

ABSTRAK

PT. Citilink Indonesia adalah salah satu perusahaan yang bergerak dibidang jasa transportasi udara. Citilink termasuk dalam kategori maskapai bertarif rendah. Disamping itu citilink juga maskapai yang sangat memperhatikan dan megutamakan aspek keselamatan penumpang, tidak heran citilink menjadi salah salah satu maskapai yang diminati masyarakat indonesia.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh Analisis Pengaruh *perceived control*, *performance*, *convenience*, dan *efficiency* terhadap *satisfaction* dan *loyalty* melalui *confidence benefits* dan *special treatment benefits* pada pelanggan Citilink di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *satisfaction* sehingga meningkatkan *loyalty* yang pada akhirnya akan meningkatkan pembelian aktual dari perusahaan PT Citilink.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 120 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, pernah melakukan pembelian tiket secara online di Citilink, mengetahui bahwa tiket Citilink memiliki harga yang terjangkau.

Hasil penelitian menunjukkan bahwa variabel *perceived control* berpengaruh positif signifikan terhadap *confidence benefit* dengan koefisien regresi sebesar 0.291; variabel *performance* berpengaruh positif signifikan terhadap *confidence benefit* dengan koefisien regresi sebesar 0.468; variabel *convenience* berpengaruh positif signifikan terhadap *special treatment benefits* dengan koefisien regresi sebesar 0.519; variabel *efficiency* berpengaruh positif signifikan terhadap *special treatment benefits* dengan koefisien regresi sebesar 0.423; variabel *confidence benefit* berpengaruh positif signifikan terhadap *satisfaction* dengan koefisien regresi sebesar 0.406; variabel *confidence benefit* berpengaruh positif signifikan terhadap *loyalty* dengan koefisien regresi sebesar 0.311; variabel *special treatment benefits* berpengaruh positif signifikan terhadap *satisfaction* dengan koefisien regresi sebesar 0.370; variabel *special treatment benefits* berpengaruh positif signifikan terhadap *loyalty* dengan koefisien regresi sebesar 0.280; variabel *satisfaction* berpengaruh positif signifikan terhadap *loyalty* dengan koefisien regresi sebesar 0.290.

Kata kunci: *Perceived Control, Performance, Convenience, Efficiency, Confidence Benefit, Special Treatment Benefits, Satisfaction, Loyalty*

ABSTRACT

PT. Citilink Indonesia is a company engaged in air transportation services. Citilink is included in the category given low cost. Besides that Citilink also invites those who are very concerned and prioritize passenger safety programs, it's no wonder the Citilink has become one of the things offered by the Indonesian people.

The effect of control, performance, comfort, and efficiency on satisfaction and loyalty through trust benefits and special maintenance benefits for Citilink customers in Surabaya. The expected benefits of this study add to the repertoire of knowledge in the field of management, which increases satisfaction, increases loyalty which will ultimately increase the actual purchase of the company PT Citilink.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by collecting questionnaires to 120 respondents with characteristics of male and female respondents aged 18-60 years, having purchased tickets online at Citilink, finding out Citilink tickets had affordable prices.

The results showed that the perceived variables had a significant positive effect on the trust benefits with a regression coefficient of 0.291; performance variables have a significant positive effect on the benefits of trust with a regression coefficient of 0.468; convenience variables have a significant positive effect on the benefits of special care with a regression coefficient of 0.519; efficiency variable has a significant positive effect on the benefits of special care with a regression coefficient of 0.423; benefit trust variable has a significant positive effect on satisfaction with a regression coefficient of 0.406; variable trust benefits have a significant positive effect on loyalty with a regression coefficient of 0.311; Special treatment variables have a significant positive effect on satisfaction with a regression coefficient of 0.370; the benefits of special treatment variables have a significant positive effect on loyalty with a regression coefficient of 0.280; satisfaction variable has a significant positive effect on loyalty with a regression coefficient of 0.290.

Key Words: *Perceived Control, Performance, Convenience, Efficiency, Confidence Benefit, Special Treatment Benefits, Satisfaction, Loyalty*