

ABSTRAK

Penelitian ini dilakukan atas dasar adanya pertumbuhan penumpang domestik, namun Lion Air terkenal dengan *delay* nya yang banyak, terbukti selalu berada posisi 4 terbawah selama 3 tahun untuk peringkat On Time Performance (OTP), sehingga perlu untuk membahas bagaimana pengaruh komunikasi pemasaran terpadu dan ekuitas merek terhadap loyalitas pelanggan Lion Air, dimana rumusan masalah, yakni pengaruh yang terjadi antara komunikasi pemasaran terpadu, ekuitas merek, dan loyalitas pelanggan. Data diperoleh melalui survey di Kantor Perwakilan Lion Air Kota Bekasi dengan menyebarkan kuesioner kepada para pengguna jasa maskapai Lion Air sejumlah 258 orang. Teknik pengambilan sampling menggunakan teknik *convenience sampling*, sedangkan alat analisis menggunakan analisa *Structural Equation Method* (SEM).

Hasil penelitian menunjukkan bahwa komunikasi pemasaran terpadu yang dilakukan oleh Lion Air tidak memiliki pengaruh terhadap loyalitas pelanggan di maskapai tersebut, sedangkan untuk ekuitas merek yang dimiliki maskapai penerbangan Lion Air memiliki pengaruh terhadap loyalitas pelanggan maskapai tersebut.

Kata kunci : Komunikasi Pemasaran Terpadu, Ekuitas Merek, Loyalitas Pelanggan,

ABSTRACT

This research was conducted on the basis of the growth of domestic passengers, but Lion Air is famous for its many delays, proven to always be in the bottom 4 position for 3 years to rank On Time Performance (OTP), so it is necessary to discuss how the influence of integrated marketing communication and brand equity to Lion Air's customer loyalty, which is the formulation of the problem, namely the influence that occurs between integrated marketing communications, brand equity, and customer loyalty. The data was obtained through a survey at the Bekasi Lion Air Representative Office by distributing questionnaires to Lion Air airline service users totaling 258 people. The sampling technique uses convenience sampling technique, while the analysis tool uses Structural Equation Method (SEM) analysis..

The results showed that the integrated marketing communication carried out by Lion Air had no influence on customer loyalty at the airline, while for brand equity owned by the airline Lion Air had an influence on the loyalty of the airline's customers

Keywords : Integrated Marketing Communication, Brand Equity, Customer Loyalty,