

## **TABLE OF CONTENT**

<b>TABLE OF CONTENT .....</b>	v
<b>CHAPTER I .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1    Research Object.....	1
1.1.1    Lion group.....	2
1.2    Research Background .....	2
1.3    Problem statement .....	10
1.4    Research Questions.....	11
1.5    Research objective .....	11
1.6    Significant of the study .....	12
1.6.1    Academic aspect.....	12
1.6.2    Business aspect.....	12
1.7    Systematic Writing .....	12
<b>CHAPTER II.....</b>	<b>14</b>
<b>Literature Review .....</b>	<b>14</b>
2.1 Literature Review .....	14
2.1.1 Marketing.....	14
2.1.2 Consumer Behaviour .....	14

2.1.3 Service Quality .....	15
2.1.4 Safety Perception.....	15
2.1.5 Frequent Flier Program.....	15
2.1.6 Customer Satisfaction.....	16
2.1.7 Customer Loyalty .....	17
2.2 Previous Research .....	21
2.3 Framework .....	30
2.3.1 The Effect of Service Quality on Passenger Satisfaction .....	18
2.3.2 The Effect of Safety Perceived on Passenger Satisfaction .....	19
2.3.3 The effect of passenger satisfaction on loyalty .....	19
2.3.4 The Effect of Loyalty Programs on Customer Loyalty .....	20
2.4 The Scope of Research .....	32
2.4.1 Variable of the Research .....	32
2.4.2 Location and Object of Study.....	33
2.4.3 Time and Period of Study .....	33
<b>CHAPTER III .....</b>	<b>34</b>
3.1 Research Characteristics .....	34
3.2 Operational Variable .....	35
3.2.1 Measurement Scale .....	37
3.2.2 Variable Independent (x) .....	38
3.2.3 Variable dependent (Y).....	38
3.3 Research Steps .....	38
3.4 Population and Sample .....	39
3.4.1 Population .....	39

3.4.2 Sample.....	40
3.5 Data Collection Method.....	41
3.5.1 Primary Data Collection .....	41
3.5.2 Secondary Data Collection .....	42
3.6 Validity and Reliability Test.....	42
3.6.1 Validity Test.....	42
3.6.2 Reliability Test .....	44
3.7 Analysis Technic Data .....	45
3.7.1 Dependent Multivariat Technique.....	45
3.7.1.1 SEM (Structural Equation Model).....	45
3.7.1.2 Partial Least Square (PLS) .....	47
3.7.1.3 Rule of Thumb.....	47
3.8 Hypothesis testing .....	50
<b>CHAPTER IV .....</b>	<b>53</b>
4.1 Respondents overview .....	53
4.1.1 Respondent Characteristics by Gender .....	53
4.1.2 Respondent Characteristic by domicile .....	54
4.1.3 Respondent Characteristic by Education .....	55
4.1.4 Respondents Characteristic by Monthly Income.....	56
4.1.5 Respondents Characteristic by Monthly Earnings .....	56
4.2 Research Result .....	57
4.2.1 Sem Pls Analysis Result .....	57
4.2.1.1 Outer Model Testing .....	65
4.2.1.2 Convergent Validity .....	65

4.2.1.3	Discriminant Validity .....	67
4.2.1.4	Inner Model Testing .....	70
4.3	Hypothesis Testing .....	74
4.3.1	Research Result Discussion .....	74
4.3.2	Discussion of Hypothesis Testing Result .....	74
<b>CHAPTER 5</b>	.....	<b>76</b>
5.1	Conclusion.....	76
5.2	Suggestion .....	76
5.3	Suggestion for Company.....	77
<b>REFERENCES</b>	.....	<b>78</b>