

The Effect of Service Quality on Customer Satisfaction at AirAsia Indonesia

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ABSTRACT

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Airlines compete with each other to provide the best service in order to increase the number of customers. One of the domestic airlines including Low Cost Carrier is AirAsia Indonesia which is based in Tangerang, Banten, and serves domestic and foreign flight routes. The purpose of this study is to determine the effect of AirAsia Indonesia staffs' service quality towards the customer satisfaction. This research uses quantitative descriptive methods. Primary data of this study were collected by distributing questionnaires to 100 respondents who use the airline. Data analysis uses validity test, reliability test, descriptive statistics, correlation test, coefficient of determination, and simple linear regression test. It is found that $R_{Count} > R_{Table}$ so all statements in the questionnaire distributed to respondents were valid. From the results of data processing, it can be seen that the quality of service has a fairly high influence on customer satisfaction at AirAsia Indonesia, as much as 65.9%.



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A. INTRODUCTION

The role of transportation has rapidly increasing in the last few decades. Aviation is a type of transportation widely used by people for long-distance travel. This can be seen from the increasing number of airline passengers, both for domestic and foreign flights. Airline ticket prices are now more affordable for people in Indonesia compared to several years ago, with the increasing growth in the flow of passengers and goods that can support all tourism activities and development (Maunaza, 2012; Azmarani, 2014; Dewi, Karini & Mahadewi, 2016)

In line with the growth of its users, the government has begun to improve the transportation system, especially air transportation, which is more complex in nature, because the transportation system that is owned can not only connect cities within the country but also between countries around the world by paying attention to the boundaries of a particular territory. country. The place that connects air transportation is the airport. .

Air transportation which has an important role in supporting corporate business and improving the economy of a country. At this time the number of airline companies is

increasing, both foreign and domestic airlines, causing a very tight competition between airlines, including to improve the quality and quality of service in order to get or retain passengers.

The development of modern science and technology has had a huge impact in the field of communication and information. Humans can provide information to one another through various ways, for example by telephone and other sophisticated electronic equipment and are supported by various means of transportation, such as: cars, trains, ships or airplanes humans can travel abroad between regions and islands (Umar , 2014)

Information about events in one place can be immediately known in another. That is why this era is also called the takeoff era which is full of information and communication. It is the production of transportation services that plays an important role in bridging information and communication, transportation requires supporting factors, namely the service sector, including ticket sales offices, drivers, and servants who serve passengers during their trip.

In Indonesia, there are many airlines with varying prices and quality which indirectly increase the number of airline users. So that airlines in Indonesia, both national and international companies serving domestic and foreign flights, be it Low Cost Carriers or Full Service Carriers, compete and compete with each other to provide the best in terms of quality, facilities, performance, and prices for increase in subscribers. This is because the quality provided by airline companies will greatly affect customer loyalty (Kurnia, 2015; Kurniawan, 2019; Sijabat, 2020)

One of the domestic airlines and Low Cost Carrier is AirAsia Indonesia. Where AirAsia Indonesia is an airline headquartered in Tangerang, Banten, Indonesia by serving domestic and foreign flights. For domestic flights, AirAsia Indonesia serves flights to major cities in Indonesia. The cities in Indonesia served by AirAsia Indonesia include: Java, Bali, Nusa Tenggara, Sumatra and Sulawesi. Meanwhile, for overseas flights, AirAsia Indonesia serves flight routes in the ASEAN region. Countries served by AirAsia Indonesia's flight routes include Singapore, Malaysia, Thailand, Vietnam, India, Australia, Taiwan, Brunei, Cambodia, the Philippines, Myanmar, Hong Kong, China and Japan. AirAsia Indonesia started operations on 8 December 2004.

For flights, AirAsia Indonesia with the IATA code QZ currently has a fleet of 18 Airbus A320-200 aircraft with a capacity of 180 seats which are divided into 2 classes, namely Business Class and Economy Class, where this aircraft operates with 9 domestic routes and 21 international routes.

For operations, AirAsia Indonesia has its own office building where the marketing office is located not far from Soekarno-Hatta International Airport and for its aircraft it operates in terminal 2 with domestic and international routes. This study aims to determine the effect of service quality on customer satisfaction at AirAsia Indonesia.

The research method used by the author for this research method is quantitative descriptive method. Where according to Sugiyono (2013), descriptive research was carried out to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or connecting with other variables. Conducted through a quantitative approach where Sugiyono (2013) describes it as a study that obtains data in the form of numbers or qualitative data that is considered. The quantitative approach is carried out by collecting data through a questionnaire distributed to 100 respondents, then processing the data to find accurate facts and accurate and systematic interpretations. This quantitative descriptive method is

used to see a full picture of the quality of service provided by AirAsia Indonesia staff to customers or passengers. In this study, the unit of analysis used is the quality of service provided by AirAsia Indonesia staff to customers.

