

THE EFFECT OF CUSTOMER EXPERIENCE, SERVICE QUALITY, FACILITIES, CUSTOMER SATISFACTION AND LOYALTY ON INTERNATIONAL AIRPORT

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Abstract: Studies related to the influence of customer experience on customer satisfaction have an impact on customer loyalty. Satisfied customers create customer loyalty. Facilities in the form of physical equipment offered by the airport make consumers satisfied and give birth to loyalty. The airport meets consumer expectations in quality, facilities create customer satisfaction and loyalty. The methodology of this writing is quantitative, distributing questionnaires to 100 airport customers (PNS/private employees/students/entrepreneurs). SEM - SmartPLS Version : 3.0. The findings of this study are that the variable quality of service and facilities carried out does not affect the variable of customer loyalty. However, there are also several variables that influence, namely customer experience and customer satisfaction with customer loyalty. Variables of customer experience and customer satisfaction affect customer loyalty. This novelty provides new insights into improving the quality of airport services and facilities. Further research is recommended to adopt innovative and intelligent airport technology.

Keywords: *customer experience, service quality, facilities, customer satisfaction, and customer loyalty*

Introduction

Changes in the lifestyle of the world's people today tend to travel (Chanda & Chopra, 2019). People travel to explore and get new ideas of places. The lifestyle of traveling using service flights is increasing. The aviation industry is facing various challenges such as Covid-19, reducing operational costs, airport quality and facilities are expected to be guaranteed (Baker, 2013).

Airport service quality is measured as a result of the customer's assessment of the customer's perceived expectations and service. Customers are willing to pay higher prices with airport quality assurance such as transportation between terminals, airport information services related to flight delays (Jiang & Zhang, 2016).

Customers feel disappointed not only regarding flight delays but also facilities such as smart gates, self-boarding, and RFID baggage tags that are not yet available (Rajapaksha & Jayasuriya, 2020). Airports must meet customer expectations (Castillo-Manzano & López-Valpuesta, 2013; Maemunah & Susanto, 2019).

Satisfied customers will make a repeat purchase. Satisfied customers will help the marketing process through a positive "Word of Mouth" (Kotler, 2006). Customer satisfaction will be prioritized will give birth to satisfaction and loyalty.

Customer loyalty is a continuous manifestation of customer satisfaction. Customers feel that the quality of service and good airport facilities can create a sense of desire to use air transportation services again (Dewi & Nugroho, 2020). Creating airport customer satisfaction and loyalty requires not only quality but also fulfilling a positive customer experience at the airport.

Previous research stated that customers' willingness to pay higher prices for service quality is still under debate (Cossío-Silva et al., 2015). Customers consider paying higher fees for service quality that does not match customer expectations. Customer experiences such as complaints of long baggage services, queues at check-in, notification information that is unclear and slow, as well as covid-free inspections that require time related to quality services affect customer satisfaction and loyalty (Maemunah, 2020).

The novelty of this research is to find out how customer experience, service quality, and airport facilities affect customer satisfaction and loyalty. The first research is related to service quality, customer satisfaction, and loyalty in the Chinese airline market (Jiang & Zhang, 2016). Both studies are related to the future of airport operations (Rajapaksha & Jayasuriya, 2020). The third study is related to the impact of low-cost airline service quality on airline image and customer satisfaction and loyalty during the COVID-19 pandemic (Hassan & Salem, 2022).

Literature Review Customer Experience

Customer experience is the perception of motivation in observing or participating in an event (Chen & Lin, 2015). According to Berry et al., (2002), a positive customer experience is the customer feels the quality and facilities of the airport as expected. Dewi & Nugroho Research (2020) customer experience is that customers interact with airports regarding quality and facilities. According to Schmitt, (1999) customer experience is the appearance of airport staff and facilities meeting expectations.

