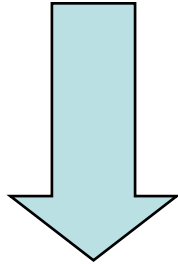


# DAMPAK INDUSTRIALISASI PENERBANGAN

## PELANGGAN

- Semakin banyak “pilihan” penerbangan (Layanan, rute, jadwal, harga dll
- Peningkatan wawasan dan pemahaman terhadap kualitas pelayanan



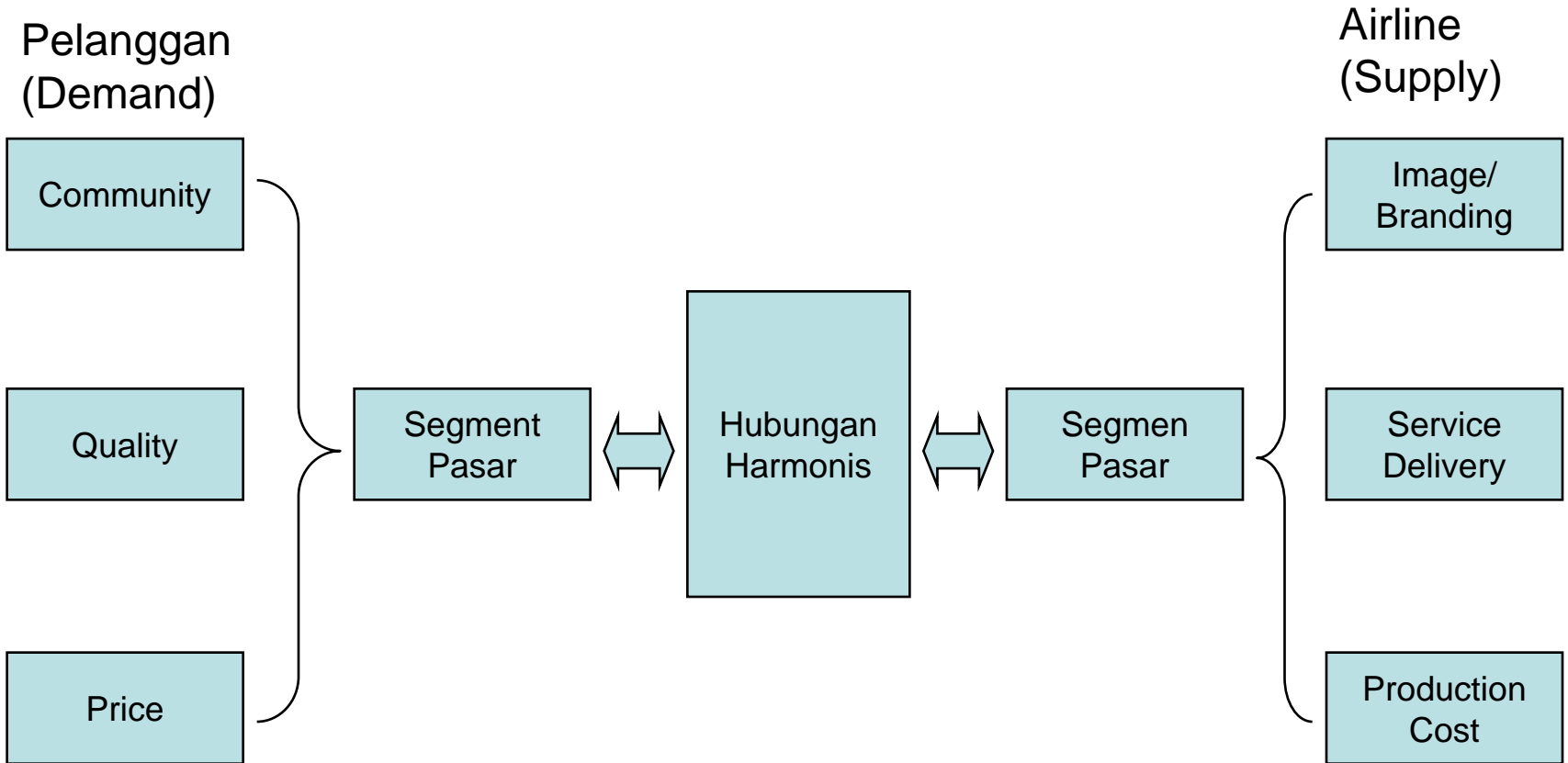
Harapan & tuntutan pelanggan semakin meningkat

Pilihan pelanggan semakin banyak ;

- Airline brand experiences
- Rute /jadwal
- Jadwal
- Service / pelayanan

# HUBUNGAN HARMONIS DENGAN PELANGGAN

Hubungan saling menguntungkan antara pelanggan dengan Perusahaan penerbangan.



# Air Travel Segments (Gilbert 1995)

Based On purpose of journey

1. Business Travellers (Corporate, Independent, Conference, Incentives)
2. Travelling for leisure (Holidays, Visiting friends and relations)
3. Travelling for personal reasons (Student travel to place of study)
4. Mail and freight

## Subsegments

- Length of journey
- Traveller characteristic (demographics)
- Flying experiences (past experience)
- Length of stay

# SEGMENTED TARGET

Business Traveller

Government / Institutions

Family Visit

Leisure

Education

Religy



**Sebagai anggota Lion Air Passport Club, anda dapat menikmati keuntungan-keuntungan sebagai berikut:**

Raih Lion Air miles untuk menebusnya dengan tiket gratis

Tambahan baggage allowance

Prioritas cek-in di airport

Prioritas untuk boarding dalam kelas ekonomi

Prioritas dalam penanganan barang bawaan

Akses lounge privat



**25% tier bonus on KrisFlyer miles**

**Priority reservation waitlist**

**Priority airport standby**

**Waived or reduced KrisFlyer service fees**



## Frequent Flyer Program

Most of the leading airlines of the world have a frequent flyer program in appreciation of their loyal customers, where customers who participate in the program can earn miles on their flight activities, which can be exchanged for a free flight.

In addition to the chance of earning miles, most frequent flyer programs also offer a variety of special benefits and exclusive privileges to program members according to their level of flight activity.

## Garuda Frequent Flyer

In appreciation of its valued and loyal customers, Garuda Indonesia undertakes a frequent flyer program, known as the Garuda Frequent Flyer (GFF). As a GFF member, each time you travel with Garuda Indonesia is also a chance for accumulating miles, which can be redeemed later for an Award Ticket or Upgrade Award. Better still, you can give the Award Ticket or Upgrade Award to your family members or colleagues.