

ABSTRACT

Along with the development of industry in Indonesia, the mode of transportation has become one of the alternatives for Indonesian people to travel easily and quickly. Lion Air and Citilink are Indonesian airlines that implement the LCC (Low Cost Carried) system that serves Bandung to Medan routed with economy class and affordable prices. Service quality is one strategy that can be used by companies to satisfy passenger can rebook tickets with the same airline. Base on the this, a study conducted to analyze to comparision of the service quality of Lion Air and Citilink airlines from Bandung to Medan.

The purpose of this study is to compare the service quality on Lion Air flights with Citilink to Bandung to Medan with a total of 400 respondents. Data collection by distributing questionnaires with descriptive analysis, normalization analysis, and Mann-Whitney U Test analysis. The research data was processed using SPSS 26.

The result of this study indicate that there are significant differentces in the service quality of Lion Air and Citilink, along with 5 dimension of service quality namely tangible, reliability, responsiveness, assurance, and empathy

Keywords: *Comparative analysis, Aviation Industry service quality, Service Quality Model.*