

The Influence of Ticket Refund Service Towards Air Asia Customers Trust

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Abstract. The refund ticket policy can increase the intensity of company ticket sales and the level of public confidence in AirAsia airlines that want to do travel plans without being burdened with worries about problems that arise so they have to cancel their travel plans, thus tickets already purchased will not be wasted and will not harm AirAsia's customers. The purpose of this research is to find out whether the ticket return policy can increase the trust of AirAsia customers. This study uses descriptive quantitative methods and simple linear regression data analysis techniques. Primary data obtained from AirAsia airline service users who filled out questionnaires and secondary data using data from various literature. The study population was users of AirAsia airlines and the study sample was taken as many as 100 AirAsia customers. The result of this study are to 80.5 % variable X affect variable Y, while to 19.05% is influenced by other factors not examined in this study. And from the results of the hypothesis test states that there is a significant effect of variable X on Y.

Keywords: ticket refund, customers trust, passengers complaint

1. Introduction

User air transport services in Indonesia is growing rapidly, and the airline in Indonesia is also the increasing. It makes the competition in the airline increasingly tight and forcing the company makes one strategy to draw a lot of customers, one of them are giving promotion to get a customer as much as possible. In doing the planning of the journey to a place often someone get things that are not unexpected, the condition of the dangerous, or the problem of the airline itself, so that makes passengers requires to cancel or restore already purchased tickets. According budimah imah, (2018) [1] the air transportation it takes and intriguing in Indonesia because factor geographical Indonesia is the islands, the transportation of the air effective and efficient connecting between islands. It makes the services of transportation the air became the main choice of society, the increasing interest against the services of public transportation air more also problems that arise in which, as some of the problems by the airline AirAsia as follows:

Table 1. Air Asia passanger complaint

Complaint	Total	Total (%)
Sudden cancellation	54	11,25
Sudden re-schedule	104	21,66
Delay	97	20,2
Complicated refund tickets	156	32,5
Unsatisfactory checking baggage service	69	14,37
Total	480	100

Source: TripAdvisor already processed and access on 26 July 2018

To give the confidence to customers in optimally, AirAsia Indonesia to continue to pay attention to a few things to be a shortage of them. Some of the comments from the user Air Asia Indonesia popping out, it can be seen from table 1, about 480 users give a negative assessment

of the service given (Aristya Murti, 2018) [2] From some of the Air Asia passengers complaint about the lack of AirAsia, the complained that the most is about the process of refund tickets difficult. Among the airline operating in Indonesia, AirAsia has policies returns tickets and complex and is the airline has the procedure returns the most difficult. Refund ticket on AirAsia can only be carried out through a call center or through the menu manage my booking is in the website AirAsia or can also to fill e-form with two options are refund, namely into account AirAsia or credit payment method from when buying a ticket, returns tickets own based on a few things depending on the case of or reason.

2. Literature review

2.1. Refund tickets of Air Asia policy

Based on research by budimah imah, (2018) [1] explain provision of returns the ticket on AirAsia is as follows:

2.1.1. Correction name can only be done to class Premium Flatbed and can only be carried out through the CallCenter.

2.1.2. Reroute cannot be done in the airline Air Asia.

2.1.3. Rebook/reschedule can only be carried out through the CallCenter

- The change in a schedule of flights can be done no later than 48 hours before the time departure.
- For the promo ticket, this change charged changes per person and per sector, plus difference the price of tickets.
- For the premium tickets FlatBed, change only worn difference the price of tickets.

2.1.4. The terms of the extra: after doing the transaction the plane tickets, the Asian is not let refund for any reason including compensation will all kinds of lost or missed the plane. It applied for the company focusing on emphasis cost flight in order to remain low and affordable.

2.1.5. A refund can only be caused by the cancellation unilaterally from the airline. The refund can only be carried out to the name of the holders account with one of the names of the passengers.

