

**PENGARUH ATRIBUT MASKAPAI TERHADAP  
KEPUASAN PENUMPANG**  
(Survei terhadap Penumpang Maskapai Sriwijaya Air Distrik Bandung)

**SKRIPSI**

Diajukan untuk mengikuti Sidang Skripsi  
pada Program Studi Manajemen Pemasaran Pariwisata



Oleh :

**Egi Nugraha**

**1500343**

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA  
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL  
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**LEMBAR HAK CIPTA**

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KEPUASAN PENUMPANG**

(Survei Terhadap Penumpang Maskapai Sriwijaya Air Distrik Bandung)

Oleh  
Egi Nugraha  
1500343

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata  
Fakultas Pendidikan Ilmu Pengetahuan Sosial  
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**LEMBAR PENGESAHAN**

**PENGARUH ATRIBUT MASKAPAI TERHADAP KEPUASAN  
PENUMPANG SRIWIJAYA AIR DISTRIK BANDUNG**  
(Survey terhadap Penumpang Sriwijaya Air Distrik Bandung)

**Skripsi ini disetujui dan disahkan oleh:**

**Pembimbing I**



Dr. H. Hari Mulyadi, M.Si  
NIP. 1959 05 15 1986 01 1001

**Pembimbing II**



Oce Ridwanudin, SE., MM.  
NIP. 19851024 201404 1 001

**Mengetahui**

**Ketua Program Studi  
Manajemen Pemasaran Pariwisata**



Yeni Yuniawati.,S.Pd.,MM  
NIP. 19810608 200604 2 001

**Tanggung Jawab Yuridis Ada Pada Penulis**



Egi Nugraha  
1500343

## ABSTRAK

Egi Nugraha, 1500343, “**Pengaruh Atribut Maskapai Terhadap Kepuasan Penumpang** (Survei Terhadap Penumpang Sriwijaya Air Distrik Bandung), di bawah bimbingan Bapak Dr. H. Hari Mulyadi, M.Si dan Oce Ridwanudin, SE., MM.

Kepuasan pelanggan dapat memberikan informasi yang signifikan untuk proses pengembangan strategi sebuah perusahaan dan menjadi sinyal peringatan mengenai hasil bisnis dimasa depan. Kepuasan pelanggan memiliki peran penting bagi sebuah perusahaan. Kepuasan dapat dicapai setelah pelanggan merasakan kepuasan atas produk maupun jasa yang telah diberikan perusahaan melebihi harapan. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu Atribut Maskapai yang terdiri dari *reservation, ticketing, check-in, baggage handling, cabin facilities, in-flight service, aircraft operation* dan *marketing*. Variabel terikat (Y) dalam penelitian ini yaitu Kepuasan Penumpang. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif. Metode penelitian yang digunakan adalah pendekatan *cross sectional* dan metode *explanatory survey*, dengan sampel sebanyak 113 penumpang Sriwijaya Air distrik Bandung. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa dari delapan sub variabel Atribut Maskapai hanya lima variabel yang dinyatakan memiliki pengaruh signifikan terhadap Kepuasan Penumpang, yaitu *reservation, ticketing, check-in, baggage handling* dan *in-flight service*. Faktor yang paling berpengaruh di Atribut Maskapai adalah *check-in*, Sriwijaya Air distrik Bandung dapat mengimplementasikan proses *check-in* dengan baik dimana penumpang terlayani dengan cepat dan efektif tanpa perlu mengantri lama. Faktor yang memberikan pengaruh paling rendah adalah *marketing*, aspek ini perlu ditingkatkan dengan lebih gencar lagi dalam melakukan aktifitas pemasaran seperti membuat iklan dan promosi diberbagai media, serta perencanaan ulang program *membership* agar mampu menarik lebih banyak minat menggunakan layanan Sriwijaya Air. Faktor yang memberikan pengaruh paling rendah di Kepuasan Penumpang adalah *ticketing*. Pihak maskapai Sriwijaya Air perlu untuk mempertimbangkan kembali kebijakan dalam menetapkan harga yang tidak memberatkan penumpang agar tidak terus terjadi berpindahnya pilihan pelanggan ke maskapai lain.

**Kata Kunci : Atribut Maskapai, Kepuasan Penumpang Dan Sriwijaya Air Distrik Bandung.**

## ABSTRACT

Egi Nugraha, 1500343, "***The Influence Of Airlines Attribute Toward Passenger Satisfaction***" (Survey on passenger in Sriwijaya Air Bandung District), under the guidance of Dr. H. Hari Mulyadi, M.Si and Oce Ridwanudin, SE.,MM.

*Customer satisfaction can provide information that is important for the process of developing a company's strategy and be an information signal about future business results. Customer satisfaction has an important role for the company. Satisfaction can be received after the customer experiences satisfaction with the product provided for the company exceeds expectations. In this study, the independent variable (X) used is the Airlines Attribute consisting of reservations, tickets, check-in, baggage handling, cabin facilities, in-flight services, aircraft operations and marketing. The dependent variable (Y) in this study is Passenger Satisfaction. This research uses descriptive and verification research types. The research method used was cross sectional and explanatory survey methods, with sample of 113 Sriwijaya Air passengers in the Bandung district. Techniques of data analysis and hypothesis testing used path analysis (path analysis). The results showed that only five variables of airline attributes were claimed to have a significant influence on passenger satisfaction, namely bookings, tickets, check-in, baggage handling and in-flight services. The most influencing factor in the Airlines Attribute is check-in, Sriwijaya Air Bandung district can implement the check-in process properly where passengers are served quickly and effectively without the need to queue for long. The factor that has the lowest influence is marketing, this aspect needs to be improved with more vigorous in marketing activities such as creating advertisements and promotions in various media, and planning membership programs to attract more interest in using Sriwijaya Air services. The factor that gives the lowest influence on Passenger Satisfaction is the ticket. Sriwijaya Air authorities need to reconsider the policy of setting prices that are not burdensome for passengers to avoid moving.*

***Keywords: Airlines Attribute, Passenger Satisfaction and Sriwijaya Air Bandung District.***

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