

ABSTRACT

ANGGRIANA NATALIA

Passengers satisfaction towards the quality of airlines services. (Rostiana D.N., M.Si., Psi.); Psychology Study Program, Undergraduate Program, Tarumanagara University. 111 pages, P1-P3, L1-L60.

The aim of this study is to measure passengers satisfaction towards the quality of services offered by Air Asia Airlines in Soekarno Hatta International Airport. A passenger satisfaction is a respond or emotional feedback that is created based on his/her experienced after consuming a particular services. Data is collected from 450 passengers of Air Asia Airlines and analyzed with SPSS program 12.00 version. The result of this research shows that value of average actual passengers satisfaction is 4,0516, with scale 1-5, while for the expectations passengers satisfaction has an average is 4,0981, with scale 1-5. The Different between passengers expectations and the actual satisfaction is a little different. It's mean that subject research of passengers has satisfied with a service quality Air Asia Airlines.

Keyword: satisfaction, service quality, and passengers of Air Asia