

ABSTRACT

In line with today's increasingly rapid technological developments, humans are required to always develop and advance and follow the current development patterns. For people today using air transportation is common, because almost all people in the world know about airline services. Based on the type of service, airlines can be divided into 2 types, namely Full Service Airline and Low Cost Carrier (LCC). Lion Air is a low cost airline (Low Cost Carrier) with the slogan "We Make People Fly". This study aims to examine the effect of Price and Service Quality on Customer Satisfaction (Case Study of Consumers of Lion Air Users in Indonesia). This research is quantitative with descriptive and causal research types. The sampling method used non-probability sampling with purposive sampling with a total of 400 respondents. The analytical techniques used were descriptive analysis and multiple linear regression analysis. Based on the results of the descriptive analysis of the variables of price, service quality and customer satisfaction are included in the good category. The results of the multiple regression analysis technique of price and service quality variables partially have an influence on customer satisfaction. The variable that has the most significant influence and the highest tcount is the price variable followed by the service quality variable. While the variables of price and service quality simultaneously have a significant effect on customer satisfaction. The magnitude of the effect of price and service quality on customer satisfaction is 30.35% and the remaining 69.65% is influenced by other factors.

Keywords: Price, Service Quality and Customer Satisfaction.