

PENGARUH PERCEIVED VALUE, BRAND IMAGE, DAN TRUST TERHADAP LOYALITAS PELANGGAN LION AIR

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The purpose of this research is to understand the effect of perceived value, brand image, and trust to Customers' Loyalty of Lion Air. The research design is based on descriptive method and the data was collected through primary data with five Likert-Scales questioner. The samples of this research are Lion Air's customer who use Lion Air flight service at least 2 times in 3 months. Convenience sampling method was used in order to gather data. Out of 200 questioners, 167 questioners were computed with SPSS to give the results.

This research about The Effect of Perceived Value, Brand Image, and Trust to Customers' Loyalty of Lion Air can be concluded that Customers' loyalty of Lion Air is affected positively by the perceived value, brand image, and trust. Thus, Lion Air should improve their perceived value, brand image, and trust to maintain and increase their customer's loyalty

Keywords: Perceived Value, Brand Image, Trust, Customer Loyalty