

The Influence Between Customer Experience and Service Quality to Customer Satisfaction at Adisutjipto Airport Yogyakarta

Devi Rahmadita^{1*}, Dewi Chandra Kartika², Yoanita Octora³, Aswanti Setyowati⁴

^{1,2,3,4}, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding Author: Rahmaditadevi009@gmail.com

Abstract

Air transport is a highly developed industry at this time, this is because of the increasing needs of the public to make the shift takes place very fast. In addition, the importance of transportation modes public facilities for consumers also should be aware. Already reasonably public facilities to provide the Government of the people, one of them through the availability of airport to suit your needs. The airport has a role and a very important function in provides the service of air transportation activities such as stewardship of the air side and land side of Ministry. The purpose of this research is to know the magnitude of the influence of customer experience and service quality towards customer satisfaction at Adisutjipto Airport Jogjakarta. Questionnaire data were collected from 100 passengers at Adisutjipto Airport Jogjakarta and analyzed by using Structural Equation Modeling (SEM) Lisrel. The results of this study indicate the customer experience and the service quality.

Keywords: Customer Experience, Service Quality, Customer Satisfaction, Airport

INTRODUCTION

With the increasing mobility of people from one place to another by using the means of air transport. Air transport is a highly developed industry today, this is due to the increasing needs of the community to undertake a variety of activities. The importance of public facilities for citizens of Indonesia have been regulated in article 34 paragraph 1 UUD 1945 "the State is responsible for the provision of health care facilities and facilities decent public services". the Government already provided the public facilities which is suitable to yours needs of the people, one of them through the availability of airport sesau to your needs. The airport has the role and a very important function in the service of air transportation activities such as stewardship of the air side and land side of ministry. Infrastructure and support facilities on the land side and air side are used to serve the departure and

arrival passenger. One of the main ground-side service to passengers available in areas of the airport terminal. (Christian, Bezerra, & Gomes, 2016) Stated that on the complexity of the Environment Ministry of airports, effective process measurement and analysis of the perceptions of the passengers is not an easy thing to do. one of these such as Adisutjipto Airport experienced an annual increase in the number of passengers.

Tabel 1
The Number Of Passengers at Adisutjipto Airport

DOMESTIC	2014	2015	2016	2017
	5.878.797	6.018.270	6.801.425	7.345.913
INTERNASIONAL	2014	2015	2016	2017
	357.781	362.066	412.940	472.959

Source : PT.Angkasa Pura I Adisutjipto Airport Yogyakarta

Based on data, it can be concluded that the increase in the number of passengers at Adisutjipto Airport in Yogyakarta from 2014 to 2017 had a significant increase. The increase occurred in domestic and international flights. Adisutjipto Airport Yogyakarta becomes the most wanted destination to visit by tourists in the country as well as foreign tourists. Because of the very significant increase annually at Adisutjipto airport, raising the standard of services and facilities at the Airport. This is evidenced by a series of Internal quality audit process in June 2016 and also external audit in August 2016, on September 5, 2016 Adisutjipto International Airport Yogyakarta get Certificate ISO 9001:2008 for the category of Services of The Airplane's Passengers (PJP2U) issued by PT. United Registrar Of systems (URS) Indonesia set by the international world.

Services and facilities provided by the airport provides its own experience to the consumer, they get the in the whole life and can be embedded in products, used to make the service, or make that experience (Schmitt, 1999). Customer

experience comes when they perceived service it, can provide our satisfaction or not. That will give different interactions on every consumer, (Meyer & Schwager, 2007) Customer Experience is customer feedback internally and subjective as a result of the interaction directly or indirectly with the company. Customer Experience might mean the customer experience individually, such as a single purchase (Perkins, 2011). How the perceived consumer experience when visiting an airport is in accordance with what is in the mind of consumers, at least in accordance with the standards of the airport. The five dimensions of customer experience expressed by Schmitt (1999) as a form of application of the approach that the company can do give experience to consumers, the dimensions of the fifth Sense, the Feel, Think, Act, and Relate. Expected consumers would be able to differentiate products and services with each other because it can be felt and experienced directly. This condition raises the question, what is the customer experience in building customer satisfaction?

