

ABSTRACT

Citilink is one of the airlines from Indonesia which has the concept of low cost carrier. The last few years, the number of airlines with low cost carrier as its concept is showing a progress in Indonesia. Many airlines appear in Indonesia country itself. All along 2014, Citilink had a decreasing fluctuation in the number of their consumers.

This phenomenon forced management to maintain and attract more consumers in high low cost carrier competition. The purpose of this research is to know how low cost carrier and consumer trust in Citilink and how the effect of those variables consumer trust.

This research used low cost carrier variable with price, flight route diversity, channel and the frequency of flights dimensions. Consumer trust consisted of: integrity, competence and consistency.

This research took 100 respondents as sample and data was collecting by distributing questionnaire. The research was descriptive and causal research with quantitative method. Data was analyzed using simple linear regression

The result of this research showed that low cost carrier had good value category at 70%, and consumer trust had good value category at 70%. Low cost carrier had significant affected towards consumer trust in Citilink at 47,4%. And it was concluded that only low cost carrier had significant affected towards consumer trust partially.

Keywords: Low Cost Carrier, Consumer Trust, Citilink