ABSTRACT

This study aims to analyze the influence of price fairness, corporate image on customer satisfaction and customer loyalty on user of the Lion Air in Yogyakarta. The samples used in this study is 120 samples with deploy the questionnaire to the user the Lion Air that meets the criteria. Analysis of data in this study uses the analysis SEM.

The result inficated that all variabels is positif effect, but not all havve a significant effect. Variabel price fairness have no effect signifikant. With price fairness on customer loyalty P-value is 0,238 and customer satisfaction on customer loyalty P-value is 0,155. Because the second value P-value bigger than 0,05. Then, two hypothesis is not significant. Price fairness on customer satisfaction significant with P-value is 0,008, corporate image on customer satisfaction significant with P-value is ***, and corporate image on customer loyalty significant with P-value is 0,005. Because P-value is less than 0,05 the third hypothesis is significant.

Kewords: Price fairness, corporate image, customer satisfaction, customer loyalty