

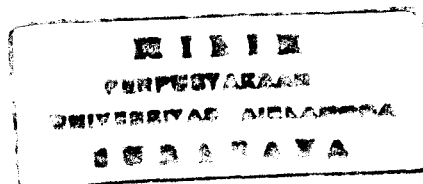
ABSTRAK

Dunia penerbangan semakin kompetitif, yang sebelumnya hanya dikuasai oleh operator maskapai *full service*, muncul program penerbangan *low cost carrier*. Persaingan yang terjadi pun menyebabkan perusahaan harus lebih peka terhadap perubahan lingkungan pasar dimana keunggulan produk dan operasional sudah dikesampingkan karena perusahaan lebih tertarik dengan strategi *costumer focus* dan *relationship management* dalam mencari keunggulan kompetitifnya dan membantu perusahaan untuk lebih mudah melihat *future behavioral intention* pelanggan. Berdasarkan penelitian sebelumnya tentang efek kualitas hubungan merek terhadap respon kegagalan jasa yang dilakukan perusahaan. Dalam penelitian ini akan menguji pengaruh dua respon emosional yang berbeda untuk menjelaskan pentingnya kualitas hubungan merek yang telah dibangun perusahaan. Responden pada penelitian ini adalah pelanggan yang pernah menggunakan maskapai AirAsia dalam kurun satu tahun terakhir. Jumlah responden yang digunakan dalam penelitian ini sebanyak 225 orang.

Penelitian ini meneliti bagaimana kualitas hubungan merek perusahaan bisa memiliki pengaruh terhadap niat beli ulang. Kualitas hubungan merek merupakan kunci penting perusahaan dalam menghadapi adanya kegagalan jasa yang dilakukan perusahaan sehingga perusahaan dapat melakukan preventif dan kuratif yang tepat bagi pelanggan.

Relationship marketing yang dilakukan oleh perusahaan mengidentifikasi bahwa kualitas hubungan akan dapat membantu perusahaan untuk lebih mudah melihat efek perilaku masa depan pelanggan. Dari hasil survey yang dilakukan kepada 225 responden dapat diketahui bahwa kualitas hubungan merek tidak berpengaruh secara signifikan terhadap atribusi kausal. Kualitas hubungan merek berpengaruh signifikan terhadap respon emosi negatif. Kualitas hubungan merek juga berpengaruh signifikan terhadap *brand forgiveness*. Atribusi kausal berpengaruh signifikan terhadap respon emosi negatif. Respon emosi negatif tidak berpengaruh secara signifikan terhadap niat beli ulang. *Brand Forgiveness* berpengaruh signifikan terhadap niat beli ulang. Kualitas hubungan merek berpengaruh signifikan terhadap niat beli ulang.

Keywords : Kualitas hubungan merek, atribusi kausal, respon emosi negatif, *brand forgiveness*, niat beli ulang, *love passion*, *self connection*, *commitment*, *interdependen*, *partner quality*, *low cost carrier*, kegagalan jasa, *behavioral intention*.



ABSTRACT

The increasingly competitive world of aviation, which had previously only controlled by the operator full-service airlines, appear low cost carrier flight program. Competition was also causing companies to be more sensitive to changes in the market environment in which the product and operational excellence has been excluded because the company is more interested in customer strategy and relationship management focus in the search for a competitive advantage and helps companies to more easily see the future customer behavioral intention. Based on previous research on the effects of brand relationship quality on the response of the service failure by the company. In this study will examine the effect of two different emotional responses to explain the importance of relationship quality brand that has built the company. Respondents in this study are customers who have used airline AirAsia within the past year. The number of respondents that used in this study as many as 225 people.

This research examines how the quality of the company's brand relationship could have an influence on the purchasing intentions. The quality of the brand relationship is an important key enterprise in the face of the failure of the services of the company so that the company can carry out preventive and curative appropriate for customers.

Relationship marketing is done by the company identified that the quality of the relationship will help companies to more easily see the effect of future consumer behavior. From the results of a survey conducted to 225 respondents can be seen that the quality of brand relationship does not significantly affect the causal attribution. Brand relationship quality significantly influence the negative emotional response. The quality of the brand relationship is also significant effect on brand forgiveness. Causal Attribution significant effect on negative emotional response. Negative emotional response did not significantly influence the purchase intentions. Brand Forgiveness significantly influence the purchase intentions. Brand relationship quality significantly influence the purchase intentions.

Keywords: *Brand relationship quality, causal attribution, negative emotion response, brand forgiveness, repurchase intentions, love passion, self connection, commitment, interdependent, partner quality, low cost carriers, service failures, behavioral intention.*

