

Pengaruh Kualitas Pelayanan Membership Supergreen GarudaMiles terhadap
Loyalitas Pelanggan Maskapai Citilink di Bandar Udara Internasional

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INTISARI

Maskapai Citilink merupakan salah satu maskapai yang menawarkan jasa layanan yang berkualitas dengan mengutamakan aspek keselamatan dan keamanan penerbangan. Maskapai tersebut menawarkan membership Supergreen GarudaMiles yang membuat pelanggan setia Maskapai Citilink merasa diprioritaskan dan mendapat kepuasan ketika melakukan penerbangan bersama Maskapai Citilink. Kenyataan dilapangan apa yang ditawarkan tersebut tidak selalu benar, berdasarkan observasi awal penulis beberapa penumpang komplain karena tidak ada tambahan kuota bagasi untuk penerbangan domestic dan tidak mendapatkan pelayanan super++ sesuai tingkatan member. Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan membership Supergreen GarudaMiles terhadap loyalitas pelanggan Maskapai Citilink di Bandar Udara Internasional Ahmad Yani Semarang.

Subjek dalam penelitian ini adalah pelanggan yang pernah menggunakan Membership Supergreen GarudaMiles di Maskapai Citilink. Penelitian ini menggunakan sampel. Jumlah sampel yang diambil dalam penelitian ini adalah 30 responden. Metode pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan Analisis Regresi Linier Sederhana, uji T, dan Koefisien Determinasi (R^2).

Hasil penelitian yang dilakukan menunjukkan bahwa nilai koefisien regresi variabel kualitas pelayanan sebesar 0,285 yang berarti dapat disimpulkan bahwa pengaruh kualitas pelayanan terhadap loyalitas pelanggan bersifat positif. Nilai t_{hitung} yaitu 6,636 dengan nilai signifikansi sebesar $0,000 < 0,05$ yang berarti H_0 ditolak, H_1 diterima. Nilai signifikansi dibawah 0,05 tersebut menunjukkan bahwa Kualitas Pelayanan berpengaruh secara signifikan terhadap Loyalitas Pelanggan. Nilai koefisien determinasi keseluruhan (Adjusted R Square) sebesar 0,597 dengan demikian variabel terikat loyalitas pelanggan dipengaruhi oleh variabel bebas yaitu kualitas pelayanan sebesar 59,7 persen dan sisanya 40,3 persen dipengaruhi variabel lain diluar dari penelitian ini.

Kata kunci : Kualitas Pelayanan, Membership Supergreen GarudaMiles, Loyalitas Pelanggan

The Effect of GarudaMiles Supergreen Membership Service Quality on Citilink
Airline Customer Loyalty at International Airport
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ABSTRACT

Citilink airline is one of the airlines that offers quality services by prioritizing aviation safety and security aspects. The airline offers a Supergreen GarudaMiles membership which makes loyal Citilink Airlines customers feel prioritized and get satisfaction when flying with Citilink Airlines. The reality in what is offered is not always true, based on the author's initial observations some passengers complained that there was no additional baggage quota for domestic flights and did not get super ++ services according to member levels. The purpose of this study was to determine the effect of membership service quality Supergreen Garudamiles on customer loyalty Citilink Airlines at Ahmad Yani International Airport Semarang.

The subjects in this study are customers who have used the GarudaMiles Supergreen Membership at Citilink Airlines. This study uses a sample. The number of samples taken in this study were 30 respondents. The data collection method used a questionnaire. The data analysis technique used Simple Linear Regression Analysis, T test, and the Coefficient of Determination (R²).

The results of research conducted indicate that the regression coefficient value of the service quality variable is 0.285 which means it can be concluded that the effect of service quality on customer loyalty is positive. The value is 6.636 with a significance value of $0.000 < 0.05$, which means that H_0 is rejected, H_1 is accepted. The significance value below 0.05 indicates that Service Quality has a significant effect on Customer Loyalty. The overall coefficient of determination (Adjusted R Square) is 0.597, thus the dependent variable of customer loyalty is influenced by the independent variable, namely service quality of 59.7 percent and the remaining 40.3 percent is influenced by other variables outside of this study.

Keywords: Service Quality, Membership Supergreen GarudaMiles, Customer Loyalty