

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada maskapai penerbangan Lion Air District Surabaya. Penelitian ini menggunakan lima variabel independen yaitu, *tangible*, *reliability*, *responsiveness*, *assurance* dan *emphaty* dengan satu variabel dependen yaitu kepuasan pelanggan. Setelah dilakukan tinjauan pustaka maupun lapangan dan penyusunan hipotesis, data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner kepada 100 orang yang pernah menggunakan transportasi Lion Air sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Metode analisis data yang digunakan adalah analisis kuantitatif yaitu uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t dan uji F serta koefisien determinasi. Berdasarkan analisis data, hasil penelitian menunjukkan bahwa indikator – indikator pada penelitian ini bersifat valid dan reliabel. Pada uji asumsi klasik data berdistribusi normal, tidak terjadi heteroskedastisitas dan multikolinieritas. Hasil analisis memperlihatkan kualitas pelayanan yang meliputi *tangible*, *reliability*, *responsiveness*, *assurance* dan *emphaty* secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada maskapai penerbangan Lion Air. Namun secara parsial ada satu variabel yang berpengaruh positif dan signifikan terhadap kepuasan pelanggan yaitu variabel *responsiveness* (0,635), sedangkan empat variabel lainnya tidak berpengaruh signifikan yaitu variabel *tangible* (0,002), *reliability* (0,169), *assurance* (0,904) dan *emphaty* (-0,084) terhadap kepuasan pelanggan. Hasil penelitian memperlihatkan 56,2% dari kepuasan pelanggan maskapai penerbangan Lion Air dipengaruhi kualitas pelayanan yang terdiri atas *tangible*, *reliability*, *responsiveness*, *assurance* dan *emphaty*. Sisanya sebesar 43,8% dijelaskan di variabel lainnya.

**Kata kunci :** *Tangible*, *reliability*, *responsiveness*, *assurance*, *emphaty*, kepuasan pelanggan.

## **ABSTRACT**

*This study aims to analyze the effect of service quality on customer satisfaction on the Lion Air District Surabaya airline. This study uses five independent variables namely tangible, reliability, responsiveness, assurance and empathy with one dependent variable namely customer satisfaction. After conducting literature and field reviews and formulating hypotheses, the data in this study were collected through distributing questionnaires to 100 people who had used Lion Air as the research sample. The sampling technique used was purposive sampling. The data analysis method used is quantitative analysis namely, the validity and reliability test, classical assumption test, multiple linear regression analysis, t test and F test and the coefficient of determination. Based on data analysis, the result show that the indicators in this study are valid and reliable. In the classical assumption test, data is normally distributed, heteroscedasticity and multikolinarity do not occur. The results of the analysis show that service quality which includes tangible, reliability, responsiveness, assurance and empathy simultaneously has a positive and significant effect on customer satisfaction on Lion Air airline. However, partially there is one variable that has a positive and significant effect on customer satisfaction, namely the responsiveness variable (0,635), while the other four variables have no significant effect, namely tangible variables (0,002), reliability (0,169), assurance (0,904) and empathy (-0,084) on customer satisfaction. The results showed 56,2% of Lion Air customer satisfaction was influenced by service quality consisting of, tangible, reliability, responsiveness, assurance and empathy. The remaining 43,8% is explained in other variables.*

**Keyword : Tangible, reliability, responsiveness, assurance, empathy, customer satisfaction.**