

Pengaruh Kualitas Pelayanan, Citra Perusahaan Terhadap *Behavioral Intention* Dengan Kepuasan Pelanggan Sebagai Variabel *Intervening* Pada Pelanggan PT. Garuda Indonesia (Persero) Tbk Di Kota Padang

Meirisa Permatasari, Yunita Engriani, SE, M.M

Jurusan Manajemen, Fakultas Ekonomi

Universitas Negeri Padang

Emai: Permatasarimeirisa@gmail.com

ABSTRACT

This study analyzes: (1) The effect of customer satisfaction on behavioral intention in customer PT. Garuda Indonesia (2) The effect of service quality on customer satisfaction in customer PT. Garuda Indonesia (3) The effect of service quality on behavioral intention in customer PT. Garuda Indonesia (4) The effect of corporate image on customer satisfaction in customer PT. Garuda Indonesia (5) The effect of corporate image on behavioral intention PT. Garuda Indonesia (6) The effect of service quality on corporate image in customer PT. Garuda Indonesia. Methodology This type of research is causative research. The population on this study is all passenger PT Garuda Indonesia (Persero) Tbk with total sample is 150 people. And using convenience sampling because anyone who can provide good information accidentally with the researcher can be used as a sample and meet the criteria.

Finding the result of this research shows that (1) customer satisfaction has a positive and significant effect toward behavioral intention (2) service quality has a positive and significant effect toward customer satisfaction (3) service quality does not have a positive and significant effect toward behavioral intention, but service quality has a positive and significant effect toward behavioral intention through customer satisfaction (4) Corporate image has a positive and significant effect toward customer satisfaction (5) Corporate image has a positive and significant effect toward behavioral intention (6) Service quality has a positive and significant toward corporate image.

Conclusion this analysis highlights of this study there is the effect of customer satisfaction on behavioral intention, there is the effect of service quality on customer satisfaction, Service quality is not significantly related but can be significantly related to customer satisfaction, there is the effect of corporate image on customer satisfaction, there is the effect of corporate image on behavioral intention, there is the influence of service quality on the corporate Limitation this research only limit with the some variable.

Keyword: Service Quality, Corporate Image, Behavioral Intention, and Customer Satisfaction.