

ABSTRACT

Garuda Indonesia as the first airline in Indonesia continues to make innovations and development in order to always be the people's choice airline. With the overall development not only in the inflight service but also in ground service, which in this case is the sales office, will make Garuda Indonesia won his goal into 5 star airline (by Skytrax). Research carried out by measuring the dimensions of the location, function and fineness on premises design variables. Next dimensions are reliability, responsiveness, assurance and empathy in the variable quality of service. And the last variable is customer satisfaction with overall dimensions of satisfaction, customer favorites, customer loyalty, customer recommendation and priority option. From the results of the SEM analysis showed that the design premises have a significant effect on the quality of services, quality of services significantly influence customer satisfaction and design premises significant effect on customer satisfaction. On these results the authors suggest to maintain and improve customer satisfaction, Garuda Indonesia should improve the design quality of the premises and the quality of service in order to achieve the purpose of becoming 5 star airline.

Keywords : *Premises Design, Service Quality, And Customer Satisfaction*



ABSTRAK

Garuda Indonesia sebagai maskapai penerbangan pertama di Indonesia terus melakukan inovasi dan pengembangan agar selalu menjadi maskapai penerbangan pilihan masyarakat. Dengan pengembangan menyeluruh tidak hanya di *inflight service* namun juga di *ground service*, yang dalam hal ini adalah *sales office*, akan membuat Garuda Indonesia meraih *goal*-nya menjadi maskapai penerbangan bintang 5 (*by skytrax*). Riset dilakukan dengan mengukur dimensi lokasi, fungsi dan keindahan pada variable disain premises, dimensi reabilitas, responsiveness, assurance dan empathy pada variable kualitas layanan dan dimensi overall satisfaction, customer favorite, customer loyalty, customer recommendation dan priority option pada variable kepuasan pelanggan. Dari hasil analisis dengan SEM didapatkan bahwa disain premises berpengaruh signifikan terhadap kualitas layanan, kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan dan disain premises berpengaruh signifikan terhadap kepuasan pelanggan. Atas hasil tersebut penulis menyarankan untuk menjaga dan meningkatkan kepuasan pelanggan, Garuda Indonesia harus meningkatkan kualitas disain premises dan kualitas layanan demi tercapainya tujuan Garuda Indonesia menjadi maskapai penerbangan bintang 5.

Kata Kunci : Disain Premises, Kualitas Layanan Dan Kepuasan Pelanggan

