

## ABSTRACT

*The ever-increasing competitive nature in business world has led us to more profound strategies used by companies around the world, the aviation industries have come up with strategy for which is very useful and provide advantages among other airliners in the market, Low Cost Carrier airline nowadays are very common things to be used among world wide customers, Low Cost Carrier differs from Full Service Carrier on its price weighted upon the customers, however, LCC airliners may not have some facilities offered by FSC airliners and their level of service may not be as complete as those provided by FSC airline.*

*This study focus heavily on LCC sector, primarily to detect the effect and the significance of Price, Service Quality, Brand Image and Customer Satisfaction towards customers' Repurchase Intention, since there are so many LCC airliners in operation throughout the world, it is very important to build repurchase intention among customers, it is very beneficial for the company and should be prioritized by every airliners in the world.*

*The result of this study showed how teenage customers in Semarang area felt price, service quality and brand image played a significant and positive role in affecting their satisfaction, and their feeling of satisfaction built their tendencies to re-use the same airline in the future, which in this study, was Lion Air Indonesia, the biggest LCC airliners in Indonesia, this study showed that Brand Image has the most significant effect on customer satisfaction.*

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