencing factors of customer satisfaction and its impact on customer loyalty in PT CITILINK (customers become more loyal and increase their usage of services).

The primary data is obtained by using the questionnaires to 200 customers of PT CITILINK. The data is analyzed using regression analysis and other statistical analysis to test the hypotheses.

Finding of this research is that the most significant factors in influencing customer satisfaction is Assurance followed by Responsiveness, Tangible, Reliability, and Price, while Empathy factor is found to be the less influence factor. Other finding suggests that satisfaction significantly affects the customer loyalty in PT.CITILINK. The result is used to address the market environment of PT.CITILINK and future recommendation based on the study.

Keywords: Airlines, service quality, customer satisfaction, customer loyalty.





DEDICATION

I dedicate this thesis to my parents for the opportunity and the support in pursuing education. Thank you for everything you have done in keeping me educated, stay happy and healthy. I hope I would make your very proud one day.

I also dedicate this thesis to Mr. Ir. Muhril Ardiansyah, M.Sc., Ph.D., as my Advisor at Swiss German University. Thank you for enlighten, support and direction in the whole process of this thesis.

To my classmates in International Marketing for all the love and pain shared during the process of thesis in the making.

Last but not least, to my family, Samosir family (especially to my Mom and Dad), Maryjane, Genggong, Cico's house, Ciphauwe Family, anak kosan, Hiddingserweg 41, babeh style and Hoiness.



SWISS GERMAN UNIVERSITY

ACKNOWLEDGMENTS

First of all, I would like to give thanks to Jesus for blessing me in my life and giving me a chance to do my thesis.

I dedicate this to my precious family who always give me as it continuous support as well as for their ever-present love and attention whenever I need. I am so thankful for my father Omri Samosir and my mother Catharina Siregar who taught me at a young age the importance of finding the best in others and leveraging strength to build a better world. I know one day I will make you more pride.

I would like to express my appreciation to my advisor, Mr. Ir. Muhril Ardiansyah, M.Sc., Ph.D for spending his time during my work on the thesis and giving me the best advice and knowledge especially in the service dimensions, customer satisfaction and loyalty field. His encouragement and advice made me feel confident to fulfill my desire and to overcome every difficulty I encountered.

Special thanks are also given to Michael A.F. Earley, B.A., M.A., and Mr. James Hunt for his assistance with the grammar corrections and suggesting possible improvements for my thesis writing. It is not sufficient to express my gratitude in only a few words.

I could hold an enormous thanks to my friends and colleagues at Swiss German University. They always provided me with support, happiness, sadness, comment and spirit every semester.

Last but not least, I would like to say thank you to Swiss German University for offering me the wonderful place to acquire knowledge.

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