

ABSTRACT

This study aims to analyze of the effect of service quality toward customer satisfaction on Garuda Indonesia airlines. The subject in this study was customer Garuda Indonesia airlines. In this study, sample of 100 respondents were selected using non probability sampling. Analysis tool used in this study is the multiple linear regression.

The research result shows that: (1) service quality consisting of reliability, responsiveness, assurance, empathy and tangibles has a positive and significant influence toward customer satisfaction on Garuda Indonesia airlines; (2) reliability has a positive and but not significant influence toward customer satisfaction on Garuda Indonesia airlines; (3) responsiveness has a positive and significant influence toward customer satisfaction on Garuda Indonesia airlines; (4) assurance has a positive and significant influence toward customer satisfaction on Garuda Indonesia airlines; (5) empathy has a positive and significant influence toward customer satisfaction on Garuda Indonesia airlines; (6) tangibles has a positive and significant influence toward customer satisfaction on Garuda Indonesia airlines.

Keyword: service quality and customer satisfaction