2.2. Regulation of refund tickets

The setting the law cancellations tickets by passengers because some reason set in Article 10 the Minister of Transportation No. 185 2015 about the Standard Service Vessel Class Economic transportation Force schedule commercial. But in the provisions is not regulated explicitly provision about the causes the cancellation of a flight of the passengers, it would cost for the airline because the passengers can cancel the tickets with arbitrarily as well as Implication law for airline who do not want to return the money potential passengers because the cancellation tickets than can sanction probability of law in the form of administrative sanctions, administrative sanctions given to the airline in the form of the clots permission or even to repeal the air operations [1]

2.3. Customers trust

According Leninkumar (2017) Customers trust is a thinking, feeling, emotions, or behavior manifestation when customers feel that the provider reliable to act in the best interests them when they handed control immediately [3]. Trusts customers connected closely with satisfaction customers against a product and service. Trusts customers arises because of the satisfaction obtained customer the results of the product, the services and services perceived.

On the other hand, customers also assess to what they receive and expect from a product. If it does not match the expectations of customers, the company will not only lose the trust of customers, but also the potential loss of potential customers. Satisfied customers are likely to continue to purchase, dissatisfied customers tend to stop the product in question and then will spread the news to others (Arnold and Reynolds, 2003) [4].

3. Methodology

This study included in this kind of research quantitative, the process of collecting data using instruments research, and data analysis is quantitative/statistic with the aim to test the hypothesis that had been set. Meanwhile, the kind of user data is the primary data and data secondary. Referring to the information primary data obtained from the hands of the first by the researchers, while the data secondary is data referring to the information collected from the source of that there has been [5]. According to (Sugiyono, 2013) The population is the clanking which consists of object/subjects who have the quality and the characteristics of the certain set by the researchers to learn and then pulled in conclusion The population in this study is all users services air transport airline AirAsia, researchers decided to take 100 people to be the population. The techniques collecting data using the questionnaire which was shared.

4. Result

This research has collected data 100 respondents. 56 respondents are male, and 44 respondents are female. With the age group <17 years old is 4%, 17-25 years old is 83%, 25-40 years old is 11%, >60 years old is 2%. Results of regression linier simple it using IBM SPSS program, the result is as follows:

The first thing was done in testing this is test validity and reliability. That is where the value of R is 0,760 and can be said reliable. To test normality and linearity can be said to normal and a relationship exists between variable X with variable Y .

Table 2

Coefficients						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.878	0.737		1.191	0.236
	X	0.321	0.016	0.897	20.097	0.000

Source: SPSS IBM

a. Dependent Variable: Y

equatiation of regression linier simple $y=a+bX$

$$Y=0.878 + 0.321x$$

4.1. Hypotheses test

If the value is significantly smaller than the probability of 0.5, then it can be concluded that H_0 is rejected and H_a is accepted, otherwise if the significance value is greater than the probability of 0.05 means that H_0 is accepted, H_a is rejected.

Based on the output of the above unknown value of significance of 0.000 is smaller than < 0.05 it can be concluded that H_0 is rejected and H_a accepted which means that there is the influence of system services return ticket (X) to the trust customers AirAsia (Y)

4.2. *T test*

T table for 100 respondents is 1,984

The results of the t-test for the variable system services return ticket is t 20.097, with t table 1.984 ($20.987 > 1,984$) then states that the hypothesis of system services return ticket (X) effect on customer trust AirAsia (Y).

4.3. *Koefisien R*

Table 3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.897 ^a	0.805	0.803	1.111

Source: SPSS IBM

a. Predictors: (Constant), X

b. Dependent Variable: Y

From the results of the output of the above known R-Square of 0.805, meaning the influence of the system service returns a ticket (X) on customer trust (Y) is equal to 80.5% while 19.5 percent of customer trust (Y) is influenced by other factors not examined in this research.

5. Conclusion

5.1. conclusion

The results of this study are to 80.5 % variable X affect variable Y, while to 19.05% is influenced by other factors not examined in this study. And from the results of the hypothesis test states that there is a significant effect of variable X on Y.

5.1.1. The quality of AirAsia refund ticket service

Based on the results of a simple regression analysis of this system service returns a ticket on AirAsia to get a positive assessment with a good impression of the company.

5.1.2. AirAsia customer trust

Based on the results of a simple regression analysis of this system service refund ticket that is applied on the airline AirAsia to help consumers in the process of the return ticket to get the category of very good. Related to this, it can be concluded that the consumer will be faithful to use the services of airlines AirAsia.

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