Effect of service quality on the satisfaction of low-cost carrier service users in Indonesia

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ABSTRACT: This study aims to reveal the effect of service quality on the satisfaction of Low-Cost Carrier (LCC) service users in Indonesia. The purpose of this study is to determine the effect of service quality through tangible features, flight schedules, service provided by ground staffs, service provided by flight attendants, and online services on LCC service users. This study is causal research and was conducted using 150 respondents who are Air Asia, Citilink, and Lion Air flight service users. Multiple regression methods using SPSS 20 software for Windows was used for this study. The results of this study show that two of the five hypotheses are accepted. Hypothesis 2 and 5, namely flight schedules and online services, has a significant effect on customer satisfaction because the significance value is less than 0.05. Meanwhile, tangible features, services provided by ground staffs, and flight attendants do not have a significant effect on customer satisfaction.

Keywords: service quality, customer satisfaction, low cost carriers.

1 INTRODUCTION

Greater competition in business and the increasing economic globalization require companies to determine management processes or methods that can help companies produce better results (Stock et al. 2000; Bañón & Sanchez 2002; Norek et al. 2007 in Mansidao & Coelho 2014). Almost all business organizations compete in providing products or services to customers, but according to Patel (2016), only a few organizations are able to provide services that can attract customers to come back, while the rest is only lip service. In fact, every customer is actually eligible to get exactly what the company has promised (Crosby in Patel 2016:2).

Service quality can also be found in public transportation, ranging from land transportation such as city buses, taxis, and trains to air transportation such as airplanes (Gryna et al. 2007:439). In island countries like Indonesia, the most effective type of transportation to connect between islands is air transportation. Data also shows that the number of air transport passengers tends to increase every year, especially domestic flights, which shows an increase in public enthusiasm for air transportation (Azmarani 2016).

Airlines in Indonesia offer several different types of flight services, namely full service, medium service, and Low-Cost Carriers (LCC). In contrast to full service, LCC airlines, also known as budget or no-frills airlines, are airlines that offer low-cost services to their customers, with the consequent of reduction or elimination of some services. According to Ministry of Transportation Regulation No. 26 of 2010 article 5 paragraph (2), flight tariffs are charged according to their services, for example 100% of the maximum tariff rates are charged for full service-based airlines, 90% of the maximum tariff rates are charged for medium service-based airlines, and 85% of the maximum tariff rates are charged for LCC.

Research by Eng et al. (2012) titled "A Study of Customer Satisfaction Towards Service Quality in Air Asia in Malaysia" tested Air Asia’s customer satisfaction for several service quality dimensions,
namely tangible features, flight schedules, services provided by ground staffs, services provided by flight attendants, online services, and food services. The study focused on the LCC specifically on Air Asia airline.

In Indonesia, airlines included in the category of LCC are Air Asia, Lion Air, Wings Air (a subsidiary of Lion Air), and Citilink. The airlines are quite contributing to aviation services in Indonesia where this can be seen by the increasing number of routes by the LCC category so that service quality on the satisfaction of the LCC service users in Indonesia needs to be examined.

2 RESEARCH METHODS

The target age of respondents who are considered able to answer the questionnaire well is the age of 18 years and above with minimum education level of high school or equivalent. The sample in this study used non-probability sampling because the population studied was not identified in number. The sample size used in this research was minimum 150 people. These numbers using the concept proposed by Hair et al. (2010: 176) as a reference that says the sample size for multiple regression research is minimum 50 and the more will give better results. Data processing in this study used ANOVA, t-test, and multiple regression. The hypotheses to be tested in this study were the followings:

Hypothesis 1: Tangible features have a positive effect on customer satisfaction of LCC.
Hypothesis 2: Flight schedules have a positive effect on customer satisfaction of LCC.
Hypothesis 3: Services provided by ground staffs have a positive effect on customer satisfaction of LCC.
Hypothesis 4: Services provided by flight attendants have a positive effect on customer satisfaction of LCC.
Hypothesis 5: It is expected that online service has a positive effect on customer satisfaction of LCC.

3 DISCUSSIONS

The initial stage of the study conducted data collection of 30 samples then tested the validity and reliability. The results obtained are statements for all dimensions of destination attributes and destination images are considered valid because the loading factor value is greater than 0.5. The reliability testing can be said to be reliable because all Cronbach's al-pha values are greater than 0.6. Then proceeded to distribute the questionnaire to reach 150 samples.

The majority of respondents in this study (51.66%) were 21-30 years old with the education level of high school (79.47%). Most respondents earn Rp. 3,000,000 to Rp. 10,000,000 and travel for personal purposes (92.05%). Lion Air was the most favorite LCC for the respondents (50.99%) with flight frequency in the last 1 year was 2-5 times (79.47%).

Descriptive research results for each service quality dimension are indicated by the mean and standard deviation as shown in Table 1 to 7.

