

ABSTRACT

This study examines the Effect of Airport Service Quality and Perceived Value on Behavioral Intentions, Through Customer Satisfaction Mediation at Terminal 3 of Soekarno Hatta Airport. This research is included in the type of quantitative research. The population in this study were all consumers or passengers who wanted to leave and return to their destination which was done through Soekarno Hatta Airport, at Terminal 3. 165 respondents made up the study's sample. The outcomes of this research show indication that Airport Service Quality has a positive and favorable outcome on Behavioral Intentions, Customer satisfaction has a positive and substantial impact on perceived value, perceived value has a positive and significant impact on perceived quality, and perceived quality has a positive and significant impact on behavioral intentions through customer satisfaction, and perceived value has a positive and significant impact on behavioral intentions through customer satisfaction. Suggestions for airports are to increase the level of customer satisfaction by paying more attention to airport facilities, so that the quality and costs that passengers get are balanced.

Keywords: Airport Service Quality, Perceived Value, Behavioral Intentions, and Customer Satisfaction

ABSTRAK

Penelitian ini menguji Pengaruh Airport Service Quality dan Perceived Value terhadap Behavioral Intentions, Melalui Mediasi Customer Satisfaction pada Terminal 3 Bandara Soekarno Hatta. Penelitian ini termasuk dalam jenis penelitian kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen atau penumpang yang hendak berangkat dan pulang ke tempat tujuan dimana dilakukan melalui Bandara Soekarno Hatta, pada Terminal 3. Sampel yang digunakan dalam penelitian ini sejumlah 165 responden. Hasil penelitian ini menunjukkan bahwa : (1) *Airport Service Quality* berpengaruh positif dan signifikan terhadap *Behavioral Intentions* (2) *Perceived Value* berpengaruh positif dan signifikan terhadap *Behavioral Intentions* (3) *Airport Service Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* (4) *Perceived Value* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* (5) *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Behavioral Intentions* (6) *Airport Services Quality* berpengaruh positif dan signifikan terhadap *Behavioral Intentions* melalui *Customer Satisfaction* sebagai variable mediasi (7) *Perceived Value* berpengaruh positif serta signifikan terhadap *Behavioral Intentions* melalui *Customer Satisfaction* sebagai variable mediasi. Saran untuk Bandara yaitu dengan melakukan peningkatan tingkat kepuasan pelanggan dengan lebih memperhatikan fasilitas bandara, agar kualitas dan biaya yang di dapatkan penumpang seimbang.

Kata kunci: *Airport Service Quality, Perceived Value, Behavioral Intentions, dan Customer Satisfaction*