

## ABSTRACT

Feren Kuswandi / 21160205 / 2019 / *The Effect of Brand Image, Service Quality, and Price on Lion Air and Sriwijaya Air Airlines Customer Satisfaction in North Jakarta* / Prof. Dr. Husein Umar, SE., MBA., MM.

*Indonesia's aviation industry is so developed day by day. this can be seen in the increasing amount of airline companies operating in Indonesia. Many causes influencing customer satisfaction. This study is the problems faced by Lion Air and Sriwijaya Air in terms of brand image, service quality and price. Therefore, researchers are interested in conducting a study entitled Effect of Brand Image, Service Quality and Price on Customer Satisfaction of Lion Air and Sriwijaya Air Airlines in North Jakarta.*

*The theories that are used in this research are Brand Image, Service Quality, Price and Customer Satisfaction. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variables in this study are Brand Image, Service Quality, and Price and the dependent variable in this study is Customer Satisfaction.*

*In this study there are two research objects, namely Lion Air Airlines and Sriwijaya Air Airlines in North Jakarta. The sample in this study amounted to 100 respondents. Data were collected through distributing questionnaires to users who have used Lion Air Airlines and Sriwijaya Air Airlines for the past six months. The sampling technique is done using non-probability sampling with judgement sampling technique. The method used in this research is Descriptive Analysis and Multiple Regression Analysis. This research data was processed using SPSS 20*

*The results showed that brand image had no effect on customer satisfaction with a sig value of 0.118, service quality had a positive and significant effect on customer satisfaction with a sig value of 0,000, and price had a positive and significant effect on customer satisfaction with a value of 0,000.*

*The conclusion of this study is that Brand Image has no effect on Customer Satisfaction, Service Quality and Price have a positive and significant effect on Customer Satisfaction. Thus, the company should improve the brand image and service quality providing appropriate prices to increase customer satisfaction.*

*Keywords : Brand Image, Service Quality, Price, Customer Satisfaction*