

## ABSTRAK

**Analisis Atribut Pelayanan Jasa Penerbangan  
Terhadap Kepuasan Pelanggan Dengan Menggunakan Model Kano  
(Studi Kasus Perusahaan Jasa Penerbangan *Low Cost Carrier*  
dan *Full Services*)  
Annisa Shabrina Makmun  
15/387224/PEK/20774**

Indonesia adalah negara kepulauan yang besar. Moda transportasi udara adalah moda transportasi yang cukup efisien karena dengan moda udara dapat semakin memudahkan dan meningkatkan mobilitas masyarakat sehingga menyebabkan berkembangnya maskapai domestik di Indonesia. Perkembangan maskapai di Indonesia menyebabkan persaingan ketat antar armada yang mengakibatkan maskapai harus menaikkan harga untuk membantu menutupi beban operasional mereka.

Kenaikan tarif yang sempat terjadi di akhir tahun 2018 menyebabkan penurunan jumlah penumpang pesawat pada penerbangan domestik sebesar 21,94%. Hal tersebut menuntut perusahaan industry penerbangan untuk lebih bersaing dalam meningkatkan perbaikan dari sisi kualitas pelayanan. Untuk mewujudkan kualitas pelayanan yang diharapkan, terdapat 5 dimensi kualitas pelayanan (*Tangible, Reliability, Responsiveness, Assurance, dan Empathy*). Kelima dimensi tersebut akan menimbulkan persepsi mengenai kualitas jasa pada suatu perusahaan.

Pengelolaan sistem manajemen mutu untuk memenuhi kebutuhan konsumen, pihak maskapai yang berkategori *Low Cost Carrier* maupun *Full Service* terus melakukan perbaikan kualitas pelayanannya dengan memperhatikan apa yang menjadi harapan yang konsumen inginkan. Kunci utama dalam memenangkan persaingan adalah memberikan nilai dan kepuasan kepada pelanggan melalui penyampaian produk dan jasa yang berkualitas dengan harga bersaing.

Dengan menggunakan *kano model*, diketahui bahwasannya terdapat perbedaan atribut antara maskapai *Full Service* dan *Low Cost Carrier*. Sebelum terjadinya kenaikan harga tiket maskapai *Full Service* hanya terdapat maskapai *Must Be, One Dimensional* dan *Attractive* sedangkan setelah terjadinya kenaikan harga tiket *Full Service* hanya terdapat maskapai *Must Be, One Dimensional* dan *Attractive*. Sedangkan atribut layanan maskapai *Low Cost Carrier* termasuk dalam seluruh kategori model kano baik sebelum kenaikan tiket pesawat maupun setelah tiket pesawat, yaitu *Must Be, One Dimensional, Attractive* dan *Indifferent* akan dikategorikan atribut yang ada untuk memuaskan kebutuhan pelanggan.

**Kata kunci:** pelayanan jasa, kepuasan pelanggan, maskapai full service, maskapai low cost, kano model

## ABSTRACT

### ANALYSIS OF FLIGHT SERVICE SERVICE ATRIBUTES ON CUSTOMER SATISFACTION USING KANO MODEL (Case Study of Low Cost and Full Services Aviation Services Companies)

**Annisa Shabrina Makmun**

**15/387224/PEK/20774**

Indonesia is a large archipelago country. The mode of air transportation is a really efficient because with the air transportation make it easier and increase the mobility of the people which causes the development of domestic airlines in Indonesia. The development of airlines in Indonesia caused of lot of competition between fleets which resulted in airlines having to raise prices to help cover their operational expenses.

The rate increase that had occurred at the end of 2018 caused a decrease in the number of airplane passengers on domestic flights by 21.94%. This requires aviation industry companies to compete in improving improvements in terms of service quality. To realize the expected service quality, there are 5 dimensions of service quality (Tangible, Reliability, Responsiveness, Assurance, and Empathy). The five dimensions will lead to perceptions of the quality of services in a company.

Management of the quality management system to meet consumer needs, airlines that are categorized as low cost and full service continue to improve the quality of their services by paying attention to what the consumers want. The main key in winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices. By using the Kano model, it is known that the service attribute for full service services is the timeliness of the airline with the extent of satisfaction of 0.68. While for low cost airlines, the route owned by the airline is 0.72. The service attributes that most influence the decrease in the level of satisfaction if the service attributes are not met are the online systems owned by the airline -0.65.

By using the kano model, there are differences in attributes between the full service airline and low cost carrier. Before the increases of airlines ticket, for full service category there are only must be, one dimensional and attractive airlines, and after the increase in the Full Service ticket price, there is only a must be, one dimensional and attractive airline. When the *low cost carrier* airline service attributes are included in all categories of kano models both before the flight ticket increase and after the airplane ticket; must be, one dimensional, attractive and indifferent attributes to satisfy customer needs.

**Keywords** : service, customer satisfaction, full-service airlines, low-cost Airlines, kano model