

**THE EFFECT OF HEALTH PROTOCOL, LOW RATES
AND SERVICE QUALITY ON CUSTOMER
SATISFACTION DURING PANDEMIC
(STUDY CASE ON AIRASIA INDONESIA AIRLINES)
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Abstract: This study was conducted to determine the effect of health protocols, low tariffs and service quality on customer satisfaction by analyzing the most dominant variables affecting customer satisfaction. The population of the study is customers who use the services of AirAsia Indonesia during the COVID-19 pandemic. The number of samples was obtained using the Slovin calculation with a minimum of 100 respondents; the data obtained by distributing questionnaires to 150 respondents. It was analysed using quantitative data analysis test method with proof of the hypothesis.

Keywords: *Health Protocols, COVID-19, Low Prices, Service Quality, Costumer Satisfaction, AirAsia Indonesia Airlines*

Introduction

In 2020 there was an outbreak of the disease caused by the Covid-19 virus. Covid-19 is an infectious disease virus caused by the SARS-CoV-2 corona virus. This virus first appeared in December 2019 in the city of Wuhan, and has infected almost all countries in the world, including Indonesia, and has caused delays in the activities of many sectors. So the World Health Organization (WHO) declared it as a global pandemic.

Since the outbreak of the corona virus (covid-19) pandemic, several airports have been forced to close due to the policy to implement a lockdown. It of course has an impact on the decline in daily flights and even some airlines have been forced to stop their flights. However now, the aviation industry has started to rise due to the loosening of government

regulations and the existence of vaccines that have been carried out in the community. Even so, the commercial aviation industry still has to adapt during the pandemic, by continuing to apply health protocols so that passengers feel comfortable and safe and of course in line with the rules applied by the Ministry of Transportation.

Many airlines are affected by this condition, AirAsia Indonesia airline is one of them. AirAsia is a low-cost Malaysian airline. The airline operates domestic and international flights in major cities throughout Asia. In accordance with AirAsia's vision of "Developing PT Indonesia AirAsia to become the largest low-cost airline in Indonesia and providing the best service to the Indonesian people by providing connectivity at an affordable cost", AirAsia Indonesia is committed to implement health protocols during the Covid-19 pandemic in accordance with the policies and procedures issued by the government.

Table. 1 Total Users AirAsia Indonesia Q3/2019 dan Q3/2020

Year	Users
2019	2,04 Million 85%
2020	73.905 49%

Source (www.bisnis.com)

Literature Review

Health Protocols

According to (Riyadi & Larasaty, 2021), to reduce and prevent the transmission of this virus, the government has obligated people to maintain health protocols. The Covid-19 Task Force continues to strive to convey messages to all people to obey health protocols, such as staying at home,

wearing masks, frequently washing hands with soap and running water, maintaining physical distance (physical distancing), and not touching the face, eyes, nose and mouth. Indonesian Health Ministry (2020) declared that this policy was issued with the intention to carry out prevention and control of Covid-19 in Indonesia.

Low Rates

According to (Lim & Lee, 2020), by comparing the extracted features in detail, the writer found specific differences in passenger perception between FSC (Full Service Carrier) and LCC (Low Cost Carrier). Airlines should be aware of this difference, as it will help them differentiate themselves better. In addition, the food service and in-flight seat, which are usually considered as real features, subdivided into different topics, and subdivisions are simultaneously adapted to several dimensions (eg physical evidence, empathy, and reliability).

Service Quality

According to the American Society for Quality Control, quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet specified or patent requirements. The company's ability to provide quality products will be a weapon to win the competition. By providing quality products, customer satisfaction will be achieved, therefore companies must determine the right definition and accurate understanding of the right quality. (Kotler & Keller, 2016)

Customer Satisfaction

According to (Setiawan et al., 2020), Indonesian airlines must improve customer satisfaction to build trust. Customer satisfaction can be

achieved by maintaining a reasonable price perceived by customers and continuing to improve service quality.

Hypothesis

Based on the definition mentioned above, the formulation of the hypothesis in this study is as follows:

H₁: There is an effect of Health Protocol on customer satisfaction

H₂: There is an effect of low tariffs on customer satisfaction

H₃: There is an effect of Service Quality on customer satisfaction

H₄: There is the influence of Health protocol, Low Rates, and Service Quality towards customer satisfaction

