

THE EFFECT OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY OF BATIK AIRLINES (DOMESTIC FLIGHT FOR THE PERIOD APRIL 2022 –JUNE 2022)

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Abstract: This study contains an analysis of the effect of service quality and brand image on customer loyalty in using Batik Airlines services. Users of Batik Airlines services make up the study's population. Data were collected using a random sampling technique, and surveys were given out to Batik Air customers. Additionally, the research method used is a quantitative method with a multiple linear regression approach assisted by the Statistical Package for the Social Sciences (SPSS) program and then analyzed by validity test, reliability test, normality test, multiple regression analysis, coefficient of determination test (R²), test T, and test F so that it was found that service quality has a positive and significant effect on customer loyalty, brand image has a positive and significant effect on customer loyalty, and brand awareness has a positive and significant impact on customer loyalty.

Keywords: *Service Quality, Brand Image, Customer Loyalty.*

Introduction

Transportation is the activity of moving people or goods from one place to another physically within a certain time using human power. Based on this understanding, it can be concluded that transportation, especially (in this study) air transportation has an important role in life.

However, the situation caused by COVID-19 requires transportation modes, especially air transportation, to adapt so quickly so that they can as usual. The existence of a health protocol is a solution given by the government so that air transportation modes can return to their normal activity.

Batik Air has made improvements to its services during the pandemic period in all aspects. The improvement of services carried out by Batik Air is carried out to provide the best service and by applicable health protocols. Batik Air is improving services by following health protocols, The goal is to keep customers who have previously used Batik Air services still using Batik Air services, which means that service quality is important for Batik Air to satisfy customers. In addition, Batik Air's good brand image is a

consideration for customers to use Batik Air's services. This has resulted in customer loyalty due to the repeated use of Batik Air. (Indrawan & Andrian, 2021)

Service Quality

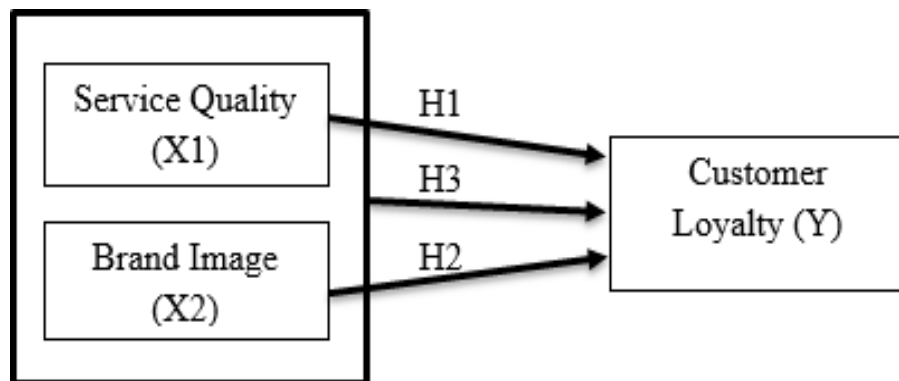
Quality is a dynamic situation that influences products, services, people, processes, and the environment that meet or exceed expectations, according to Tjiptono (Hadiyati, 2015). Services, which are essentially intangible and do not give rise to any ownership, are defined by Kotler (Subekti, 2019) as any action or activity that can be provided by one person to another. Indicators from (Rizqillah & Kurniawan, 2019) such as dependability, tangibleness, responsiveness, certainty, and empathy were used by the researchers in this study.

Brand Image

"Brand image is consumer impression about a brand, as expressed by the brand connections preserved in consumer memory," according to Keller (Melka Neria S, 2012). This suggests that a company's brand image is a reflection of the brand associations that customers hold in their minds. There are three dimensions of a brand image according to Keller. (Rahmi & Nizam, 2017) namely brand strength, brand preference, and brand uniqueness.

Customer Loyalty

According to Griffin (Marina & Darmawati, 2014) the definition of a loyal customer is "A loyal customer is one who makes regular repeat purchases, purchase across product and service lines, refers others and demonstrates an immunity to the pull of the competition", which refers to repeat consumers who exhibit traits including buying the same product lines and services given by the same company entity, letting others know about their positive experiences with the business entity, and showing resistance to offers from rivals. In this study, the researchers make use of the signs put forth by Griffin (Gultom, Dedek Kurniawan; Arif, 2020) who explains that devoted customers exhibit traits such as making repeat purchases, recommending others, and displaying resistance to the attraction of rivals.

Hypothesis**Picture 1. Framework of mind**

Source: Reseachers 2022

Based on several statement and theories that have been described above, the hypothesis in this study are:

H1: There is an effect of service quality on customer loyalty of Batik Airlines.

H2: There is an effect of brand image on customer loyalty of Batik Airlines.