B. METHODS

Titles and authors must be in a single column format and must be centered. Each initial word in the title must be uppercase, except for short words such as, "a", "and", "in", "by", "for", "from", "on", "or", and the like. Writing the author may not indicate the name of the position (for example a Supervisor), academic degree (eg Prof, Dr, M.Pd, M.Sc, M.Sc, etc.) or membership of each organization (Sugiyono, 2016).

Every affiliate must be included, at least, the name of the institution or company and the name of the country where the author is (for example, Education and Information Centre of Palembang, Indonesia). The email address is required for the author in question. Charts and tables must be centered. Large charts and tables can be stretched in both columns. Each table or image that includes a width of more than 1 column must be positioned at the top or at the bottom of the page.

Graphs are allowed to be colored. Images may not use dots because there is a possibility that they cannot be printed in the original. Use solid coloring that contrasts well with high resolution for display on a computer screen, as well as for prints that are black and white.

C. RESULT AND DISCUSSION

Respondents

Male respondents were 52% with a frequency of 52 respondents, while female respondents were 48% with a frequency of 48 respondents. It can be concluded that male customers who use AirAsia Indonesia airlines are more than female customers. This is because men are mostly assigned to business trips out of town or abroad.

Most users are 21-30 years old with a percentage of 57% and a total frequency of 57 respondents. Respondents with a total of 23 were second with a percentage of 23% and were aged 31-40 years. Next is age > 40 years and ages 17-20 years with the same number of frequencies, namely 10 respondents and a percentage of 10%. This shows that most customers who travel using AirAsia Indonesia airlines are customers who already have personal identities and want to travel on their own.

Students who use the airline the most are students with a total of 39% with a frequency of 39 respondents, second place is self-employed with a total of 14% with a frequency of 14 respondents, then private employees with a total of 13% with a frequency of 13 respondents, then Others with a frequency of 12% with a frequency of 12 respondents, then Civil Servants with 11% with a frequency of 11 respondents, then Lecturers with 7% with a frequency of 7 respondents, while the lowest was Housewives with 4% with a frequency of 4 respondents.

The most recent user education is SMA / SMK with a total of 40% with a frequency of 40 respondents, next with a total of 27% from S1 with a frequency of 27 respondents, then with a total of 18% from Diploma with a frequency of 18 respondents, then with a total of 13% from S2 with a frequency of 13 respondents. the frequency is 13 respondents, while S3 is the lowest with a total of 2% with a frequency of 2 respondents. It is concluded that the respondents who have the largest percentage are SMA / SMK because the most users are students so they have the last SMA / SMK education.

The marketing media chosen was the Internet with 41% of the total number of 41 respondents, followed by Friends / Relatives with 30% or 30 respondents, the next with 17% from TV with a frequency of 17 respondents, while the brochure was the lowest with 12% and with frequency of 12 respondents. It can be concluded that the most frequently used media to find out information about AirAsia is through the Internet and this is not limited to the official website, but also from social media customers can find out information about AirAsia.

The LCC airline that has been a customer other than AirAsia is CITILINK with 38% with a frequency of 38 respondents, then in second place is LION AIR with 29% with a frequency of 29 respondents, next is SRIWIJAYA AIR with 28% with a frequency of 28 respondents, while WINGS AIR is the lowest with a number of 5% and a frequency of 5 respondents. It is concluded that the LCC airline that has ever ridden by customers other than AirAsia which has the largest percentage is CITILINK with a total of 38 respondents.

Validity test

The validity test is a measure to check the suitability or validity of the test items made with the indicators. Based on the calculation of $R_{\text{Count}} > R_{\text{Table}}$, it is stated that the questionnaire distributed to respondents is all valid.

Reliability Test

Reliability test can be carried out jointly on all question items. If the Cronbach's Alpha value is > 0.7 then it is reliable.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .955 | 20 |

Source: Primary data processed using SPSS version 25

The table above shows that the questionnaire that has been given to respondents is reliable, which has a high level of reliability.