Table 1. Mean and Standard Deviation of Tangible Features

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>TF1</td>
<td>The airline has new airplanes</td>
<td>3.62</td>
<td>0.737</td>
</tr>
<tr>
<td>TF2</td>
<td>The AC in the airplanes were comfortable</td>
<td>4.15</td>
<td>0.661</td>
</tr>
<tr>
<td>TF3</td>
<td>The seats in the airplanes were comfy</td>
<td>3.83</td>
<td>0.691</td>
</tr>
<tr>
<td>TF4</td>
<td>The airline has good in-flight environment quality</td>
<td>3.90</td>
<td>0.690</td>
</tr>
<tr>
<td>TF5</td>
<td>The airline has good facilities at the airport</td>
<td>3.83</td>
<td>0.734</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3.87</td>
<td>0.722</td>
</tr>
</tbody>
</table>

Source: Research data, processed

Table 2. Mean and Standard Deviation of Flight Schedules

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>FS1</td>
<td>Flight schedule of the airline was convenient.</td>
<td>3.93</td>
<td>0.775</td>
</tr>
<tr>
<td>FS2</td>
<td>Departure time of the airline was on-schedule</td>
<td>3.87</td>
<td>0.745</td>
</tr>
<tr>
<td>FS3</td>
<td>The airline arrived on-schedule</td>
<td>3.79</td>
<td>0.805</td>
</tr>
<tr>
<td>FS4</td>
<td>The flight schedule was not canceled</td>
<td>4.16</td>
<td>0.767</td>
</tr>
<tr>
<td>FS5</td>
<td>The airline provided compensation for delayed flights</td>
<td>3.76</td>
<td>0.755</td>
</tr>
<tr>
<td>FS6</td>
<td>Flight schedules were well-informed</td>
<td>3.74</td>
<td>0.744</td>
</tr>
<tr>
<td>FS7</td>
<td>Flight schedules were very reliable</td>
<td>3.59</td>
<td>0.705</td>
</tr>
<tr>
<td>FS8</td>
<td>My expectations were high receive compensation if I encountered a long delay</td>
<td>4.12</td>
<td>0.783</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3.87</td>
<td>0.779</td>
</tr>
</tbody>
</table>

Source: Research data, processed

Table 3. Mean and Standard Deviation of Services by Ground Staffs (GSs)

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1</td>
<td>GSs were well dressed</td>
<td>4.26</td>
<td>0.597</td>
</tr>
<tr>
<td>GS2</td>
<td>GSs were easy to contact</td>
<td>3.91</td>
<td>0.711</td>
</tr>
<tr>
<td>GS3</td>
<td>GSs showed a sincere intention to help</td>
<td>3.83</td>
<td>0.691</td>
</tr>
<tr>
<td>GS4</td>
<td>GSs had a willingness to help</td>
<td>4.05</td>
<td>0.558</td>
</tr>
<tr>
<td>GS5</td>
<td>GSs were never too busy to help</td>
<td>3.75</td>
<td>0.683</td>
</tr>
<tr>
<td>GS6</td>
<td>GSs showed a friendly attitude</td>
<td>4.05</td>
<td>0.671</td>
</tr>
<tr>
<td>GS7</td>
<td>GSs could answer questions well</td>
<td>4.07</td>
<td>0.664</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3.989</td>
<td>0.673</td>
</tr>
</tbody>
</table>

Source: Research data, processed
Hypothesis 2 shows that there is a positive effect of online-based services will have an impact on customer satisfaction. The results of this study are supported by the research of Eng et al. (2012) which also states that online services have a significant effect on Air Asia Malaysia customer satisfaction variables. Online service is said to be one of the things that can reduce prices or save costs, as well as many other conveniences such as avoiding the queue and the number of reward options for passengers through online services (Belobaba et al. 2009).

The dimensions of Tangible Features, Services by Ground Staffs, and Flight Attendants have proven to have no effect on customer satisfaction of LCC in Indonesia. However, the overall regression model test shows a significant regression model which can be seen from the F value of 9.690 with the significance value of 0.00 which is below alpha 5%.

4 CONCLUSION

The results of the study on the effect of service quality on customer satisfaction of LCC service users in Indonesia show that there is a significant effect. The more positive perception of quality service of LCC will make the airline users more satisfied. Tests conducted on the 5 dimensions of service quality show that the dimensions of Flight Schedule and Online Service have a positive effect on customer satisfaction, while the Tangible Features, Ground Staffs, and Flight Attendants dimensions have not been proven to influence Customer Satisfaction.

Hypothesis test results on 5 hypotheses show that only 2 hypotheses show a significant positive effect. Hypothesis 2 shows that there is a positive effect of flight schedule on customer satisfaction with a regression coefficient of 0.265. The results of this study are supported by the theory uttered by Gunawan (2014: 119) that flight schedule is one of the things that need to be considered in the quality of air transportation services because this will affect the perception of passengers and the image of the airlines. In addition, the Soelasih (2014) study also shows that the most important factor in air transportation, other than safety, is the timeliness and the factor that causes passengers will not fly the same airline again is inaccuracy or delay.

While Hypothesis 5 is proven to have a positive effect of online service on customer satisfaction with a regression coefficient of 0.195. This result is supported by Cox & Dale (2001) who found that the use of online-based services will have an impact on customer satisfaction. The results of this study are also supported by the research of Eng et al. (2012) which also states that online services have a significant effect on Air Asia Malaysia customer satisfaction variables. Online service is said to be one of the things that can reduce prices or save costs, as well as many other conveniences such as avoiding the queue and the number of reward options for passengers through online services (Belobaba et al. 2009).

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The recommendation for future research is the inclusion of other factors such as price, and services provided by pilots, insurance, safety, and experience. Other research can also be done on airlines that are not the LCC category.
REFERENCES


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