

ABSTRAK

Maria Magdalena, 1005448, Pengaruh *E-Service Quality* Terhadap *Corporate Image* Perusahaan Penerbangan PT. Sriwijaya Air (Survey pada *On Sales* PT. Sriwijaya Air). Di bawah bimbingan Gitasiswhara, SE.,Par, MM dan Taufik Abdullah, SE.Par., MM.

PT. Sriwijaya Air merupakan salah satu maskapai penerbangan di Indonesia yang berorientasi pada penerbangan domestik. Mengingat profil perusahaan yang cukup dikenal pada bidang transportasi udara oleh masyarakat Indonesia karena harga dan kualitas yang ada tidak kalah bersaing dengan maskapai penerbangan lainnya. Bahkan PT. Sriwijaya Air memiliki keunggulan pada *On Time Performance*. Namun, *image* PT. Sriwijaya Air belum menempati urutan tiga terbesar di Indonesia sebagai maskapai penerbangan nasional. Dalam usahanya untuk membentuk *corporate image*, PT. Sriwijaya Air mengedepankan kualitas layanan baik melalui layanan elektronik pada situs perusahaan (www.sriwijayaair.co.id). Kualitas pelayanan elektronik (*e-service quality*) terdiri dari *ease of use*, *website design*, *assurance*, *personalization* dan *responsiveness*. Penelitian ini bertujuan untuk mengetahui gambaran *e-service quality* yang diterapkan perusahaan dan pengaruh *e-service quality* terhadap *corporate image*. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode yang digunakan *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 responden yakni pelanggan yang telah mengunjungi dan menggunakan *website* perusahaan PT. Sriwijaya Air dengan teknik penarikan sampel yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan yaitu analisis regresi linier berganda. Variabel *independent* dalam penelitian ini yaitu *ease of use* (X_1), *website design* (X_2), *assurance* (X_3), *personalization* (X_4) dan *responsiveness* (X_5) sedangkan variabel *dependent* yaitu *corporate image* (Y). Hasil penelitian menunjukkan bahwa tanggapan pelanggan mengenai *e-service quality* terhadap *corporate image* secara umum dinilai tinggi. Faktor yang mendapat penilaian tinggi yaitu *personalization* dan *responsiveness*, sedangkan *website design* mendapat nilai terendah. Berdasarkan pengujian SPSS *ver.* 20 menunjukkan adanya korelasi simultan antara *e-service quality* dengan *corporate image*. Adapun saran untuk perusahaan adalah mempertahankan *personalization* dan *responsiveness* serta memperbaiki *website design* yang menarik pada situs perusahaan sehingga dapat membentuk kepuasan pelanggan dalam menggunakan penerbangan Sriwijaya Air sehingga menciptakan *image* perusahaan yang baik di mata pelanggan.

Kata Kunci : *E-service Quality*, *Corporate Image*, Maskapai Penerbangan.

Maria magdalena, 2015

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ABSTRACT

Maria Magdalena, 1005448, *Influence E-Service Quality on Corporate Image Airlines Company at PT. Sriwijaya Air* (Survey to On Sales PT. Sriwijaya Air). Under the guidance of Gitasiswhara, SE.,Par, MM and Taufik Abdullah, SE.Par., MM.

PT. Sriwijaya Air is one of the airlines in Indonesia which operates in domestic routes. Given the current company profile is not yet well known in the field of air transport by the people, not worth the price and the quality are there and do not compete with other airlines. Moreover, PT.Sriwijaya is very punctual, it can be seen from its on time performance. However, its image has not been in the best three in Indonesia as a national airlines. In developing its corporate image, PT. Sriwijaya Air takes the quality of service into account through electronic service on its own website (www.sriwijayaair.co.id). The quality of electronic service was divided into five categories, those were the ease of use, website design, assurance, personalization dan responsiveness. This research aimed at investigating the image of electronic service quality that is applied in the company and the effects of it towards its corporate image. The research was conducted by using descriptive and verification analysis where the explanatory survey was applied as a method of the research. The sample of this research was taken from 100 costumers that have ever used and visited the website of this company. The sample was taken by using random technique sampling. The analysis of the data was double linear regression analysis. The independent variables were the ease of use (X1), website design (X2), assurance (X3), personalization (X4) dan responsiveness (X5). The dependent variables was corporate image (Y). The result of the research showed that the responses of costumers about the electronic service quality towards its corporate image was significantly high. The factors that really influencing were personalization and responsiveness, however the website design got the lowest score. Based on the SPSS analysis version 20 showed that there was a simultaneous correlation between electronic quality and corporate image. The suggestion for the company is it has to maintain the personalization and responsiveness and try to redesign an interesting website design in order to be able to create best costumers satisfaction of using PT. Sriwijaya Air. Therefore, it will bring a good image for the company.

Key words: E-service Quality, Corporate Image, Airlines

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