

ABSTRACT

The declining of the airline services because of the COVID-19 pandemic is steadily growing. The quality of service is one part of the activity that must be focused on and assessed by the airline's operator from the perspective of customers. This study is to identify the quality of service gap from the customer point of view, e.g. between the customer's expectation and the customer's perceived service.

The AIRQUAL model is used to measure the gap in each dimension of the AIRQUAL model. The dimensions used are Airline Tangibles, Terminal Tangibles, Personnel Services, Empathy, and Airline Image. After the gap is found then the Importance-Performance Analysis method is used to classify a service dimension.

The sampling method used is purposive sampling with 404 samples to represent the population of passengers on Lion Air's domestic flights from Jakarta to other domestic destinations in the last two or three years.

The results showed from the descriptive analysis, that the expectations of Lion Air passengers have an average score percentage of 78.6%, which belongs to the important category. Meanwhile, Lion Air's performance has an average score of 48.2%, which belongs to the poor category. The gap analysis results showed that Lion Air's service performance is lower than passengers' expectations. Based on the Importance-Performance Analysis, eleven service attributes over twenty-two attributes need to be prioritized and improved.

Keywords: AIRQUAL, Gap Analysis, Importance-Performance Analysis.