ABSTRACT

SISKA LUSIA PUTRI. The Effects of Consumer’s Attitudes and Perceived Risk on Decision Making of Using Garuda Indonesia Airlines. Under direction of LILIK NOOR YULIATI, and FEBRIANTINA DEWI.

The purpose of this study was to analyze effect of consumer’s attitude of airlines on using service of Garuda, Lion, and Sriwijaya, to analyze position of Garuda, Lion, and Sriwijaya on airlines industrial based on consumer’s perspective, to analyze effect of perceived risk for taking decision on using service of Garuda, and to analyze managerial implication for Garuda for Garuda positioning with its competitors. Data collection has been done from May-July 2012. The data were collected from 170 respondents who has ever used Garuda and Lion or Garuda and Sriwijaya or Garuda, Lion, and Sriwijaya for two years. Fishbein, Biplot and Structural Equation Modeling (SEM) were used to analyze the data. The result of the study showed that all attributes are important for consumer using Garuda and performance risk and time/convenience risk are significantly influencing customer decision. The result of the study suggested for managerial implications is increasing services of Garuda by implementing marketing mix strategy in STP (Segmentating, Targeting and Positioning) and 7P (Place, Product, Place, Promotion, Personel, Physical evidence, and Process).

Keywords: Attitude, Perceived Risk, Fishbein, Biplot, SEM.