

## TABLE OF CONTENTS

	<b>Page</b>
<b>Title Page</b> .....	i
<b>Authorization Page</b> .....	ii
<b>Declaration</b> .....	iii
<b>Acknowledgement</b> .....	iv
<b>Table of Contents</b> .....	vi
<b>List of Tables</b> .....	x
<b>List of Figures</b> .....	xii
<b>List of Appendices</b> .....	xiii
<b>Abstract</b> .....	xvi
<b>Abstraksi</b> .....	xvii
<b>CHAPTER I. Introduction</b> .....	1
1.1 Problem Background .....	1
1.2 Research Questions .....	9
1.3 Research Objective .....	10
1.4 Research Benefit .....	11
1.5 The Authenticity of Research .....	11
1.6 The Writing Scheme .....	12

<b>CHAPTER II. Theoretical Background and Hypotheses .....</b>	<b>13</b>
2.1 Consumer Usage Level .....	13
2.2 Service Pricing .....	13
2.3 Service Quality.....	14
2.4 Loyalty Program Membership .....	17
2.5 Handling Complaint.....	18
2.6 Loyalty .....	25
2.7 Previous Research Finding and Hypotheses .....	28
2.8 Conceptual Framework .....	31
<b>CHAPTER III. Research Method .....</b>	<b>32</b>
3.1. Research Context .....	32
3.2 Operational Definition of Variables.....	33
3.2.1 Consumer Usage Level .....	33
3.2.2 Service Pricing .....	33
3.2.3 Service Quality.....	34
3.2.4 Loyalty Program Membership .....	35
3.2.5 Complaint Dummy.....	36
3.2.6 Handling Complaint.....	36
3 2.7 Complainers and Not Complainers .....	37
3.2.8 Satisfied and Dissatisfied Complainers.....	37

3.2.9 Loyalty .....	38
3.3 Type of Data.....	40
3.4 Data Collection Method .....	41
3.5 Population and Sample.....	42
3.5.1 Population .....	42
3.5.2 Sample.....	42
3.6 Method for Data Analysis .....	43
3.7 Validity and Reliability Test .....	43
3.7.1 Reliability Test Using Small Sample .....	44
3.7.2 Validity Test Using Small Sample.....	45
3.7.3 Reliability Test Using Actual Data Sample .....	47
3.7.4 Validity Test Using Actual Data Sample .....	47
<b>CHAPTER IV. Research Findings and Discussion .....</b>	<b>50</b>
4.1 Respondent Characteristic.....	50
4.1.1 Respondent Characteristic Based on Gender .....	50
4.1.2 Respondent Characteristic Based on Age .....	51
4.1.3 Respondent Characteristic Based on Occupation .....	53
4.1.4 Respondent Characteristic Based on Income.....	54
4.1.5 Respondent Characteristic Based on Education.....	56
4.1.6 Respondent Characteristic Based on Reason to Fly.....	57
4.1.7 Respondent Characteristic Based on Marital Status .....	59

4.2	Frequency Statistic for Usage Level .....	59	
4.3	Frequency Statistic for Number of Complain .....	60	
4.4	Frequency Statistic for Complaint Categories .....	61	
4.5	Frequency of Satisfaction and Dissatisfaction Complainers.....	62	
4.6	Hypotheses Testing .....	62	
<b>CHAPTER V. Conclusion, Limitations of the Research, Recommendation,</b>			
<b>and Managerial Implication.....</b>			70
5.1	Conclusion .....	70	
5.2	Limitations of the Research .....	71	
5.3	Recommendation .....	72	
5.4	Managerial Implication .....	72	
<b>Literature Review .....</b>		74	
<b>Appendices .....</b>		78	