

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION INFLUENCED BY REPURCHASE INTENTION IN AIRASIA TICKET REFUND PROCESS DURING PANDEMIC COVID-19 IN INDONESIA 2021

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Abstract: AirAsia is a low-cost LCC (Low-Cost Carrier) airline. In its service, the company received various complaints related to the ticket refund process during the COVID-19 pandemic. This research aims to find out how the service quality affects customer satisfaction and the influence of re-purchase intention. The method used in this study is quantitative, using the Path Analysis model. This research data is a customer who has used AirAsia airlines and has refunded tickets during the COVID-19 pandemic in Indonesia 2021, by sharing questionnaires through Google Form to 100 respondents analyzed with SPSS 22 software. The results showed that the service quality has a positive influence (significant) on the intention of re-purchase. Re-purchase intention has a positive effect (significant) on customer satisfaction. The service quality has a positive effect (significant) on customer satisfaction. Service quality and re-purchase intention have a positive influence (significant) on customer satisfaction.

Keywords: *Service Quality, Customer Satisfaction, Re-purchase Intention.*

Introduction

Airlines are one of the most needed modes of transportation in Indonesia because Indonesia is a very large archipelago. This is one of the factors that cause many types of airlines to compete in Indonesia. Indonesia has several airlines, among others; Garuda Indonesia, Citilink, Sriwijaya Air, AirAsia, Lion Air, and NAM Air. But the world is currently beset by problems, which have an impact on the world of aviation, namely the COVID-19 pandemic. The aviation industry is one of the worst affected by the COVID-19 pandemic that hit the world, including Indonesia. This leads to new requirements in flight by showing a COVID-19 free certificate. In some cases, there are passengers whose COVID-19 test results are declared positive.

Based on the article *Kompas.Com* on December 26, 2020, The Ministry of Transportation Budi Karya Sumadi said "If a passenger with a positive test result of COVID-19 is found, then the person cannot travel. However, such prospective passengers may request a refund or refund of the ticket to the airlines". Based on various rules of restrictions and flight restrictions by the government related to the COVID-19 pandemic, this causing the airline to implement several policies related to refunds and flight rescheduling for passengers, one of which is LCC (Low-Cost Carrier) AirAsia.

AirAsia is one of the best airlines in Indonesia, placing 5th out of 10 airlines with the LCC system in place. Air Asia is one of the airlines in Indonesia and abroad that is now flooded with rescheduling and refund requests. AirAsia issued a flexibility policy for potential passengers affected by the corona virus outbreak and travel delays. According to <https://www.ekonomi.bisnis.com/> article on 02 April 2021, Tony as CEO of AirAsia revealed that "since January 2020, AirAsia has refunded 1.5 million customers. In addition, another 2.9 million customers have received refunds in the form of AirAsia Credit Accounts. " And "Currently there are still 450,000 refund requests waiting in line to be paid, and we will definitely pay," he said. In this refund process, AirAsia is required to provide satisfactory service for its customers. Satisfied consumers will make repeated purchases. Based on the background above, the author wants to conduct research on service quality in the ticket refund process against customer satisfaction and repurchase intention on AirAsia airline passengers during the COVID-19 pandemic.

Based on the background above, this study aims to examine the influence of service quality in the ticket refund process against customer satisfaction and repurchase intention on AirAsia airline passengers during the COVID-19 pandemic.

Literature Review

According to Hussain et al., (2015) Stated that the Service Quality occurs as a result of the interaction between consumer expectations to the services felt by consumers. Cahyati & Seminary, (2020) Affirms that the Service Quality is one way to achieve the needs and wants of consumers, in terms of accuracy of service and service delivery to meet customer expectations. Osman & Sentosa, (2013) Define customer satisfaction conceptually as a feeling of utilization made by the consumer experience of purchasing products. According to Baker, (2013) Customer satisfaction is considered an obstacle to consumer switching, or helping the company to retain its customers.

According to Ilyas et al., (2020) re-purchase intention is the ability of consumers to regain products in the form of goods or services that have previously obtained their benefits and quality. Ji & He, (2013) states that

consumers may have the ability to buy back or recommend others to buy when satisfied.

Service Quality to Re-purchase Intention

According to Tjiptono, (2001) Quality can be measured dynamically through the influence of products, services, people, processes, and environments that are sufficient or exceed consumer expectations. According to Ali Hasan, (2013:131) that re-purchase intention is based on the purchase experience that has been done in the past. High re-purchase intention reflects a high level of satisfaction from consumers. Instruments used to measure the Service Quality based on instruments developed by Lupiyoadi, (2001:184). Service Quality is measured by indicators including tangibles, reliability, responsiveness, assurance, and empathy.

