INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Airline Quality* terhadap *Customer Satisfaction* pelanggan Batik Air di Surabaya. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang pernah membeli dan menggunakan layanan penerbangan Batik Air sebanyak minimal 2 kali dalam 1 tahun terakhir, melakukan pembelian dan pemesanan sendiri tiket penerbangan Batik Air, mengetahui skema kompensasi Batik Air, mengetahui lokasi kantor Batik Air di Surabaya, berdomisili di Surabaya, serta pendidikan minimal SMA atau sederajat. Jenis penelitian yang digunakan adalah penelitian kausal. Penelitian menggunakan pendekatan kuantitatif. Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuesioner. Responden dalam penelitian ini berjumlah 380 orang yang terdiri dari 184 konsumen laki-laki dan 196 konsumen perempuan. Dalam penelitian ini data diolah menggunakan model SEM (*Strctural Equation Modeling*) melalui software AMOS 22 untuk pengujian *measurement model* dan *structural model*.

Hasil penelitian ini menunjukkan bahwa *Airline Tangibles*, *Terminal Tangibles, Personnel Quality, Empathy* dan *Airline Image* berpengaruh signifikan terhadap *Customer Satisfaction*.

Kata kunci: *Satisfaction, Service Quality, Airline Industry,* Batik Air.

ABSTRACT

This study aimed to examine the effect of the Airline Quality Customer Satisfaction Batik Air customers in Surabaya. This study using purposive sampling approach, in which a sample of respondents who have bought and used the services of low Batik Air of at least 2 times in the last 1 year, make a purchase and booking their own airline tickets Batik Air, determine the compensation scheme Batik Air, know the location of the office Batik Air in Surabaya, located in Surabaya, as well as at least high school education or equivalent. This type of research is causal research. The study uses a quantitative approach. Source data used are primary data is by distributing questionnaires. Respondents in this research were 380 people consisting of 184 consumers male and 196 female consumers. In this study, the data was processed using SEM models (Structural Equation Modeling) through AMOS 22 software for testing measurement models and structural models.

The results of this study indicate that the Airline Tangibles, Terminal Tangibles, Personnel Quality, Empathy and Airline Image have significant effect on Customer Satisfaction.

Keywords: Satisfaction, Service quality, Airline industry, Batik Air.