Zafirah.2014, Thesis. Title: Analysis of Service Quality on Satisfaction of Lion Air customers at Mutiara SIS Al-Jufri Airport in Palu
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Keyword : Service Quality, Satisfaction, Customers.

Service quality is one of marketing factors which emphasized customer’s satisfaction and the quality of company. It is important to maintain image and to compete with other companies successfully, moreover there is many airlines gived variant facilities and benefits to their customers.

This research is conducted to study how the service quality that consists of tangible, reliability, Tangibles, Reliability, Responsiveness, Assurance, and Empathy influence customers’ satisfaction.

This research is a quantitative survey approach. The total sample of 100 people were obtained from the formula Malhortra, while sampling technique using samples of Non-probability sampling methods of sample collection using accidental sampling, the independent variable consisted of Tangibles(X1), Reliability(X2), Responsiveness(X3), Assurance(X4), and Empathy(X5). Tests using the instrument validity and reliability. While the methods of data analysis using multiple linear regression analysis with F and T Test.

The results showed that the variable X1, X2, X3, X4, dan X5 simultaneously significant affect customers’ satisfaction in Mutiara Sis Al-Jufri Airport. And calculation of $F_{count} 58,548 > F_{table} 2,311$ with $p$ value = 0,000 $≤$ 0,05. besides the value of the determinant adjusted $R^2$ of 0,744 which means that the influence of independent variables on the dependent variable was 74.7 % and partial test (t test) showed that the tangible variable has ($X1$) $t_{count} X1 2,958 ≥ t_{table} 1.98$, Reliability ($X2$) $t_{count} X2 2,301 ≥ t_{table} 1.98$, Responsiveness ($X3$) $t_{count} X3 4,037 ≥ t_{table} 1.98$, Insurance ($X4$) $t_{count} X4 3,393 ≥ t_{table} 1.98$, and Empathy ($X5$)$t_{count} X5 2,882 t_{table} 1.98$. which means that all variables affect on dependent variable (Y) significantly. Thus, these result indicate that the service quality of Mutiara sis Al-Jufri airport has a significant influence either partially or simultaneously on customers’ satisfaction.