H₁: Allegedly influence between *service quality* and *re-purchase intention*

Re-purchase Intention to Customer Satisfaction

According to Budiman, (2015) stated that consumer re-purchase intention reflects the desire and desire of consumers to buy a product. While according to Philip Kotler & Keller, (2016:181) re-purchase intention is the small possibility of consumers buying products and services. If the benefits outweigh the sacrifices to get them then the urge to buy is higher.

H₂: Allegedly influence between *re-purchase intention* to *customer satisfaction*

Service Quality to Customer Satisfaction

According to Suwithi in Anwar, (2002:84) stated the advantages of a service provided to customers can produce customer satisfaction inside or outside, depending on the way of service. Westbrook & Reill in Tjiptono, (2005) revealed that the form of emotional response to experiences related to products or services purchased by consumers shows self-satisfaction.

H₃: Allegedly there is an influence between *service quality* to *customer satisfaction*

Service Quality and Re-purchase Intention influenced by Customer Satisfaction

Phillip Kotler & Keller, (2009) revealed that customer satisfaction is the feeling of pleasure or disappointment of someone who arises after comparing between perceptions or impressions of performance is below expectations, customers are not satisfied. Ali Hasan, (2018:181) stated customer satisfaction is divided into 2 i.e 1. The performance of a product and service will provide satisfaction for consumers. 2. The expectations that

consumers have before buying a product or service are a measure of consumer satisfaction.

H₄: Allegedly there is an influence between service *quality* to *repurchase intention* in mediation by *customer satisfaction*

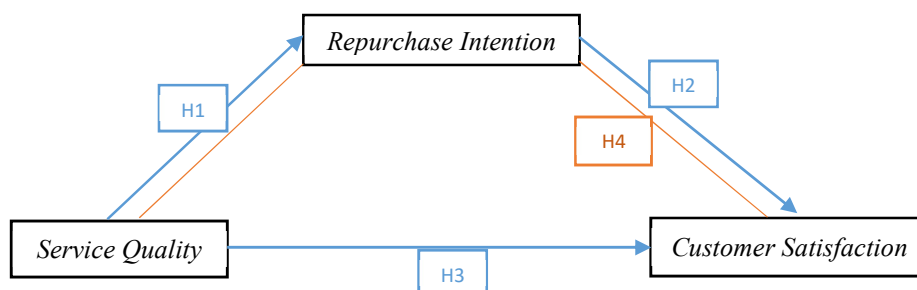


Figure 1. Conceptual Framework

Research Methods

This study uses the Descriptive Quantitative method, In the implementation of this study classified as a case study, research with characteristics of problems related to the actual condition "is explanatory or confirmatory research that explains the influence and relationship between research variables and tests the hypothesis that has been formulated first". With disseminated questionnaires through Google Form to 100 respondents who had booked tickets and refunded Air Asia airline tickets, related to the COVID-19 pandemic in Indonesia 2021. By using the Path Analysis method. For Validity and Reliability tests using SPSS 22, and for Regression tests using SPSS 22.

Discussions and Results

The results of the validity and reliability test can be seen in the table below:

Table 1. Validity and Reliability Test Results

Variable/ Dimension	Indicators	Average	R Count	Cronbach Alpha
SERVICE QUALITY	X.1 Air Asia airlines have clean and complete physical facilities.	4.07	0.607	0,697
	X.2 Air Asia employees are always friendly and polite to every customer.	4.00	0.589	
	X.3 Air Asia employees provide clear and easy-to-understand information.	3.98	0.678	
	X.4 Air Asia employees can resolve complaints faced by customers.	3.87	0.624	
	X.5 Air Asia employees have the knowledge to	3.94	0.677	

		answer customer questions regarding refunds.			
	X.6	Air Asia airlines have issued a refund promise under the original agreement.	3.82	0.615	
RE-PURCHASE INTENTION	Y.1	I chose Air Asia Airlines in traveling by air transportation.	3.98	0.653	0,736
	Y.2	I am trying to find more information about Air Asia airlines.	3.98	0.687	
	Y.3	I am interested in purchasing An Air Asia Airline ticket after getting information from a friend or relative	3.88	0.730	
	Y.4	I bought an Air Asia ticket because it has good quality service.	3.82	0.676	
	Y.5	I am willing to recommend Air Asia airlines to others.	3.97	0.639	
	Y.6	I am always interested in using Air Asia airlines on every flight.	4.00	0.549	
SATISFACTION CUSTOMER	Z.1	Air Asia airlines have high performance.	3.84	0.619	0,734
	Z.2	I feel safe when using Air Asia airlines.	3.91	0.568	
	Z.3	I feel that Air Asia's service is very compliant.	3.75	0.658	
	Z.4	Delighted with the service provided by Air Asia airlines during the ticket refund process.	3.81	0.720	
	Z.5	Facilities and refund services provided by Air Asia are under my expectations.	3.88	0.665	
	Z.6	Fulfilling my refund needs for the services provided.	3.87	0.714	

Source: Processed Author using SPSS 22.

