

TABLE OF CONTENTS

	Page
TITLE PAGE	i
AUTHORIZATION PAGE	ii
DECLARATION	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
ACKNOWLEDGEMENT	xii
ABSTRACT	xv
ABSTRAKSI	xvi
CHAPTER I. INTRODUCTION	
1.1 Background	1
1.2 Problem Formulation	3
1.3 Research Objectives	3
1.4 Contribution of Research	4
1.5 The Authenticity of the Research	4
1.6 The Writing Scheme	5
CHAPTER II. THEORETICAL BACKGROUND AND HYPOTHESES	
2.1 Service.....	6



2.2	Service Quality.....	9
2.3	Satisfaction.....	14
2.4	Brand Reputation	16
2.5	Brand Loyalty	20
CHAPTER III. RESEARCH METHOD		
3.1	Classification of Designs	24
3.1.1	Degree of Research Question Crystallization.....	24
3.1.2	Method of Data Collection.....	25
3.1.3	Researcher's Control of Variables.....	25
3.1.4	The Time Dimension	26
3.1.5	The Topical Scope	26
3.1.6	The Research Environment.....	27
3.2	Operational Definitions.....	27
3.2.1	Service Quality.....	27
3.2.2	Customer Satisfaction	30
3.2.3	Brand Reputation	31
3.2.4	Brand Loyalty	31
3.3	Instrument	33
3.4	Sampling	33
3.4.1	Population	34
3.4.2	Sample.....	34
3.5	Data Collection Method.....	35

3.6	Data Analysis Method.....	36
3.6.1	Validity Test Using Small Samples	37
3.6.2	Reliability Tests Using Small Samples.....	38
3.6.3	Hypotheses Testing.....	39
3.7	Validation of Measures	40
3.7.1	Confirmatory Factor Analysis of Service Quality	40
3.7.2	Confirmatory Factor Analysis of Brand Loyalty	46
3.7.3	Rotated Component Matrix.....	47
3.7.4	Reliability of each latent variable	51
 CHAPTER IV. RESEARCH FINDINGS AND DISCUSSION		
4.1	Validation of Measures	52
4.1.1	Rotated Component Matrix using 340 cases	53
4.1.2	Reliability of each latent variable using 340 cases	55
4.2	Descriptive Analysis	56
4.3	Hypotheses Test.....	57
4.3.1	First Model.....	58
4.3.2	Second Model	61
4.4	Discussion	63
 CHAPTER V. CONCLUSION, LIMITATIONS OF THE STUDY, RECOMMENDATION, AND MANAGERIAL IMPLICATION		
5.1	Conclusion	65
5.2	Limitations of the study	66



UNIVERSITAS
GADJAH MADA

The Effect of service quality on customer satisfaction, brand reputation, and brand loyalty in

Garuda Indonesia

DANANDJAYA, Sinar, Basu Swastha Dharmmesta, Prof.Dr.,MBA

Universitas Gadjah Mada, 2007 | Diunduh dari <http://etd.repository.ugm.ac.id/>

5.3 Recommendation	67
5.4 Managerial Implications	67
BIBLIOGRAPHY	68
APPENDICES	71

LIST OF TABLES

1. Table 2.1	Example of how customers judge the five dimensions of service quality in airline	12
2. Table 3.1	Flight schedules used for collecting data	36
3. Table 3.2	Indices used in CFA	37
4. Table 3.3	Modification indices	42
5. Table 3.4	Comparing result's value in the service quality's model to cut-off value using 75 cases	46
6. Table 3.5	Comparing result's value in the brand loyalty's model to cut-off value using 75 cases	47
7. Table 3.6	New name of instruments	47
8. Table 3.7	Result of rotated component matrix occupying 75 cases	48
9. Table 3.8	Re-factors analyzing using 4 components	50
10. Table 3.9	Reliability Statistics on each variable	51
11. Table 4.1	Rotated Component Matrix(a) of Remaining Instruments using 340 Cases	53
12. Table 4.2	Re-factors analyzing using 2 components	55
13. Table 4.3	Reliability Statistics on each variable using 340 cases	55
14. Table 4.4	Descriptive statistics of measuring divided loyalty	56
15. Table 4.5	Test of Mediation: Brand Reputation as a dependent variable	58
16. Table 4.6	Test of Mediation: Brand Loyalty as a dependent variable	61

LIST OF FIGURES

1. Figure 2.1 Customer perceptions of quality and customer satisfaction	10
2. Figure 2.2 Formula for measuring servqual score.....	13
3. Figure 2.3 Product attributes affecting ease of evaluation	17
4. Figure 2.4 Theoretical Model for the Relationship between Service Quality, Customer Satisfaction, Brand Reputation and Brand Loyalty	23
5. Figure 3.1 Original model of service quality	36
6. Figure 3.2 Covariance arrow in original model	44
7. Figure 3.3 Instrument 18 was eliminated	45
8. Figure 3.4 Pretest model of service quality	45
9. Figure 3.5 The pretest model of brand loyalty	46
10. Figure 4.1 Model 1	57
11. Figure 4.2 Model 2	57

LIST OF APPENDICES

- Appendix A** Factor Analysis in Pilot Test using 75 Cases
- Appendix B** Factor Analysis of Instruments Tapping Customer Satisfaction and Brand Reputation in Pilot Test using 75 Cases
- Appendix C** Reliability Test of Instruments tapping Service Quality using 75 Cases
- Appendix D** Reliability Test of Instruments tapping Customer Satisfaction using 75 Cases
- Appendix E** Reliability Test of Instruments tapping Brand Reputation using 75 Cases
- Appendix F** Reliability Test of Instruments tapping Brand Loyalty using 75 Cases
- Appendix G** Analysis Factor of the Remaining Instruments using 340 Cases
- Appendix H** Analysis Factor of the Remaining Instruments Tapping Customer Satisfaction and Brand Reputation using 340 Cases
- Appendix I** Reliability Test of Instruments tapping Service Quality using 340 Cases
- Appendix J** Reliability Test of Instruments tapping Customer Satisfaction using 340 Cases
- Appendix K** Reliability Test of Instruments tapping Brand Reputation using 340 Cases
- Appendix L** Reliability Test of Instruments tapping Brand Loyalty using 340 Cases
- Appendix M** Regression (Predictor: Service Quality, Dependent: Brand Reputation)



- Appendix N** Regression (Predictor: Service Quality, Dependent: Customer Satisfaction)
- Appendix O** Regression (Predictor: Customer Satisfaction, Dependent: Brand Reputation)
- Appendix P** Regression (Predictor: Service Quality, Customer Satisfaction, Dependent: Brand Reputation)
- Appendix Q** Regression (Predictor: Customer Satisfaction, Dependent: Brand Loyalty)
- Appendix R** Regression (Predictor: Customer Satisfaction, Dependent: Brand Reputation)
- Appendix S** Regression (Predictor: Brand Reputation, Dependent: Brand Loyalty)
- Appendix T** Regression (Predictor: Customer Satisfaction and Brand Reputation, Dependent: Brand Loyalty)
- Appendix U** Questionnaires in Bahasa Indonesia