

THE INFLUENCE OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF LION AIR

Boy Piter Nduru¹, Genoveva², Lee Tan Loc³, Jiang Zheng⁴, Duong Hoang Tung⁵

² *President University, Business Faculty, Management Study Program, corespondent : genoveva@president.ac.id*

ABSTRAK:

Berdasarkan hasil pra survey dari data sekunder, terdapat banyak complain terhadap Lion Air dalam kurun waktu tahun 2013 – 2015. Komplain tersebut berkaitan dengan Kualitas Servis yang membawa dampak terhadap Kepuasan Pelanggan. Sehingga tujuan penelitian ini adalah untuk menjabarkan pengaruh kualitas servis (*Tangible, Reliability, Responsiveness, Assurance and Empathy*) terhadap Kepuasan pelanggan. Hasil penelitian diharapkan dapat memberikan masukan untuk Lion Air maupun perusahaan penerbangan lain dalam memperhatikan Kualitas Servis sehingga dapat memuaskan pelanggan. Penelitian ini menggunakan kuesioner yang disebarakan secara on-line dan mendapatkan tanggapan lebih dari 100 responden. Kuesioner yang memenuhi syarat untuk diolah hanya 84. Kuesioner diolah dengan menggunakan SPSS versi 20. Hasil penelitian menyimpulkan bahwa secara simultan Kualitas Servis berpengaruh terhadap Kepuasan Pelanggan sebesar 70,5%.

Kata Kunci: Kualitas Service, Kepuasan Konsumen, Perusahaan Penerbangan

ABSTRACT:

The pre-survey of secondary data state that since 2013-2015 Lion Air received more complaints from their customers. The complaints that related with service quality and will be impact to the customer satisfaction. So this study aims to determine the service quality (Tangible, Reliability, Responsiveness, Assurance and Empathy) on Customer Satisfaction. The result of this research can provide input to Lion Air or the other air lines in determining the best service quality. This study used online questionnaires distributed and got responses from more than 100 respondents. The eligibility questionnaire are 84 and were processed using SPSS version 20. The research concludes that there are significant simultaneously Service Quality on Customer Satisfaction amounted to 70.5%

Keywords: *Service Quality, Customer satisfaction, Air Line.*

INTRODUCTION

Marketing's interest in service quality is obvious when one thinks about poor quality places a firm at a competitive disadvantage. If customers perceive quality as unsatisfactory, the firm is getting risky. Quality and productivity are twin paths to creating value for both customers and companies. In broad terms, quality focuses on the benefits created for the customer's side of the equation.

Because of the intangible, multifaceted nature of many services, it may be harder to evaluate the quality of a service compared to a good. Since customers are often involved in service production.

The terms "quality" and "satisfaction" are sometimes used interchangeably. But some researchers believe that perceived service quality is just one component of customer satisfaction, which also reflects price/quality tradeoffs, and personal and situational factors. Customers have certain service standards in mind prior to consumption which means the expectation. They will observe service performance and

compare it to their standards, and then form satisfaction judgments based upon this comparison.

With opportunities that Lion Air had to provide more service than the other airlines were: Open-cost opportunities in all corners of Indonesia, because it is only open market is still very bright, Lion Air has plans to make its first flight route Bandung - Surabaya which operates daily flight schedule. Lion Air is offering passengers flying from London to get a flight connectivity to local numbers in eastern Indonesia, such as Makassar, Bima, Maumere and several other cities in eastern Indonesia. Upon arrival in Surabaya, could resume flights to other areas in East Indonesia. Lion Air opens promo fare Bandung - Surabaya Rp 360 thousand and - Bandung-Denpasar Rp 522 thousand. Furthermore, Lion Air is a chance to open a flight from London to other cities is quite open, including the possibility to open direct flights to Singapore, Kuala Lumpur and Bangkok. By opening the opportunity to fly to region eastern Indonesia and the flight out of the country then it's time to show Lion competitive advantage possessed than any other airline. For that Lion will need to consider the field of service quality on customer satisfaction.

From the pre-survey we found that Lion Air become the airline that received more complaints from their customers for services that they provide according to the news lately (2013-2015). Customers are dissatisfied and disappointed with the services provided by Lion Air.