H3: There is an effect of service quality and brand image on customer quality of Batik Airlines.

Method

Quantitative research is the kind that is used. According to Sugiyono's (Sugiyono, 2010) definition of the quantitive research approach, this type of study examines specific populations or samples, collects data using research instruments, and then uses quantitive/statitital data analysis to characterize and test predefined hypotheses. The tool used for data processing in this study is IBM Statistics SPSS version 26.

Population

According to Sugiyono (2018: 130), the population is an area for generalization made up of things and persons with particular features and characteristics that researchers have chosen to study and then make

conclusions from. The participants in this study are Batik Airlines passengers or consumers.

Sample

Sugiyono (2017: 81) claims that the sample is a component of the population that serves as the study's data source and is one of the many qualities that the population possesses. Sugiyono (2017: 81) describes the sampling technique as one that uses 100 respondent random sampling to estimate the sample size based on the population.

Discussion and Result

Data analysis was carried out to test whether there was an effect of variabel X1 and X2 on Y. Based on data analysis with quantitative methods, it was found that the questionnaire contained 100 respondent with the majority of respondents being 31% male and 69% female. In addition, the majority of respondents in the questionnaire were aged 19-24 years old with a percentage of 83% of the total respondents, 8% of the total respondents for the age of 25-30 years old, 5% of the total respondents for the age of 31-36 years old, 1% of the total respondents for the age of 37-42 years old, and 3% of the total respondents for the age of < 43 years old.

The majority of respondents who filled out the questionnaire were mostly students with a total of 69% of 100 respondents, 9% of total respondents were civil servants, 17% of total respondents were civil servants, 17% of total respondents were private employees, and 5% of total respondents were entrepreneurs.

Validity Test

Table 1. The Output of Data Processing of Validity Test

Variabel	Pernyataan	r Hitung	r Tabel	Keterangan
Kualitas Pelayanan (X1)	X1.1	0.760	0.197	VALID
	X1.2	0.783		VALID
	X1.3	0.705		VALID
	X1.4	0.775		VALID
	X1.5	0.766		VALID
	X1.6	0.717		VALID
	X1.7	0.824		VALID
	X1.8	0.798		VALID
	X1.9	0.746		VALID
	X1.10	0.703		VALID
	X1.11	0.781		VALID
	X1.12	0.640		VALID
	X1.13	0.798		VALID
Citra Merk (X2)	X2.1	0.736	0.197	VALID
	X2.2	0.710		VALID
	X2.3	0.752		VALID
	X2.4	0.742		VALID
	X2.5	0.754		VALID
Loyalitas Pelanggan (Y)	Y.1	0.596	0.197	VALID
	Y.2	0.784		VALID
	Y.3	0.780		VALID
	Y.4	0.718		VALID

Source: The output of data processing, 2022

Reliability Test

Table 2. The Output of Data Processing of Reliability Test

NO	Variable	Cronbach's alpha	Description
1	Service Quality (X1)	0.950	Realible
2	Brand Image (X2)	0.893	Realible
3	Customer Loyalty (Y)	0.864	Realible

Source : The output of data processing, 2022

From the analysis of the reliability test above, the are Cronbach's alpha results for each variable. Service Quality 0,950 (X1), Brand Image 0,893 (X2). And Customer Loyalty 0,864 (Y). It can be concluded that this study has reliable data because each variable gets a Cronbach's alpha > 0,60.

Normality Test

Table 3. The output of Data Processing of Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	31.99
	Std. Deviation	4.505
Most Extreme Differences	Absolute	0.184
	Positive	0.150
	Negative	-0.184
Test Statistic		0.164
Asymp. Sig.		0.000 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: The output of data processing, 2022

Normality test use the one sample kolmogorov-smirnov test with a significant value of 0,05 and are declared normally distributed if it is greater than 0,05. Based on the results of the normality test in this study, showed that this study had data that wer normally distributed

Multicollinearity Test

Table 4. The Output of Data Processing of Multicollinearity Test

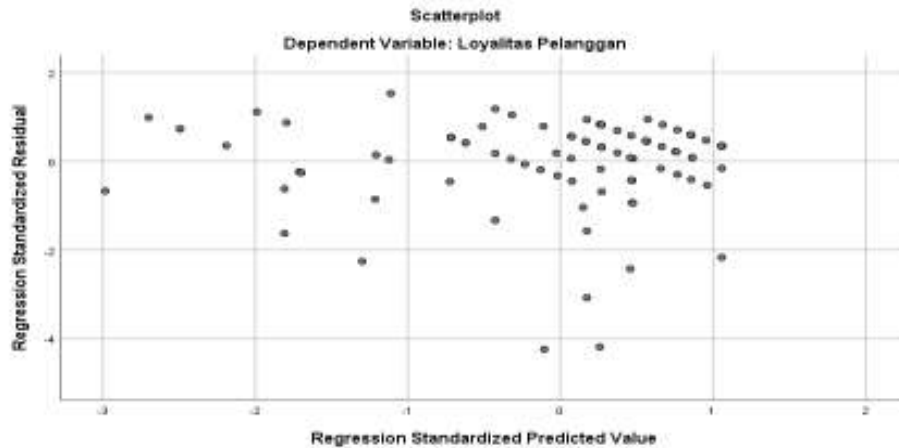
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	0.197	5.087
	Brand Image	0.197	5.087
a. Dependent Variable: Customer Loyalty			

