

Pengaruh perceived value terhadap relationship quality : kasus : Lion Air Indonesia = The effect of perceived value on relationship quality case : Lion Air Indonesia

Sakti Hendra Pramudya, author

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Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh perceived value terhadap kepuasan, kepercayaan, komitmen, dan loyalitas yang berada dalam ranah relationship quality yang ada pada industri penerbangan dengan kasus maskapai penerbangan LCC Lion Air. Penelitian ini menggunakan 220 responden pengguna penerbangan Lion Air dalam kurun waktu 1 tahun terakhir sebagai sampel. Data diperoleh melalui metode survey dengan kuisioner yang merupakan adaptasi dari penelitian yang sudah pernah diaplikasikan di industri penerbangan Eropa. Analisis data dilakukan melalui dari uji pendahuluan penelitian yang mencakup uji validitas dan uji reliabilitas. Setelah instrumen penelitian dinyatakan sudah lolos uji, dilakukan analisis struktural menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa perceived value memiliki pengaruh positif terhadap kepuasan, kepuasan berpengaruh positif terhadap kepercayaan, kepercayaan berpengaruh positif terhadap komitmen, dan komitmen berpengaruh positif terhadap loyalitas. Sehingga dapat disimpulkan bahwa terdapat hubungan yang signifikan antara perceived value dan relationship quality secara keseluruhan.

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The aim of this research is to analyze and test the effect of perceived value on satisfaction, trust, commitment, and loyalty in relationship quality point of view. This research was tested on airline business case and Lion Air Low Cost Carrier (LCC) was selected for the research. The research itself involved 220 respondents which has flined by Lion Air during last 1 year as sample with primary data obtained by survey, based on similar research which held on Europe.

Data analysis procedure was done by preliminary studies involving validity and reliability test. After research instrument passed the reliability and validity test, structural analysis was done by Structural Equation Modeling (SEM).

The result of this research showed that perceived value has positive effect on satisfaction, satisfaction has positive effect on trust, trust has positive effect on commitment, and finally commitment has positive effect on loyalty. So that it can be conclude that there is significant relationship between perceived value and relationship quality.