Several factors below are the things that makes the customers Lion Air are not satisfied that:

1. The case of delay on Lion Air (rumahpengaduan.com; Mei 23, 2015),
2. The loss of the customer goods in the aircraft baggage (bisnis.com; February 9, 2014),
3. The process of refund is very long time (inside.kompas.com; August 29, 2014), and
4. The way the services are carried out by staff of airlines is not good (kompasiana.com; March 3, 2013).

Based on the finding, researchers proposes that five independent variables of service quality which are tangibles, reliability, responsiveness, assurance, and empathy that may influence the customer satisfaction of Lion Air. This study attempts to investigate the possible relationship between and among those variables.

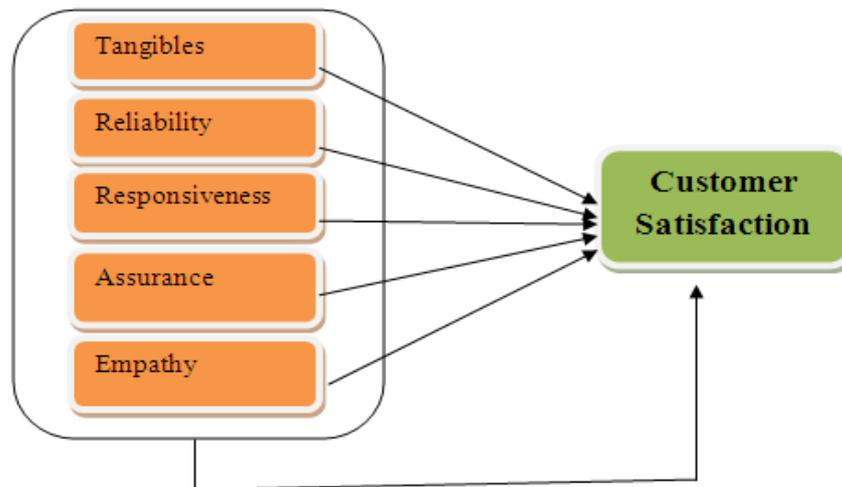


Figure 1 : Theoretical Framework (Parasuraman 1988 & Wilson, 2008)

LITERATURE REVIEW

1. Customer satisfaction

Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product (Solomon, 2009).

When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009). As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; or it can be the state of being happy with a situation. Satisfaction varies from one person to another because it is utility. "One man's meal is another man's poison," an old adage stated describing utility; thus highlighting the fact that it is sometimes very difficult to satisfy everybody or to determine satisfaction among group of individuals.

Measuring customer satisfaction could be very difficult at times because it is an attempt to measure human feelings. It was for this reason that some existing researcher presented that "the simplest way to know how customers feel, and what they want is to ask them" this applied to the informal measures (Levy, 2009)

Levy in his studies, suggested three ways of measuring customer satisfaction:

- A survey where customer feedback can be transformed into measurable quantitative data:
- Focus group or informal where discussions orchestrated by a trained moderator reveal what customers think.
- Informal measures like reading blocs, talking directly to customers.

2 Service quality

In order for a company's offer to reach the customers there is a need for services. These services depend on the type of product and it differs in the various organizations. Service can be defined in many ways depending on which area the term is being used. An author defines service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything" (Kotler & Keller, 2009). In all, service can also be defined as an intangible offer by one party to another in exchange of money for pleasure.

Quality is one of the things that consumers look for in an offer, which service happens to be one (Solomon 2009). Quality can also be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler, 2010). It is evident that quality is also related to the value of an offer, which could evoke satisfaction or dissatisfaction on the part of the user.

The SERVQUAL scale which is also known as the gap model by Parasuraman, et al. (1988) has been proven to be one of the best ways to measure the quality of services provided to customers. The five dimensions of SERVQUAL as below:

- Tangibility: physical facilities, equipment, and appearance of personnel
- Reliability: ability to perform the promised service dependably and accurately
- Responsiveness: willingness to help customers and provide prompt service
- Assurance: knowledge and courtesy of employees and their ability to inspire trust and confidence
- Empathy: caring individualized attention the firm provides to its customers

3. Customer satisfaction and service quality

Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, (Cronin & Taylor, 1992) it is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services from service providers in organizations. Another author stated in his theory that "definitions of consumer satisfaction relate to a specific transaction (the difference between predicted service and perceived service) in contrast with 'attitudes', which are more enduring and less situational-oriented,"

Regarding the relationship between customer satisfaction and service quality, Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific. Some researchers have found empirical supports for the view of the point mentioned above; where customer satisfaction came as a result of service quality.

In relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of satisfaction and service quality. Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service (Wilson et al., 2008). Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived service quality is a component of customer satisfaction (Zeithaml et al. 2006). This theory complies with the idea of Wilson et al. (2008) and has been confirmed by the definition of customer satisfaction presented by other researchers.

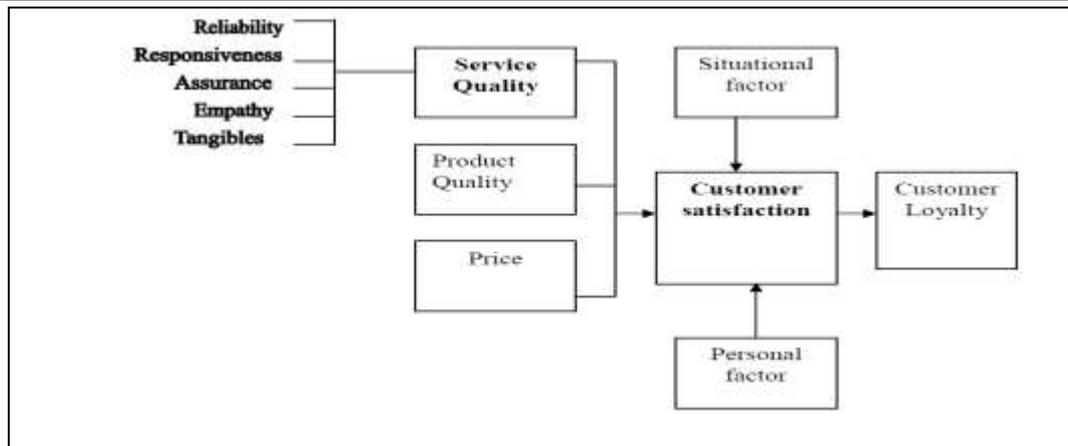


Figure 2 :Relation of Service Quality & Customer Satisfaction
(Zeithaml : 2006 & Wilson : 2008)

METHODOLOGY

Based on this research problem, the study design appropriate to the object of this research is quantitative method because this research belongs to quantify data and generalize results from a sample to the population interest. To measure the incidence of various views and opinions in a chosen sample.

In this research Probability sampling techniques was used by using simple random sampling which means the whole population is available. We choose people who already had experience of using the services of Lion Air as the population in our research. Multivariate formula used to find the sample size of analysis. Thus we get 84 samples from these formula [min. 14 x 6 variables = 84].

All the questions have been tested for validity and reliability. Pre-test results showed that all the data is valid and reliable. Classic assumption test results also showed that all of the data is also normal and can continue to be analyzed.

DATA ANALYSIS

1. Descriptive Analysis

From figure 2 below, the average score of Service Quality is 2.88 and the Customer Satisfaction is 2.61. The categories of the scores are moderate, its mean that the customer perception about the service quality and also satisfaction are fair. The lowest score in category of Service Quality is reliability and the highest is Empathy. Customer Satisfaction proved that most of respondents are dissatisfied because Lion Air cannot be their favorite airplane.

