

## **ABSTRACT**

**RIKI FERDIYANTO. Effect of Perceived Service Quality, Perceived Value and Satisfaction Of Customer Loyalty on Domestic airline Sriwijaya Air Soekarno Hatta (guided by Suryari Purnama).**

This study aims to determine the effect of service quality, perceived value, customer loyalty and satisfaction Sriwijaya Air.

In this study conducted by distributing questionnaires of 30 respondents to the customer who never felt the quality of service Sriwijaya Air is more than three times to conduct the analysis of validity and reliability. Data that has met the validity and reliability then further analyzed by distributing questionnaires were returned by 155 respondents. The methods used in this sampling is to use Quota sampling, methods of data analysis used SEM (Structural Equation Modeling) using SPSS AMOS 2.1.

The analysis results obtained that the 5 hypotheses. Partially accepted hypothesis is Perceived Service Quality has an influence on Satisfaction. And has an influence on Perceived Value Satisfaction. Hypothesis accepted joint venture, Perceived Service Quality, Perceived Value and Customer Satisfaction Loyalty influence. But partially Perceived Service Quality and Perceived Value does not affect the Customer Loyalty.

Keywords: *perceived service quality, perceived value, satisfaction, customer loyalty*