

**THE IMPACT OF PREPAID BAGGAGE  
TOWARDS CUSTOMERS' PREFERENCE  
(Case Study: Lion Air at Manado Market Area)**

**THESIS**

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UNIVERSITAS KATOLIK DE LA SALLE MANADO**

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Presented as partial fulfillment of the requirement in obtaining a Bachelor Degree  
in Faculty of Hospitality and Tourism Universitas Katolik De La Salle Manado

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**THESIS**

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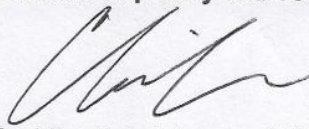
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## STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis, state that this thesis

**THE IMPACT OF PREPAID BAGGAGE  
TOWARDS CUSTOMERS' PREFERENCE  
(Case Study: Lion Air at Manado Market area)**

is truly original work.

In this thesis, there are no partly or overall of other people's writing and opinion that I recognized as my writing. When I should other people writing and idea by quoting implicitly, I have understood and showed the sources of its origin. If this thesis I wrote is providing as plagiarism. I will take consequences given, including the cancellation of degrees and certificate.

Manado, July 19, 2019



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## ABSTRACT

STEVANUS XAVERIUS LUNTUNGAN: The Impact of Prepaid Baggage towards customers' preference (case study: Lion Air at Manado Market Area). Guided by Teddy Tandaju SE, MBA (Adv) as advisor I and Roosalina Hera Lucia SE, MM as advisor II.

The objectives of this research are to know the impact of the pre paid baggage policy on passenger preferences for airline Lion Air Indonesia. Pre Paid baggage policy is wheres passengers who want to carry additional checked baggage must pay the baggage fee. Lion Air only gives free cabin baggage weighing 7 kg. This policy has been implemented since January 22, 2019 and has approved from the Ministry of Transportation Indonesia from January 8, 2019. The focus of this research is to find out the opinions of passengers about pre paid baggage policy and also to find out why passengers still want to use Lion Air who has used pre paid baggage. The research method in this research is qualitative and descriptive design so that the data generated in the form of words and sentences. The presentation of research analysis will be conducted in descriptive narrative. Data collection techniques or respondents used were purposive sampling with the criteria: 1) respondents will travel air with Lion Air 2) respondents travel on vacation and refreshing. Also uses observation and documentation techniques. The results of the research on the impact of pre paid baggage policy on passenger preferences for Lion Air in the Manado market area are that passengers feel incriminated by this policy. Passengers have not been able to accept this policy in terms of the mindset because they are still accustomed to the previous policy of free 20 kg baggage. Passengers also prefer other airlines that provide free 20 kg baggage. This is influenced by the experience of passengers who often get delayed and see many incidents that happened to Lion Air.

***Key Word: Lion Air, Prepaid Baggage, Customers' Preference***

## ABSTRAK

STEVANUS XAVERIUS LUNTUNGAN: Dampak Kebijakan Bagasi Berbayar terhadap Preferensi Penumpang kepada Lion Air Indonesia, di wilayah pasar Manado. Dibimbing oleh Teddy Tandaju SE, MBA (Adv) sebagai pembimbing I dan Roosalina Hera Lucia SE, MM sebagai pembimbing II.

Tujuan penelitian ini untuk mengetahui dampak dari kebijakan bagasi berbayar terhadap preferensi penumpang kepada maskapai Lion Air Indonesia. Kebijakan bagasi berbayar adalah dimana penumpang pesawat yang ingin membawa bagasi tercatat tambahan harus membayar lagi diluar harga tiket pesawat. Lion Air hanya memberi bagasi kabin seberat 7 Kg. Kebijakan ini telah diberlakukan sejak tanggal 22 Januari 2019 dan telah mendapat izin dari Kementerian Perhubungan dari tanggal 8 Januari 2019. Focus penelitian ini adalah mengetahui pendapat penumpang tentang bagasi berbayar dan juga mengetahui alasan penumpang jika masih ingin menggunakan Lion Air yang telah menggunakan bagasi berbayar. Metode yang digunakan dalam penelitian ini adalah kualitatif dan berdesain deskriptif sehingga data yang dihasilkan berupa kata dan kalimat. Pemaparan analisa penelitian akan dilakukan secara deskriptif naratif. Teknik pengambilan data atau responden yang digunakan adalah purposive sampling dengan kriteria: 1) responden akan melakukan perjalanan udara dengan Lion Air 2) responden melakukan perjalanan dengan tujuan berlibur dan refreshing. Dan juga menggunakan teknik observasi dan dokumentasi. Hasil penelitian dampak kebijakan bagasi berbayar terhadap preferensi penumpang kepada Lion Air di wilayah pasar Manado adalah penumpang merasa diberatkan dengan adanya kebijakan ini. Penumpang belum bisa menerima kebijakan ini dari segi mindset karena masih terbiasa dengan kebijakan yang dulu yaitu free bagasi 20 kg. Penumpang juga lebih memilih maskapai lain yang menyediakan bagasi gratis 20 kg. Hal ini dipengaruhi oleh pengalaman penumpang yang sering kena delay dan melihat banyak insiden yang terjadi kepada Lion Air.

***Kata Kunci: Lion Air, Bagasi Berbayar, Preferensi Penumpang***

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The thesis was completed to fulfill one of the requirements in achieving a Bachelor of Tourism, Hospitality and Tourism Study Program, Tourism Faculty, Universitas Katolik De La Salle Manado. The writing of this thesis is based on the writer’s research and data analysis.

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