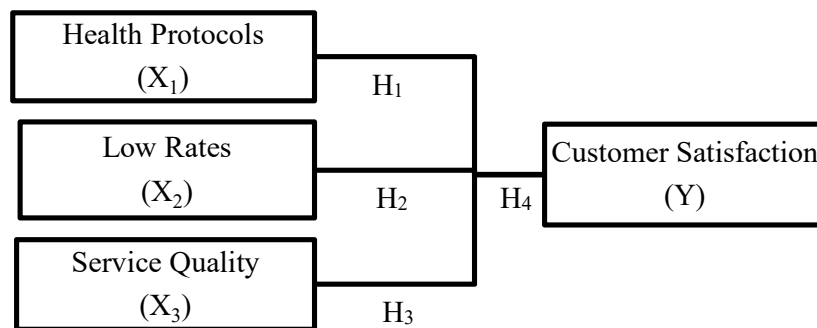


Figure 1. Conceptual Framework

Research Methods

This study is a quantitative descriptive study. The data of this study were obtained from questionnaires that had been distributed to subjects of the population. The sampling technique used is non-probability sampling with a purposive sample. According to (Sugiyono, 2019) purposive sample

is a sampling technique with certain considerations. Questionnaires were distributed to AirAsia Indonesia airline service users during the covid-19 pandemic with the number of passengers in the third quarter of 2020 was 73,905 passengers on 12 domestic and international flight routes. Due to limitations in conducting research, samples were taken from the existing population. According to (Sugiyono, 2019), the Slovin formula is used as the representative of the total population with an error rate of 10%. The Slovin formula put forward is:

$$n = N / 1 + ne^2$$

Explanation:

n = Sample size

N = Population size

e = Error tolerance limit

Based on the explanation above, using the Slovin formula, the sample size can be calculated as follows:

$$\begin{aligned} n &= 73.905 / 1 + (73.905)(0,1)^2 \\ &= 73.905 / 1 + (73.905)(0,01) \\ &= 73.905 / 1 + 739,05 \\ &= 73.905 / 740,05 \\ &= 99,864874 \approx 100 \end{aligned}$$

The sample obtained using slovin calculation is a minimum of 100 respondents. The analysis method used in this study is multiple regressions with IBM Statistics SPSS 23 tools.

Table 2. Measurement Items

Variable	Indicator
Health Protocols (X_1) (Soehardi et al., 2020)	X1.1 Implementation of health protocol. X1.2 Massive testing; Swab Antigen X1.3 Equipment availability; Personal protective equipment X1.4 Health Protocol Security
Low Rates (X_2) (Zu et al., 2020)	X2.1 Fare X2.2 Class Configuration X2.3 Airport Service
Service Quality (X_3) (Aryanny & Iriani, 2019)	X3.1 Display proof X3.2 Reliability X3.3 Responsiveness X3.4 Guarantee
Customer Satisfaction (Y) (Setiawan et al., 2020)	Y1.1 Satisfaction With Service Y1.2 Fullfilment of expectations Y1.3 Satisfying Experience

Discussion and Result

This chapter presents an overview of the results of the research data analysis related to the factors that influence customer satisfaction for AirAsia Indonesia airlines. This data analysis aims to determine the effect of Health Protocol (X_1), Low Fares (X_2), Service Quality (X_3), customer satisfaction on AirAsia Indonesia (Y). The data was obtained by distributing questionnaires to 150 respondents, AirAsia Indonesia airline service users during the covid-19 pandemic. More than 100 respondents were obtained using slovin calculations. According to (Alwi, 2015), sample size is one of the important things in conducting research, both in conducting hypothesis testing and in conducting item analysis. In principle, the more samples the better the research results.

Descriptive statistics**Table 3. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Health Protocols	150	8	19	15,15	2,658
Low Rates	150	6	15	12,17	1,924
Service Quality	150	6	19	13,86	3,135
Customer Satisfaction	150	6	14	11,14	1,738
Valid N (listwise)	150				

Validity Test**Table 4. Validity Test**

Variable	Question Items	R Count	R Table	Sig. Value	Probability	Description
Health Protocols (X1)	P1	0,746	0,159	0,000	0,05	Valid
	P2	0,800		0,000		Valid
	P3	0,811		0,000		Valid
	P4	0,727		0,000		Valid
Low Rates (X2)	TR1	0,825	0,159	0,000	0,05	Valid
	TR2	0,764		0,000		Valid
	TR3	0,839		0,000		Valid
Service Quality (X3)	K1	0,874	0,159	0,000	0,05	Valid
	K2	0,826		0,000		Valid
	K3	0,788		0,000		Valid
	K4	0,815		0,000		Valid
Customer Satisfaction (Y)	KP1	0,811	0,159	0,000	0,05	Valid
	KP2	0,835		0,000		Valid
	KP3	0,768		0,000		Valid

Based on the results of the validity test, the data is considered as valid if ($R_{\text{count}} > R_{\text{table}}$) and Sig Value < 0.05 . R_{count} is obtained from the correlation

table (pearson correlation) and R_{table} (0.159) is obtained from the R_{table} with a significance level of 5%. So that it can be stated that each question item posed in the questionnaire is able to represent the goal of this study. It can be concluded that the test conducted is valid.