Service Quality

Service quality according to Kotler, (2009) service quality refers to the responsiveness and actuality of airport services. Quality of service must start with the wishes of the customer. Service quality is an activity, profit, or tangible satisfaction (Harun, 2020). tangibles are referenced in the terminal area. Implement good health protocols. Reliability is related information for flight delays quickly and clearly. Responsiveness

means that airport staff are on hand to help customers. Assurance, such as security guarantees related to Covid-19 free examinations. Empathy is a commendable attitude of airport staff service. (Acang, Hernawan, and Ginanjar 2020)

Facilities

Facilities are everything that is physical equipment that sellers offer to make the consumers comfortable (Kotler, 2013). Service companies have facilities in using their services that can influence consumers in making purchases of these services (Muhlidin, 2022). Facilities are the appearance, capabilities of infrastructure, and environmental conditions (Lupiyoadi, 2004). Facilities are considerations or spatial planning, the availability of check-in facilities to Covid-19 free inspections. Room planning such as facilities that are easily accessible to airport customers. Lighting is like the right placement of lights. Color is like choosing the right color. Messages are delivered graphically (Tjiptono, 2007).

Customer Satisfaction

A person's degree of satisfaction is determined by a comparison between the product's actual and anticipated performance (Kotler, 2013). One's degree of satisfaction is determined by comparing the apparent performance (result) to his expectations (Irawan et al., 2013). Consumer loyalty is a result of customer satisfaction with the quality of a product or service (Murali et al., 2016). Client loyalty will result from customer happiness. Regarding Consumer Satisfaction Regarding Overall Satisfaction, the airport's overall facilities and services meet customer expectations. Confirmation of Expectations (including workers and facilities adopting practices in accordance with policies). (Nurpiyanti et al. 2019) Compared to Ideal, airport guests are pleased with the services and amenities provided (Tjiptono, 2007).

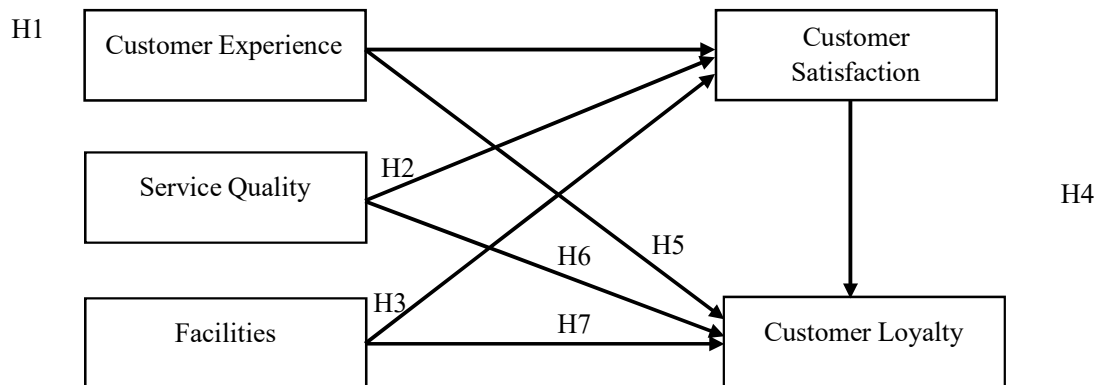
Customer Loyalty

The choice to repeatedly buy a company's products or services exemplifies loyalty (Griffin, 2010). For the organization to remain competitive in the market, loyalty is essential. Consumer loyalty may be depended upon and trusted to make airport service quality and facility recommendations (Maemunah & Syakbani, 2021). Customer loyalty may be assessed by a customer's propensity to purchase or use additional goods or services and to refer them to other consumers (Meesala & Paul, 2018). According to (Zeithaml, 1996), airport clients who provide favorable feedback demonstrate customer loyalty. Recommend buddy recommends air travel services to others. Continuing to purchase is similar to reusing air transportation services. (Indrawan and Andrian 2021)

Conceptual framework and hypothesis research

As illustrated in Figure 1, this study creates a conceptual framework for understanding the research based on a survey of the current literature. This research concerns with the influence of customer experience, service quality, and amenities on customer satisfaction and loyalty.

Figure 1. Conceptual Framework



Hypotheses

H1: The effect of customer experience on customer satisfaction

A positive customer experience creates an emotional bond between service quality and airport facilities creating customer satisfaction. (Pranoto & Subagio, 2015).

