

ANALISIS PENERBANGAN BERBASIS LOW COST CARRIER TERHADAP MINAT BELI PENUMPANG PADA MASKAPAI CITILINK DI BANDAR UDARA I GUSTI NGURAH RAI BALI

Abstrak

Citilink merupakan maskapai Low Cost Carrier (LCC). Banyak prestasi yang diraih, namun dibalik itu masih ada sisi negatifnya yaitu adanya beberapa keluhan penumpang karena mendapat pelayanan yang kurang memuaskan. Kekecewaan penumpang dapat menurunkan minat beli penumpang. Penelitian ini bertujuan untuk mengetahui strategi pemasaran dan pengaruh Low Cost Carrier terhadap minat beli penumpang pada Maskapai Citilink di Bandar Udara I Gusti Ngurah Rai Bali.

Penelitian ini menggunakan metode mix method yaitu wawancara semi terstruktur dan penyebaran kuesioner dengan jumlah sampel sebanyak 100 responden. Teknik analisis yang digunakan adalah uji validitas, uji reliabilitas, analisis regresi linier sederhana, uji T dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa strategi pemasaran yang digunakan Maskapai Low Cost Carrier Citilink adalah strategi 4P (Produk, Price, Place, Promotion) dan strategi pengangkutan kargo selama pandemi covid-19. Hasil Regresi variabel Low Cost Carrier terhadap minat beli penumpang sebesar 97%. Koefisien regresi tersebut bernilai positif, sehingga dapat dikatakan bahwa pengaruh Low Cost Carrier terhadap minat beli penumpang adalah positif. Variabel pada Low Cost Carrier memiliki nilai $t_{hitung} > t_{tabel}$ yaitu nilai T hitung $16,955 > 1,666$ dari T tabel dengan nilai signifikan sebesar $0,000 < 0,05$ maka H_0 ditolak dan H_1 diterima sehingga variabel Low Cost Carrier berpengaruh terhadap minat beli penumpang pada Maskapai Citilink di Bandar Udara I Gusti Ngurah Rai Bali. Berdasarkan koefisien dan wawancara serta observasi maskapai LCC Citilink memberikan kontribusi sebesar 86,4% pada minat beli penumpang di Bandar Udara I Gusti Ngurah Rai Bali.

Kata kunci: Low Cost Carrier, minat beli penumpang, Maskapai Citilink Bali

FLIGHT ANALYSIS BASED ON LOW COST CARRIER ON PASSENGER BUYING IN CITILINK AIRPORT AT AIRPORT I GUSTI NGURAH RAI BALI

Abstrack

Citilink is a Low Cost Carrier (LCC) airline. Many achievements have been made, but behind it there is still a downside, namely the existence of several passenger complaints due to unsatisfactory service. Passenger disappointment can reduce passenger buying interest. This study aims to determine the marketing strategy and the influence of Low Cost Carriers on passenger buying interest at Citilink Airline at I Gusti Ngurah Rai Airport, Bali.

This study uses a mix method method, namely semi-structured interviews and questionnaires with a total sample of 100 respondents. The analysis technique used is the validity test, reliability test, simple linear regression analysis, T test and the coefficient of determination.

The results showed that the marketing strategy used by the Low Cost Carrier Citilink Airlines was the 4P strategy (Product, Price, Place, Promotion) and the strategy of transporting cargo during the Covid-19 pandemic. The regression results of the Low Cost Carrier variable on passenger buying interest is 97%. The regression coefficient is positive, so it can be said that the influence of Low Cost Carriers on passenger buying interest is positive. The variable on the Low Cost Carrier has a value of $t_{count} > t_{table}$, namely the T value of $16,955 > 1,666$ from the T table with a significant value of $0,000 < 0,05$, so H_0 is rejected and H_1 is accepted so that the Low Cost Carrier variable has an effect on the buying interest of passengers on Citilink Airlines in Bandar Air I Gusti Ngurah Rai Bali. Based on coefficients and interviews as well as observations, the LCC Citilink airline contributed 86.4% to the buying interest of passengers at I Gusti Ngurah Rai Airport, Bali.

Keywords: Low Cost Carrier, passenger buying interest, Citilink Bali Airline