

Abstrak

Dengan persaingan yang semakin ketat, maskapai penerbangan dituntut agar selalu meningkatkan pelayanan demi kepuasan para penumpang. Maskapai Lion Air merupakan salah satu maskapai penerbangan pilihan konsumen. Berdasarkan tingkat kepercayaan merek, Lion Air dinilai masih kalah dibandingkan Garuda Indonesia karena alasan pelayanan, kenyamanan, rasa aman, merek dan ketersediaan rute. Keluhan pelanggan atas layanan maskapai Lion Air bisa berdampak pada kepuasan konsumen. Rendahnya tingkat kepuasan pada akhirnya akan mengakibatkan turunnya kredibilitas merek Lion Air.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *complaint handling* terhadap *brand credibility* melalui *satisfaction with complaint handling* dan *overall satisfaction*. Sampel penelitian ini adalah 100 pelanggan maskapai Lion Air di Surabaya dengan teknik *purpose sampling*. Adapun analisis data menggunakan regresi dengan program SPSS.

Hasil penelitian ini menunjukkan bahwa *overall satisfaction* berpengaruh signifikan terhadap *brand credibility*, *satisfaction with complaint handling* berpengaruh signifikan terhadap *brand credibility*, *satisfaction with complaint handling* berpengaruh signifikan terhadap *overall satisfaction*, dan *complaint handling* berpengaruh signifikan terhadap *satisfaction with complaint handling* di maskapai Lion Air Surabaya.

Kata-kata kunci: *brand credibility, complaint handling, satisfaction with complaint handling, overall satisfaction.*

Abstract

With increasingly fierce competition, airlines are required to constantly improve services for their passengers satisfaction. Lion Air airlines is one of airlines as consumer choice. Based on the level of top brand, Lion Air is still considered low compared to Garuda Indonesia for reasons of service, comfort, safety, brand and service availability. Customer complaints on Lion Air airline service could have an impact on customer satisfaction. Low levels of satisfaction in the end will cause a decline in the Lion Air brand credibility.

This study aims to identify and analyze the influence of complaint handling on brand credibility through satisfaction with complaint handling and overall satisfaction. The sample was 100 customers of Lion Air airline in Surabaya with purposive sampling technique. The technique of data analysis using regression with SPSS.

The study results show that overall satisfaction has significant effect on brand credibility, satisfaction with complaint handling has significant effect on brand credibility, satisfaction with complaint handling has significant effect on overall satisfaction, and complaint handling also has significant effect on satisfaction with complaint handling in Lion Air Airline Surabaya.

Key words: *brand credibility, complaint handling, satisfaction with complaint handling, overall satisfaction.*