

ABSTRACT

The rapid development of the aviation world in Indonesia is an opportunity for airlines to meet the needs of the community. One of them is Lion Air. The problem is based on the fact that airlines in Indonesia are already very much in number by offering various services to get customer satisfaction, this is Lion Air's challenge in maintaining lion air's brand image so that repurchase interest can continue to increase. So this research aims to find out and analyze the effect of price and quality of service on lion air ticket re-buying interest in Indonesia.

The research methods used in this research are quantitative methods with descriptive types of research. Sampling is done with nonprobability sampling technique used is purposive sampling with the number of 400 respondents of Lion Air airline users in Indonesia. While the data analysis techniques used are descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for price variables are already in the category of very good at 85%, service quality variables are already in the category of very good by 86%, and the re-buy interest variable is already in the category of very good by 86%. Price and quality of service had a positive and significant effect on re-buying interest with an effect of 52.6% and the remaining 47.4% affected by other factors not studied.

Keywords: Price, Quality of Service, Re-Buying Interest