Reliability tests are performed on items that are declared valid. This test is intended to measure questionnaires that are variable indicators. In Table 1, the value of Cronbach's Alpha for each variable is > 0.60 using theory (Sugiyono) and thus, all instruments on each variable are considered valid.

PATH ANALYSIS**a. Substructure 1****Substructure Coefficient 1 Variable X to Variable Y****Model Summary**

Type	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.643 ^a	.413	.409	.899	1.631

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Re-purchase Intention

This analysis is used to determine the amount of influence contained in the variable of Service Quality (X) on Re-purchase intention (Y) with the data contained in the column standardized coefficients that have been obtained, it can be concluded that in substructure 1 it appears that the Service Quality is in a positive direction, shown at a value of 0.643. It means that based on the above analysis, it was obtained that the amount of service quality influence on re-purchase intention is 0.643.

c. Substructure 2**Substructure Coefficient of 2 Y Variables to Variable Z****Model Summary**

Type	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.399 ^a	.159	.151	2.747	1.953

a. Predictors: (Constant), Re-purchase Intention

b. Dependent Variable: Customer Satisfaction

This analysis is used to determine the amount of influence contained in the variable Re-purchase Intention (Y) on Customer Satisfaction (Z). Through the data contained in the standardized coefficients column that has been obtained, it can be concluded that substructure 2 is seen that the Re-purchase Intention (Y) is in a positive direction, indicated at the value of 0.399. Based on the above analysis, it is known that the magnitude of the influence of Re-purchase Intention on Customer Satisfaction is 0.399.

d. Substructure 3**Substructure Coefficient of 3 Variables X to Variable Z**

Model Summary					
Type	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.373 ^a	.139	.130	2.780	1.717

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

This analysis is used to determine the amount of influence contained in the variable Service Quality (X) on Customer Satisfaction(Z). With the data contained in the standardized coefficients column that has been obtained, it can be concluded that sub-structure 3 is seen that the Re-purchase Intention (Y) is in a positive direction, indicated at the value of 0.373.

Based on the above analysis, obtained the result is that the magnitude of the influence of Service Quality on Customer Satisfaction is 0.373.

e. Substructure 4**Substructure Coefficient of 4 Variables X and Y against Variable Z**

Model Summary					
Type	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.458 ^a	.210	.194	2.677	1.805

a. Predictors: (Constant), Re-Purchase Intention, Service Quality

b. Dependent Variable: Customer Satisfaction

This analysis is used to determine the amount of influence contained in the variable of Service Quality (X) and Repurchase intention on Customer Satisfaction (Z). From the data contained in the standardized coefficients column that has been obtained, it can be concluded that sub-structure 4 indicates that the Service Quality (X) and Re-purchase Intention (Y) are in a positive direction, indicated at the value of 0.458. Based on the above analysis, it is known that the magnitude of the influence of Service Quality and Re-purchase intention on Customer Satisfaction is 0.458.

HETEROSCEDASTICITY TEST**Correlations**

			Service Quality	Re-purchase intention	Unstandardized Residual
Spearman's rho	Service Quality	Correlation Coefficient	1.000	.342**	-.043
		Sig. (2-tailed)	.	.000	.668
		N	100	100	100
	Re-purchase Intention	Correlation Coefficient	.342**	1.000	.038
		Sig. (2-tailed)	.000	.	.704
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.043	.038	1.000
		Sig. (2-tailed)	.668	.704	.
		N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Sig testing criteria > 0.05

Output result obtained:

- 1) Unstandardized Residual Value X 0.668 > 0.05

X variables tested do not contain heteroskedasticity

- 2) Unstandardized Residual Value Y 0.704 > 0.05

Y variables tested did not contain heteroskedasticity

From the result, the independent dig variable value is greater than 0.05 which means that there are no symptoms of heteroskedasticity.

Conclusion

Based on the results of research and discussion concluded that on the substructure:

1. Process refund tickets air Asia Indonesia airlines on the service quality to the re-purchase intention coefficient has a positive direct influence,

and there is a significant connection. This is strengthened based on the theory according to Tjiptono, (2001) Quality can be measured dynamically through the influence of products, services, people, processes, and environments that are sufficient or exceed consumer expectations.

2. Re-purchase intention has a positive and significant direct effect on customer satisfaction. By Following Ji & He's the statement, (2013) that, Consumers may have the ability to buy back or recommend others to buy when satisfied.
3. The Service Quality to customer satisfaction has a significant and positive impact. Following Westbrook & reill statement in Tjiptono, (2005) the form of emotional response experience purchased by consumers shows self-satisfaction.
4. On Substructure That Service Quality (X) and Re-purchase intention in Customer Satisfaction (Z), between variables, have a significant and positive direction. This is following Ali Hasan's theory, (2018:181) that the service quality will affect consumers' expectations to repurchase products and services.

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