Reliability Test

According to (Sugiyono, 2016), if the Cronbach Alpha value is greater than 0.6 then the statement is reliable or valid. On the other hand, if the Cronbach Alpha value is less than 0.6 then the variable statement is unreliable or invalid

Table 5. Reliability Test Result

Cronbach's Alpha Value	Level of Reliability
0.0 -0.20	Less Reliable
>0.20-0.40	Somewhat Reliable
>0.40-0.60	Fair Reliable
>0.60-0.80	Reliable
>0.80-1.00	Very Reliable

Variable	Nilai <i>Cronbach's</i> Alpha	N of items	Description
Pandemic (X_1)	0.773	4	Reliable
Low Rates (X_2)	0.738	3	Reliable
Service Quality (X_3)	0.844	4	Very Reliable
Customer Satisfaction (Y)	0.729	3	Reliable

- The results of the Health Protocol reliability test are greater than the critical value of $0.773 > 0.6$ or the test results of the measuring instrument in this questionnaire are reliable.
- The low-rate reliability test result is greater than the critical value $0.738 > 0.6$ or the test results of the measuring instrument in this questionnaire are reliable.
- The results of the Service Quality reliability test are greater than the critical value of $0.844 > 0.6$ or the test results of measuring instruments in this questionnaire are very reliable.
- Customer Satisfaction reliability test results are greater than the critical value of $0.729 > 0.6$ or the test results of measuring instruments in this questionnaire are reliable.

Multiple Linear Analysis

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789 ^a	,623	,615	1,078

a. Predictors: (Constant), Service Quality, Low Tariff, health protocol

refers to the Adjusted R Square (Model Summary) in the regression output results. The results of the Adjusted R Square output: 0.615 (61.5%) which aims to find out the percentage of the influence of the variable (X) simultaneously on the variable (Y) which means that the Health Protocol Variable, Low Tariff and Service Quality contribute to the customer satisfaction variable of 61.5%

T Test (PARTIAL)**Table 7. Coefficients^a**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,585	,637		2,489	,014
	Health Protocols (X1)	,300	,043	,459	6,975	,000
	Low Rates (X2)	,302	,054	,334	5,598	,000
	Service Quality (X3)	,096	,032	,174	2,983	,003

Dependent Variable: Customer Satisfaction

Table 8.

Variable	T Count	T Table	Significant	Description
Health Protocols	6,975	1.976	0,000	Influential
Low Rates	5,598	1.976	0,000	Influential
Service Quality	2,983	1.976	0,003	Influential

Basic data for decision making: Significance <0.05 (Significantly Affected).

T count is greater than T table ($T_{\text{count}} > T_{\text{table}}$) = Influential

Regression equation obtained:

$$Y = 1,585 + 0.300X1 + 0.302X2 + 0,096X3$$

Regression Equation Analysis:

- The Health Protocol variable has a positive regression coefficient of 0.300. It can be concluded that the increase in the implementation of the Health Protocol will increase customer satisfaction and the other way around.

- The Low Rates variable has a positive regression coefficient value of 0.302. It can be concluded that the lower the tariff will increase the customer satisfaction.
- The Service Quality variable has a positive regression coefficient value of 0.096. It can be concluded that increasing Service Quality will increase customer satisfaction and other way around.

F Test (SIMULTANEOUS)**Table 9. ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	280,414	3	93,471	80,443	,000 ^b
Residual	169,646	146	1,162		
Total	450,060	149			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Low Rates, Health Protocols

Basic data for decision making Significance < 0.05 (Significantly Influence).

SPSS Output Results: Significance value of 0.000, F_{count} of 80.443 and F_{table} (significance 5%) of 2.67.

How to determine F_{table} : Sample - number of variables -1 ($150-4-1 = 145$)

F_{count} is greater than F_{table} ($F_{\text{count}} > F_{\text{table}} = 80.443 > 2.67$ (Simultaneous Effect). Means that the variables of Health Protocol, Low Rates and Service Quality have a significant and simultaneous effect on the Customer Satisfaction Variable.

Conclusion

The result of the study shows that customer satisfaction is influenced by the Health Protocol, low rates and quality of service either simultaneously or partially. Customer satisfaction that appears can be seen from various aspects, including the implementation of the health protocol, low rates, and the quality of services provided. The price paid by the customer must be in line with the quality of service received even during this pandemic. In the current situation, AirAsia Indonesia has provided the best service with existing policies in accordance with the rates provided.

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