

Analisis pengaruh perceived benefits dari loyalty program terhadap relationship quality pada maskapai penerbangan: studi kasus Garuda Frequent Flyer = Examining the role of perceived benefits of loyalty program towards relationship quality in airline: case study Garuda Frequent Flyer

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Abstrak

Dewasa ini program loyalitas menjadi cara yang efektif untuk menjaga loyalitas pelanggan dan meningkatkan kinerja keuangan perusahaan. Salah satu bentuk program loyalitas adalah frequent flyer program di industri penerbangan. Penelitian ini membahas tentang pengaruh perceived benefits dari program loyalitas terhadap relationship quality pada maskapai penerbangan dengan menggunakan studi anggota Garuda Frequent Flyer. Pengolahan data menggunakan Structural Equation Modeling dengan program LISREL 8.5.

Hasil penelitian ini menunjukkan bahwa dimensi entertainment dan social benefits mempengaruhi perceived relationship investment dan perceived relationship investment mempengaruhi relationship quality. Hal ini mengindikasikan bahwa dengan meningkatkan manfaat entertainment dan social benefits dalam penawaran program maka kualitas relasional anggota GFF kepada perusahaan juga akan meningkat.

.....Nowadays, loyalty program becomes an effective way to keep loyalty of customers and increasing financial performance of the company. One of the form of loyalty program is frequent flyer program which is a loyalty program in airline industry. This thesis examining the role of perceived benefits of loyalty programs on relationship quality in the airline using Garuda Frequent Flyer members as study case. Data processed by Structural Equation Modeling with LISREL 8.5 program.

The results indicate that entertainment and social dimensions affect the perceived benefits and perceived relationship investment affects relationship quality. This indicates that increasing benefits in entertainment and social benefits of the program would also increase relational quality of GFF members toward company.