Source: The output of data processing, 2022

From the results of the multicollinearity test, there is a conclusion that there are no symptoms of multicollinearity because the tolerance value of the two variables is $> 0,1$ and the VIF value of the two variable is $> 1,0$

Heteroscedasticity Test

Picture 2. Heteroscedasticity Test



Sumber: The output of data processing, 2022

Based on the picture of the results of the heteroscedasticity test above, There is a conclusion that the study is free from heteroscedasticity symptoms because the pattern is described by spreading which means it does not from a pattern.

Multiple Linear Regression Test

Table 5. The Output of Data Processing of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.604	1.576		-1.652	0.102
	Service Quality	0.239	0.061	0.561	3.930	0.000
	Brand Image	0.255	0.153	0.238	1.666	0.099

a. Dependent Variable: Customer Loyalty

Source: The output of data processing, 2022

Based on the findings from the aforementioned regression coefficients, the following regression equation can be developed to determine how Brand Image and Service Quality Affect Customer Loyalty:

$$Y = -2,604 + 0,239 + 0,255$$

According to the results of the description, the constant value is -2,604 if

the dependent variable is -2,110 and the regression coefficients for service quality and brand image are both 0,239 and 0,255. Customer loyalty variable (Y) will be impacted by 0,239 if the service quality variable (X1) has increased by 1 unit. If the brand image variable (X2) increases by 1 unit, it will also have a 0.255-unit impact on the customer loyalty variable (Y).

Coefficient of Determination Test (R^2)

Table 6. The Output of Data Processing of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.782 ^a	0.611	0.603	1.989
a. Predictors: (Constant), Service Quality, Brand Image				
b. Dependent Variable: Customer Loyalty				

Source: The output of data processing, 2022

The coefficient of determination (R^2) is 0,611 according to the R^2 test's findings. These findings imply that the variables of service quality and brand image account for 61,1% of the variables influencing customer loyalty. Other factors, in contrast, can account for the additional 38,9%.

T-Test

Table 7. The Output of T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.604	1.576		-1.652	0.102
	Service Quality	0.239	0.161	0.561	3.930	0.000
	Brand Image	0.255	0.153	0.238	1.666	0.099
a. Dependent Variable: Customer Loyalty						

Source: The output of data processing, 2022

The outcome of the T-test analysis is shown in the table above. Given the description, it can be inferred that the customer loyalty variable (Y) is significantly influenced by the service quality variable (X1), as indicated by the fact that the significant value is 0.0000.05 and the Tcount value is 3,930 > t = 1,660. Additionally, because the brand image variable (X2) has a large impact on the customer loyalty variable (Y) and has a value of 0,010 0,05 while the Tcount value is 1,666 > t - Table 1,660.

F-Test

Table 8. The Output of F-Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	603.147	2	301.573	76.208	0.000 ^b
	Residual	383.853	97	3.957		
	Total	987.000	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Service Quality, Brand Image						

Source: The output of data processing, 2022

Based on the F-test results table above, the significance value is 0,000 < 0,05 and f count is 76,208 > f table (2;97) = 3,09 on the effect of service quality (X1) and brand image (X2) on customer loyalty (Y). It means that Ho3 is rejected and Ha3 is accepted. So the conclusion is that there is a significant effect of service quality (X1) and brand image (X2) on customer loyalty (Y).

Conclusion

The conclusion that can be obtained based on all of the above data analysis are:

1. The T-test analysis of the relationship between service quality and customer loyalty reveals a Tcount of 3,930 and a significant value of 0,000 < 0,05, indicating that service quality has a positive and significant impact on customer loyalty and that Batik Airlines's customer loyalty

will increase as service quality increases..

2. Based on the T-test analysis of the brand image variable on customer loyalty which shows a Tcount of 2,624 with a signifivant value of 0,010 < 0,05, the brand image has a positive and considerable influence. It means that the better the brand image of Batik Airlines, the higher customer loyalty of Batik Airlines.
3. According to data from the Fcount of 76,208, which has a significant value of 0,00, both service quality and brand image have a positive and significant impact on Customer Loyalty.

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