H2: The effect of service quality on customer satisfaction

Service quality is an important determinant of customer satisfaction. Customers feel the satisfaction towards the airport services provided, and the image of an airport will increase (Saha & Theingi, 2009).

H3 : The effect of facilities on customer satisfaction

Customer needs related to good facilities are a challenge for airport managers. Therefore, the management of airport facilities is very important to maintain efficiency, smooth activities, and a good reputation among customers (Kobyak & Lvovna, 2015).

H4 : The effect of customer satisfaction on customer loyalty

Airport management is strongly committed to creating customer satisfaction. Satisfactory service creates an increase in customer loyalty to flight services (Lin & Wang, 2015).

H5: The effect of customer experience on customer loyalty

Airport managers are able to shape customer experiences according to customer expectations, so customer loyalty can be achieved (Scherpen et al., 2018). Customers do not mind paying high prices to get service quality and airport facilities (Jiang & Zhang,

2016). Positive customer experience generates customer loyalty.

H6: The effect of service quality on customer loyalty

Customer loyalty involves the customer's mindset towards a positive airline service quality. Customers recommend to other customers regarding airport service quality, positive airports give birth to customer loyalty (Ahmed et al., 2020).

H7: The effect of facilities on customer loyalty

Airport facilities are everything that is used to assist and facilitate the implementation of airport activities (Arikunto, 2013). Check-in free of digital covid-19 is easy and fast to create customer satisfaction and loyalty (Maemunah, 2020).

Method

The method in this study uses quantitative methods. The method took primary data in explaining the phenomenon being studied. Primary data were collected from questionnaires distributed to airport customers at terminal 2 of Soekarno Hatta International Airport, Tangerang after the COVID-19 pandemic. The sample used by PLS-SEM was 30-100 sample sizes (Chin, 2000), so the sample was determined to be 100 respondents. The data was then analyzed using the SEM-PLS method. SmartPLS software version 3.0, due to multivariate research on variables.

Table 1. Respondents profile

Information	Total	Percentage
Sample count	100	100%
Gender:		
Male	59	56,3%
Woman	41	43,7%
Age:		
< 17 Years	6	7,3%
17 - 25 Years	30	33,1%
26 - 35 Years	32	34,4%
36 - 45 Years	23	15,2%
46 - 55 Years	6	7,3%
> 55 Years	3	2,6%
Jobs		
ASN/TNI/POLRI	13	14,5%
Private Employees	34	35,1%
Entrepreneurial	23	23,2%
Student	30	27,2%

Source : Survey Google Form 2022

Discussion and Result

Table 2. Result

Research hypothesis	Conclusion	Decision
H1 : Customer experience has a significant positive effect on customer satisfaction	H1 Accepted	Supported
H2 : Service quality has a significant positive effect on customer satisfaction.	H2 Accepted	Supported
H3 : Facilities have a significant positive effect on customer satisfaction.	H3 Accepted	Supported
H4 : Customer satisfaction has a significant positive effect on customer loyalty.	H4 Accepted	Supported
H5 : Customer experience has a significant positive effect on customer loyalty.	H5 Accepted	Supported
H6 : Service quality has a significant positive effect on customer loyalty.	H6 Rejected	Supported

Source : SmartPLS 3.0 Calculation 2022

Based on table 1. There are 7 hypotheses proposed, of which 5 hypotheses are accepted and 2 hypotheses are rejected. The explanation is as follows :

1) Hypothesis Testing 1

Customer experience has a positive and substantial effect on customer satisfaction.

According to the findings of the first hypothesis test, there is a direct and positive relationship between the customer experience variable and customer satisfaction, with a P-Value of (0.026) and a computed value of (0.062).

It may be inferred that hypothesis 1 is supported, indicating that the perceived customer experience correlates positively with customer satisfaction. Referring to the findings of study from Wardhana (2016), customer experience has a substantial impact on customer satisfaction. Customers are happy and expect to make more purchases as a result of the pleasant experience provided by the firm. Customer experience has a considerable impact on customer satisfaction (Venkat, 2007).

