

TABLE OF CONTENTS

BACHELOR THESIS	i
APPROVAL OF THESIS PROPOSAL	ii
DECLARATION OF EXAMINATION COMPLETION	iii
DECLARATION OF ORIGINALITY	iv
MOTTOS	v
ABSTRACT	vi
ABSTRAK	vii
ACKNOWLEDGEMENTS	viii
TABLE OF CONTENTS	xii
LIST OF TABLES	xiv
LIST OF FIGURES	xv
LIST OF DIAGRAMS	xvi
LIST OF ATTACHMENTS	xvii
1 CHAPTER I PRELIMINARY	1
1.1. Background	1
1.2. Problem Statement	7
1.3. Research Questions:.....	8
1.4. Research Purposes	9
1.5. Research Benefit	9
1.6. Thesis Outline.....	10
2 CHAPTER II LITERATURE REVIEW	12
2.1. Theoretical Basis	12
2.1.1 Price	12
2.1.2 Service Quality	13
2.1.3 Brand Image	15
2.1.4 Customer Satisfaction	17
2.1.5 Repurchase Intention	18
2.2. Variables Linkages	19
2.2.1 The Effect of Price on Customer Satisfaction	19
2.2.2 The Effect of Service Quality on Customer Satisfaction	20
2.2.3 The Effect of Brand Image on Customer Satisfaction	20
2.2.4 The Effect of Customer Satisfaction Towards Repurchase Intention	21
2.3. Previous Studies	22
2.4. Research Gap	48
2.5. Hypotheses	50
2.6. Research Model	51
3 CHAPTER III RESEARCH METHODOLOGY	52
3.1. Research Variables and Operational Definition of Variables	52
3.1.1 Research Variables	52
3.1.2 Operational Definition	53
3.2. Population and Sample	59
3.2.1 Population	59
3.2.2 Sample	59

3.2.3	Sampling Technique	60
3.3.	Source and Data Types	61
3.3.1	Primary Data	61
3.3.2	Secondary Data	61
3.3.3	Data Collection Technique	62
3.3.4	Data Analysis Technique	63
4	CHAPTER IV DATA ANALYSIS	73
4.1.	Data Collection Results.....	73
4.2.	Description of Research Objects	73
4.3.	Respondents Overview	73
4.3.1	Respondents Description by Gender	74
4.3.2	Respondents Overview by Age.....	75
4.3.3	Respondents Overview by Occupation	76
4.3.4	Respondents Overview by Monthly Expenses	77
4.3.5	Respondent Overview by Frequency of Flight Using Lion Air Indonesia.....	78
4.4.	Description of Research Variable	79
4.5.	SEM Analysis	81
4.5.1	Confirmatory Factor Analysis.....	82
4.5.2	SEM Assumptions	85
4.5.3	Direct Effect, Indirect Effect and Total Effect Analysis	91
4.5.4	Hypotheses Test	92
4.6.	Discussion	95
4.6.1	Effect of Service Quality Towards Customer Satisfaction.....	95
4.6.2	The Effect of Price Towards Customer Satisfaction	97
4.6.3	The Effect of Brand Image Towards Customer Satisfaction	98
4.6.4	The Effect of Customer Satisfaction Towards Repurchase Intention.....	99
5	CHAPTER V CONCLUSIONS	101
5.1.	Conclusions	101
5.2.	Theoretical Implications	102
5.3.	Managerial Implications	104
5.4.	Research Limitations	105
5.5.	Future Studies.....	106
BIBLIOGRAPHY		107
ATTATCHMENT A		116
QUESTIONNAIRES		116
ATTATCHMENT B		126
TABULATION		126
ATTATCHMENT C		130
AMOS OUTPUT		130