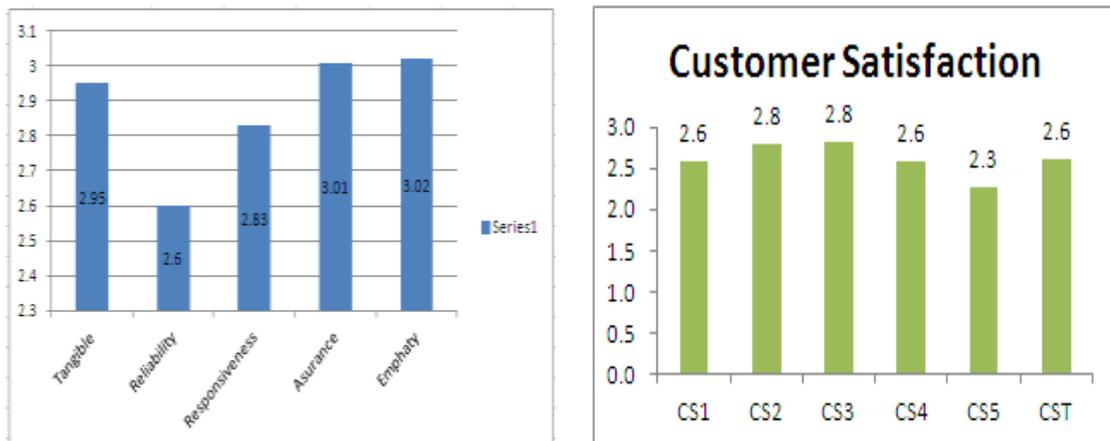


Figure 3 : Descriptive Analysis SERVQUAL and Customer satisfaction (questionnaire, 2016)

2. Multiple Regression

Table 1 : T-Test (Questionnaire, 2016)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.113	.270		.419	.676
	TAT	.021	.100	.017	.212	.003
	RET	.583	.114	.565	5.122	.000
	RST	.141	.163	.126	.869	.388
	AST	.161	.153	.140	1.051	.000
	EMT	.078	.147	.061	.532	.000

T-test is a significant testing in order to know whether the independent variables (Tangible, Reliability, Responsibility, Assurance and Empathy) is partially have significant influence into dependent variable (Customer Satisfaction) or not. According to the table 1, it can be seen that Tangible (X_1), Reliability (X_2), Assurance (X_3) and Empathy (X_5) have significant influence on Customer Satisfaction because the significance level lower than 0.05 ($t = 0.000$). One other variables is Responsibility (X_3) has not significant on Customer Satisfaction, because for a significant level higher than 0:05 ($t = 0.388$).

Based on table 1 above also, it can be seen that all of independent variables (Tangible, Reliability, Responsibility, Assurance and Empathy) have positive effect on Customer satisfaction.

Tabel 2 : F-Test (questionnaire, 2016)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.370	5	10.274	40.744	.000 ^a
	Residual	19.668	78	.252		
	Total	71.038	83			

From simultaneously testing, researchers got F_{count} with value 40.744, where as F_{table} with significant level $\alpha=5\%$ is 2.69, it means that $F_{count} > F_{table}$ with probability 0.000 (less than α). With that calculation, it can be concluded that researchers rejected H_0 , means that independent variables which consist of Tangibles (X_1), Reliability (X_2), Responsiveness (X_3), Assurance (X_4), and Empathy (X_5) has significant influence towards customer satisfaction of Lion Air.

Table 3 : R-Square Test (Questionnaire, 2016)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.705	.50215

From table 3 above, Coefficient Correlation (R) is equal 70.5% thus, Service Quality has strong correlation with Customer Satisfaction because the correlation value is above 0.5. While the rest 29.5% are explained by other factors than the research variables.

CONCLUSION AND RECOMMENDATION

There is the influence of service quality towards customer satisfaction of Lion Air. Which is the service quality consists of tangibles, reliability, responsiveness, assurance, and empathy. The result related with Tjiptono et all (2006) and Genoveva (2015), they found that, service quality influence on Customer satisfaction. Tjiptono state that, the way of giving the service quality is differentiation, its mean that giving the better service quality than the competitors.

Based on the result of the research, Lion Air recommended to develop the skills and knowledge of its employees about service quality in order to gain its customer satisfaction. There are some actions that must be done by Lion Air in this short time (urgently):

1. Lion Air should provide the material and other related physical service facilities of plane that make it looks interesting.
2. Lion Air should deliver the service in accordance with the promised time.
3. Lion Air employees should provide services to customers quickly and they have to always willing to help customers.
4. Lion Air should make its customers satisfied with the overall services at Lion Air.
5. When a problem occurs, Lion Air employees must be looking for a good solution to solve it.

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6. Lion Air should create the good performance in serving its customers, thus they will choose Lion Air as their favorite airplane.

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