

ABSTRACT

THE EFFECT OF SERVICE QUALITY ON CONSUMER LOYALTY WITH BRAND IMAGE AS MEDIATION FOR LION AIR USERS

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The Indonesian aviation and aerospace industry has bright prospects, supported by Indonesia's geographical conditions, which is the largest archipelagic country in the world and has more than 17 thousand islands stretching more than five thousand kilometers from east to west. In this way, air transportation will become the backbone of national transportation and connectivity, as well as the main driver of the Indonesian economy. Loyalty is one of the good attitudes when applied in social life. Loyalty is an important component of organizations, groups, or relationships between individuals. The essence of loyalty is fidelity and dedication. Loyalty comes from the word 'loyal', which means loyal. According to the Big Indonesian Dictionary (KBBI), loyalty is obedience or fidelity. Service Quality (SQ) or Service Quality is an achievement in an effort to answer all consumer needs. The Service provided by the company to consumers aims to win the hearts of consumers so that they are finally willing to buy the products offered. If customer Service is good, then consumers will definitely feel happy. When consumers are happy, the company's reputation looks good in their eyes. From there, there will be other positive impacts that follow. Hypothesis testing in this research shows that Service Quality has a significant effect on Lion Air airline Consumer Loyalty. Service Quality has a significant effect on Lion Air Brand Image. Brand Image has a significant effect on Lion Air airline Service Quality.

Keywords: Service Quality, Brand Image, Loyalty, Lion Air Airline

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