Variable X Descriptive Test

The variable of physical evidence (tangible) with the indicator "The staff are well dressed and have a good appearance" has a mean value of 4.24 which is included in the good interval, then the indicator "Office Facilities are Complete and Adequate" has a mean value of 4.06 included in the good interval, then the indicator "The marketing office or its planes are clean and tidy" has a mean value of 4.19 which is included in the good interval. The second is the variable reliability (reliability) with the indicator "AirAsia officers or staff provide accurate information if there is a change in flight time (delay, flight cancel)" has a mean value of 3.99 included in the good interval, then the indicator "The price provided by AirAsia is the same as the service. given" has a mean value of 4.13 included in the interval either. The third is the variable responsiveness (responsiveness) with the indicator "AirAsia officers or staff provide a quick solution if a problem occurs" has a mean value of 4.01 included in the good interval and the indicator "Officers or staff are responsive in responding to questions from passengers in a professional manner" with a mean value of 4.12 included in the interval either. The fourth is the assurance variable with the indicator "AirAsia officers or staff convey information to customers clearly and precisely" has a mean value of 4.14 including the

good interval, then the indicator "AirAsia officers or staff have the ability to communicate well" has a mean value of 4.24 including in a good interval and the indicator "AirAsia is able to ensure the safety of the airline to customers" with a mean value of 4.18 is included in the good interval. The fifth is the empathy variable with the indicator "AirAsia officers or staff have a high sensitivity to passengers who need assistance" which has a mean value of 4.09 which is included in the good interval and the indicator "AirAsia officers or staff are friendly to passengers" with a mean value of 4.13 is included in interval is good.

Variable Y Descriptive Test

The quality variable with the indicator "I am satisfied with the Website Design / Appearance of AirAsia's application that is attractive" with a mean value of 4.19 including the satisfaction interval and the indicator "I am satisfied with the facilities provided by AirAsia because it is in accordance with the price given" with a mean value of 4.06 including satisfied interval. The second is the price variable with the indicator "Discounts provided by AirAsia are very profitable during the holiday season and those with members" with a mean value of 4.17 including the satisfaction interval and the indicator "I am satisfied with the flight ticket promotion provided by AirAsia" with a mean value of 4.19 including the interval. satisfied. The third is the service quality variable with the indicator "I feel satisfied because AirAsia customer service is fast and responsive in handling complaints or problems faced by customers" with a mean value of 4.14 including the satisfaction interval and the indicator "I am satisfied with the information submitted by AirAsia staff" with a value mean 4.17 including the satisfied interval. The fourth is the emotional factor variable with the indicator "I feel satisfied and comfortable buying airplane tickets at AirAsia compared to other Low Cost airlines" with a mean value of 4.10 including the satisfaction interval and the indicator "I am used to buying airplane tickets at AirAsia" having the lowest mean value, namely amounting to 4.02.

Correlation Test

Result of Correlation Test

| | | Correlations | |
|--|---------------------|--------------|----------------|
| | | Quality_X | Satisfaction_Y |
| Quality X | Pearson Correlation | 1 | ,812** |
| | Sig. (2-tailed) | | 0.000 |
| | N | 100 | 100 |
| Satisfaction Y | Pearson Correlation | ,812** | 1 |
| | Sig. (2-tailed) | 0.000 | |
| | N | 100 | 100 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Source: Primary data processed using SPSS version 25

The table above shows that the relationship of service quality to customer satisfaction, which is 0.812 (high), this is because there are quite a lot of employees at AirAsia Indonesia and are often given training and evaluations of employees in providing services to customers.

Simple Linear Regression Test

a = a constant of 13,516. This means that if the quality of service (X) = 0, then customer satisfaction (Y) will increase by a , which is 13,516 times.

b = regression coefficient of 1.091. This means that each service quality increases by 1 (one) unit, then customer satisfaction will increase by 1,091 times.

It can be concluded that the simple linear regression equation in this study is $Y = 13.516 + 1.091X$

Coefficient of Determination

$r^2 = 0.812$. In accordance with the formula $Kd = r^2 \times 100\%$, it can be stated that the influence of service quality on customer satisfaction is 65.9%. While the rest, namely 34.1%, is influenced by other factors outside of the quality of service which are not discussed in this study. Where it can be said that the level of influence of service quality on customer satisfaction at AirAsia Indonesia is quite strong.

D. CONCLUSION AND SUGGESTIONS

Based on the results of research that has been carried out by distributing questionnaires, processing data and analyzing the results of statements from 100 respondents of AirAsia Indonesia customers, it can be concluded that the quality of service to customer satisfaction at AirAsia Indonesia is considered satisfactory. Service quality determines customer satisfaction by 65.9%, while the remaining 34.1% is influenced by other factors outside of the service quality variable which are not discussed in this study.

To improve service quality, management can provide regular evaluations to employees, of course, can support employee performance to be even better, by conducting regular evaluations and providing supportive solutions as well as providing direction to employees in serving customers so that customer satisfaction is achieved. So for further researchers it is advisable to add or use other independent variables that are not discussed in this study so that they have the potential to contribute to customer satisfaction.

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