2) Hypothesis Testing 2

Service quality has a positive and substantial effect on customer satisfaction.

Referring to the findings of the second hypothesis test, there is a direct and positive relationship between the service quality variable and customer satisfaction, which has a P-Value of (0.000) and the calculated values (0.553).

It may be argued that hypothesis 2 is supported, implying that the greater the degree of client happiness, the better the service quality. Hassan & Salem (2022) found out that service quality is an independent predictor of customer happiness and retention, as well as

the enhancement of the company's brand image. The prompt handling of customer complaints by airport personnel might add to consumer perceptions of satisfaction and inclinations to repurchase (Taghizadeh et al., 2013).

3) Hypothesis Testing 3

Facilities have a positive and significant effect on customer satisfaction.

The next hypothesis indicated that there is a direct and positive relationship between the facilities variable and customer happiness, with a P-Value of (0.002), and the value of the calculation findings (0.312).

It may be argued that hypothesis 3 is supported, implying that the greater the degree of client happiness, the better the amenities supplied. Gumussov (2016) found out that facilities have a favorable effect on customer satisfaction, according to study on the Effect of Service Quality, Facility Value, and Price Stability on Customer Satisfaction and Customer Loyalty.

4) Hypothesis testing 4

Customer satisfaction has a positive and significant effect on customer loyalty.

The findings of the fourth hypothesis test, there is a direct and positive relationship between the variable customer happiness and customer loyalty, which has a P-Value of (0.000), and the value of the calculation results (0.335).

It may be inferred that hypothesis 4 is supported, implying that the relationship between customer pleasure and customer loyalty is positive. According to the findings of the study (Vuuren, T.V., 2012), there is a favorable correlation between customer satisfaction and customer loyalty in South African optometric offices.

5) Hypothesis testing 5

Customer experience has a positive and significant effect on customer loyalty.

The results of the fifth hypothesis test indicate that there is a direct and positive effect between the customer experience variable and customer loyalty which has a P-Value value of (0.000) and the value of the calculation results (0.395).

It can be concluded that hypothesis 5 is accepted, meaning that the better the customer experience, the higher the level of customer loyalty. The results of the study according to research (Novitasari, 2012) the significant influence of customer experience produces, strengthens, and maintains customer loyalty.

6) Hypothesis testing 6

Service quality has a positive and insignificant effect on customer loyalty.

Sixth hypothesis test findings indicate that there is a positive but not substantial

effect between the service quality variable and customer loyalty which has a P-Values value of (0.368) and the value of the calculation results (0.136).

It can be concluded that hypothesis 6 is rejected, meaning that the lower the service quality provided made customer loyalty go down. According to research (Fodness & Murray, 2007) state that when service received is below the expected service, customer will not get satisfied and lose loyalty to the product provider and vice versa.

7) Hypothesis testing 7

Facilities have a positive and insignificant effect on customer loyalty.

The seventh hypothesis test findings revealed that there is a positive yet insignificant effect between the service quality variable and customer loyalty which has a P-Values value of (0.189) and the value of the calculation results (0.113).

Therefore, this hypothesis is rejected, indicating the lower the facilities provided, the lower the level of customer loyalty. Research results according to research (Sitio & Ali, 2019) state that facilities do not affect customer loyalty.

Conclusion

Customer experience, service quality, and facilities with customer satisfaction and its impact on customer loyalty. Hypothesis testing directly produces customer experience, service quality, and facilities that affect customer satisfaction. Service quality and facilities have no effect on customer loyalty. Customer experience and customer satisfaction affect customer loyalty. Direct relationship between customer experience, service quality, and facilities with customer satisfaction and customer loyalty Soekarno Hatta International Airport, Tangerang. Dissatisfied customers lose loyalty. A positive customer experience with the airport results in customer satisfaction and loyalty.

Research expects managers at Soekarno Hatta International Airport, Tangerang, especially Terminal 2 to improve the quality of the existing ones. Negative customer experience is such as old baggage, long queues, delay information is not clear to be a concern.

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