ANALYSIS OF THE CONSISTENCY OF BEHAVIOR OF CUSTOMER OFFERING A CHOICE BETWEEN FLIGHT TICKET SALES SERVICES FULL AND FLIGHTS AT LOW COST

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ABSTRAK

On each airline in Indonesia there are many who instituted the policy the ticket sales for any reservations the seat of the plane. Several aspects that deals with the policy of ticket sales encompasses desire customers, cash flow, calculation laba-rugi, as well as other aspects that if associated with the policy of ticket sales. One of the aspects of being graded intensely affecting the value of selling on the purchase tickets seats planes are on the wishes of their customers. Desire the customer can determine the prospect of ticket sales seats can affect aircraft that will profit on the airline.

In the aspect of desire, there is Customer Behaviour with a wide range of its kind. Customer Behaviour that rub off on every customer has a different view with the hope that as well as backgrounds. The thing that will be on the analysis on this research. Data processing on this research begins with the identification of the value by using analitycal hierarchy process (pairwise comparison). The value resulting from the identification of analitycal hierarchy process generates the given service factors into consideration for our customers with the highest value of 0,42336. After knowing the value of each of the factors which influence test performed, the consistency of the customer. On test the consistency of the customer is obtained the conclusion that the consistency of the customers affected by the two interest. These interests include the interests of Government and private interests.

Key word: analitycal hierarchy process, pairwise comparison, discreet choice, uji hipotesa.