ANALYSIS INFLUENCE OF QUALITY SERVICES, TRUST, COMPLAINTS AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (CASE STUDY: PT. GARUDA INDONESIA PALEMBANG)

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Abstract  
PT. Garuda Indonesia is using full service system so that it’s rates is higher than the rates offered by other airlines. Because of that, Garuda Indonesia needs to manage their customer’s loyalty. By a good quality service and better handling complaint, the customer will be satisfied. Collaboration between trust that is given by Garuda Indonesia and customer’s satisfaction will establish a loyal customer of Garuda Indonesia. This case is encouraging writer to do research on customer loyalty of the Garuda Indonesia flight route Jakarta-Palembang-Jakarta. The study began with distribution of questionnaires, which then do the processing of descriptive statistics, and testing the link between service quality, complaints, trust, customer satisfaction and customer loyalty using Structural Equation Modeling (SEM). The result of this research for the service quality has significant effect to customer satisfaction. Variable customer satisfaction has significant effect to customer loyalty. Variable complaint has significant effect to customer satisfaction. Variable trust has significant effect to customer loyalty. Meanwhile, variable complaints has not significant to customer loyalty.

Key Word : Structural Equation Modeling (SEM); Customer Loyalty; Customer Satisfaction.