

***THE INFLUENCE OF DISTRIBUTIVE JUSTICE, PROCEDURAL JUSTICE,
INTERACTIONAL JUSTICE ON CUSTOMER SATISFACTION AND ITS
IMPACT ON CUSTOMER LOYALTY OF CONSUMERS LION AIR IN PADANG***

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ABSTRACT

This purpose of this research is: The effect of distributive justice, procedural justice, interactional justice on customer satisfaction and its impact on consumer loyalty of Lion Air in the city of Padang. This type of research is causative research. This research was conducted in the city of Padang. The population in this study was consumers who experienced service failures, such as flight delays, flight cancellations, baggage damage, and refusal to check-in. The sample used was 200 people using purposive sampling technique. The type of data in this study is primary data. Data was collected through questionnaires and analyzed using the SmartPLS program version 3.2.7. The results of this study indicate that: (1) Distributive justice has a positive and significant influence on customer satisfaction (2) Procedural justice has a positive and significant effect on customer satisfaction (3) Interactional justice has a positive and significant influence on customer satisfaction (4) Customer satisfaction has positive and significant influence on customer loyalty

Keyword: *Distributive Justice, Procedural Justice, Interactional Justice, Customer Satisfaction, Customer Loyalty*