

Abstract

Low Cost Carrier (LCC) is a unique flight model with operating cost reduction strategies. Cost efficiency on all fronts so that the airline can offer services with low-cost airlines

This research will be carried out through the measurement of customer ratings to variable service quality and price of the service user satisfaction low cost carrier in Indonesia , Respondents of this research are 385 people who have ever used 3 low cost carrier airline PT Lion Air, AirAsia, and Sriwijaya Air, where three airlines have around 72% market share.

The sampling technique used is convenience sampling by distributing questionnaires to the respondents. Data analysis techniques in this study using structural equation modeling (SEM)

Based on the results of data processing in mind that quality of service is more influential than the price to satisfaction. Excellent quality of service and at the same price and significant positive effect

Based on the research results, to improve satisfaction, the airline should also pay attention to the quality of the services provided not only offer low prices

Kata Kunci : Service Quality, Price, Satisfaction, Low Cost Carrier
