

## ABSTRACT

*Indonesia air transportation are developing and growing fast, aviation with low cost carrier are dominated the market of domestic flight in Indonesia. Lion Air is one of the airlines that offer low cost carrier (LCC) which has most passenger. However, according to passenger reviews, the service quality of Lion Air still rated bad.*

*The research purposes to analysis how service quality, customer satisfaction, repurchase intention Lion Air. To analysis the existence direct effect of service quality on customer satisfaction, the existence direct effect of service quality (price and perceived value, ease of convenience, reliability and dependability, service interaction, and safety) on customer satisfaction, the existence direct effect of service quality on repurchase intention, the existence direct effect of customer satisfaction on repurchase intention, and indirect effect of service quality on repurchase intention through customer satisfaction.*

*This research using quantitative method with descriptive and causality study. The method for take a sample is non-probability with purposive sampling. Using Isaac and Michael table, a total of 272 respondents were studied. The technic of data analysis using descriptive analysis and structural equation model partial least square (SEM-PLS) by SMARTPLS 3 application.*

*The result of the descriptive analysis with variable service quality, customer satisfaction, and repurchase intention are on good category. The result of hypothesis test indicate that service quality has a positive and significant effect on the customer satisfaction, service quality (PV, RD, SI) have a positive and significant effect on customer satisfaction, however service quality (EC and SA) have no significant effect on customer satisfaction. Service quality has a positive and significant effect on repurchase intention, customer satisfaction also has a positive and significant effect on repurchase intention. Service quality has a positive and significant effect on repurchase intention through customer satisfaction.*

**Keywords** : *service quality, customer satisfaction, and repurchase intention*