FINAL PAPER

FACTORS THAT INFLUENCING SINGAPORE AIRLINES' CUSTOMER LOYALTY IN SURABAYA

Written to fulfill academic requirements
to obtain **Sarjana Ekonomi Strata Satu**

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UNIVERSITAS PELITA HARAPAN SURABAYA
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Hereby declare that the work of the final paper that I created with the title of **"FACTORS THAT INFLUENCING SINGAPORE AIRLINES' CUSTOMER LOYALTY IN SURABAYA"** is:

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1. Dr. Oliandes Sondakh, S.E., M.M.	as the Head of Commite and Thesis Advisor	
2. William Santoso, S.E., M.Ak	as member of the commite	
3. Yanuar Dananjaya, B.Sc., M.M.	as member of the commite	

ABSTRACT

Andrian Hartanto (00000027085)

FACTORS THAT INFLUENCING SINGAPORE AIRLINES CUSTOMER LOYALTY IN SURABAYA

(XVIII + 102 pages + 35 tables + 24 figures + 4 appendices)

The aviation industry in Asia-Pacific region has been growing remarkably in the 21st century, driven by liberalization and globalization. Indonesia is amongst countries that has a rapid growth in air travel industry as the household's fast-rising incomes effect. One of the carrier in Asia-Pacific that serves Indonesia is Singapore Airlines. The trend to travel in Indonesia is increasing, Singapore Airlines eyeing Indonesia as a very potential market. Hence, the researcher has planned to analyze the factors that influencing Singapore Airlines Customer Loyalty in Surabaya.

The data used in this test were collected from 100 respondents. Six-point Likert type was used to obtain respondent's level of agreement. The study revealed that Convenience, Corporate Brand Image and Customer Perceived Value has a significant effect on Customer Satisfaction. furthermore, Customer Satisfaction has significant effect on Customer Loyalty. While Corporate Brand Image significantly affect Customer Perceived Value. Meanwhile, Corporate Brand Image and Customer Perceived Value insignificantly affect Customer Loyalty. This research used descriptive analysis, simple and multiple linear regression analysis with SPSS to test the relationship among variables.

The recommendation for future researchers is to add or change the variables in this study to see from different perspectives and gain new insight. For Singapore Airlines, this study can be used for evaluation purposes to further improve their Customer Loyalty.

Keywords :   Singapore Airlines, Aviation, Convenience, Corporate Brand Image, ,
                Customer Perceived Value, Customer Satisfaction and Customer Loyalty.

References :   169 (1958-2017)

ABSTRAK

Andrian Hartanto (00000027085)

FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS PELANGGAN 'SINGAPORE AIRLINES' DI SURABAYA

(XVIII + 102 halaman + 35 tabel + 24 gambar + 4 lampiran)

Industri penerbangan di kawasan Asia-Pasifik telah berkembang pesat di abad 21, didorong oleh liberalisasi dan globalisasi. Indonesia di antara negara-negara yang memiliki pertumbuhan pesat dalam industri perjalanan udara karena pendapatan rumah tangga yang meningkat cepat. Salah satu maskapai Asia-Pasifik yang melayani Indonesia adalah Singapore Airlines. Tren perjalanan di Indonesia semakin meningkat, Singapore Airlines mengincar Indonesia sebagai pasar yang potensial. Oleh karena itu, peneliti telah merencanakan untuk menganalisis faktor-faktor yang mempengaruhi Loyalitas Pelanggan Singapore Airlines di Surabaya.

Data yang digunakan dalam tes ini dikumpulkan dari 100 responden. Enam likert poin digunakan untuk mendapatkan tingkat kesetujuan responden. Penelitian ini mengungkapkan bahwa Kenyamanan, Citra Merek Perusahaan dan Nilai yang Dirasakan Pelanggan memiliki pengaruh yang signifikan terhadap Kepuasan Pelanggan. Selanjutnya, Kepuasan Pelanggan berpengaruh signifikan terhadap Loyalitas Pelanggan. Sedangkan Citra Merek Perusahaan berpengaruh signifikan terhadap Nilai Persepsi Pelanggan. Sementara itu, Citra Merek Perusahaan dan Nilai Yang Dirasakan Pelanggan tidak signifikan mempengaruhi Loyalitas Pelanggan. Penelitian ini menggunakan analisis deskriptif, analisis regresi linier sederhana dan berganda dengan SPSS untuk menguji hubungan antar variabel.

Rekomendasi untuk peneliti selanjutnya adalah menambahkan variabel dalam penelitian ini untuk dilihat dari perspektif yang berbeda dan mendapatkan wawasan baru. Untuk Singapore Airlines, studi ini dapat digunakan untuk tujuan evaluasi untuk lebih meningkatkan Loyalitas Pelanggan mereka.

Kata kunci :   Singapore Airlines, Penerbangan, Kenyamanan, Citra Merek Korporat, Nilai Persepsi Pelanggan, Kepuasan Pelanggan dan Loyalitas Pelanggan.
Referensi :   169 (1958-2017)

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Surabaya, 01 October 2018

Andrian Hartanto

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