

ABSTRACT

Airlines are tasked with providing optimal service to passengers as users of air transportation services. The purpose of this study was to determine and analyze the effect of pre-flight service quality, in-flight service quality, and post-flight service quality on passenger loyalty and passenger satisfaction as an intervention variable for Lion Air airlines in Semarang city.

The population in this study were passengers who had purchased plane tickets and had flown on a Lion Air plane with the flight route to Semarang. The number of samples used was 110 people selected using the purposive sampling technique. Data processing was carried out using partial least squares (PLS) analysis operated by the SmartPLS program.

The results of this study indicate that the pre-flight service quality has a positive effect on passenger satisfaction and passenger loyalty, the in-flight service quality has a positive effect on passenger satisfaction and passenger loyalty and the post-flight service quality has a positive effect on passenger satisfaction and passenger loyalty. Furthermore, passenger satisfaction also has a positive and significant effect on passenger loyalty.

Keyword : Pre-flight service quality, In-flight service quality, Post-flight service quality, passenger satisfaction, passenger loyalty

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