Abstract

Objectives - The objectives of this research are to investigate the influence factors of that shape customer value and customer loyalty in Low Cost Carrier among Indonesian customer and to find whether they are any differences between genders on some significant variables.

Method – Convinience sampling was used to gather the data. The questionnaires were distributed to teenagers and adults in Indonesia who were between 19-44 years old. The data would be then analyzed using Reliability & Validity analysis, Multiple Regression, and Independent Sample T-Test.

Results – There were 3 hypotheses that were accepted out of 13 hypotheses. First, perception of Customer trust in the company's management policies and practices positively influences customer perceptions of the quality of the service offer. Second, customer perceptions’ of monetary and non-monetary cost of the market offer negatively influences customer perceptions of the value of the market offer. Third, customer perceptions’ of the value of the market offer positively influences customer loyalty. In addition, there is no differentiation on gender between male and female with regards to company trust and costs.

Conclusion – Low Cost Carrier customers in Indonesia shows that Company Trust, Costs and Customer Value are significantly affect Customer Loyalty behavior, which marketers should be paying more attention to. Based on the result, there is no differentiation gender between male and female with regards to company trust and costs.

Keyword – Brand, Service, Image, Reputation, Trust, Customer value, Customer loyalty