

Analisis perbandingan pengaruh pilihan metode reservasi tiket pesawat terhadap tingkat harga pada penerbangan Low Cost Airlines (LCA) dan penerbangan Full Service Airlines (FSA) di Jakarta (studi pada jasa penerbangan Airasia dan Garuda Indonesia)

Siskanita

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Abstrak

The airlines in Indonesia at this moment are developing very fast. Since the establishment of the Aviation Deregulation in 1999, a lot of airlines have been entering the airlines world. Each airline owns its own method to attract customers. Some airlines remain in the Full Service Airlines (FSA) concept which offers good service with normal pricing, but some choose the Low Cost Airlines (LCA) method which offers low fare flights.

The objective of this research is to compare the ticket fare between Air Asia, which uses the low cost concept, with Garuda Indonesia, which uses the full service concept, based on the ticket reservation method used.

Researcher also analysed the effects of reservation methods and timing to the low fare tickets for both AirAsia low cost concept and Garuda Indonesia full service concept. This Research was conducted during December 2007. 80 questions were distributed, consisted 14 questions that related to all indicators as mentioned above. This research used accidental convenience sampling.

Researcher used the quantitative and descriptive methods by using T-Test Independent Samples to analyse the comparison and Anova to analyse the effect by using SPSS Version 15.0.

This research found that the comparison of the effect of flight ticket

reservation method option to the price level between low cost airlines, represented by Garuda Indonesia has a significant influence. The reservation method and time reservation have a significant influence to the price.