H₁ : Customer experience has a positive impact on customer satisfaction

Service quality is becoming a compulsion to do by the company in order to survive and still won the trust of customers, because the service quality that comply with the standards will provide a positive impact against the consumer, so the consumer can reuse of products or services offered. Consumption patterns and lifestyle of customers demanding the company capable of delivering a quality service as well as fulfilling the needs of consumers, as each company provides different quality standards unlike other companies, according to (Zeithaml & Berry, 1988) defines the service quality as the overall evaluation of the service in detail and the specifics of a given company against what the consumer expected in advance. In the measurement against consumers, service quality using the dominant factor as five Parasuraman et al. (1988) revealed there were 22 determinants of service quality which is summarized into five dominant factors or more commonly known by the term SERVQUAL, they are reliability, responsiveness, assurance, empathy, and tangible. By having a good quality of service then it will give you a good

experience against a customer so that the customer was satisfied with the service provided. This condition can show how the service quality against customer satisfaction. Whether the service quality effect significantly to customer satisfaction?

H₂ : Service Quality has a positive impact on Customer Satisfaction

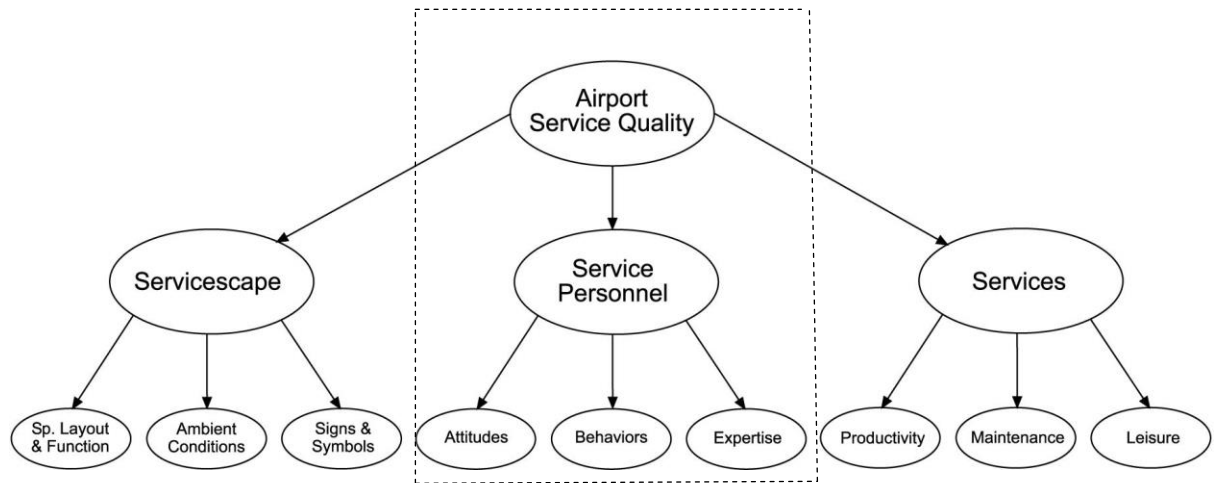


Figure 1

Preliminary conceptual model for airport service quality(Fodness, Murray, Fodness, & Murray, 2007)

dotted line figure 1 shows the dimension examined

On the research of service quality become variables to assess the performance of human resources at the Adisutjipto Airport and can affect customer satisfaction. Because the customer experience and customer satisfaction will deliver the impact that is important to consumers in the use of a product or service that will give the perception or different interactions, according to (Mowen. J. C., dan Minor, 2002)Customer satisfaction in the Airportwith service personnel attitude, behavior and expertise that consumers feel,during your stay at Adisutjipto Airport, where consumers want a service and facility they needs.Airport customer is very wide including passengers, airlines, employees, the concession holder, lessee and others. This research focused on passengers with the use of airport facilities and services

domestically. However, the behavior of passengers and airport experience expectations depending on the type of tourists, travel destinations and circumstances. Research on building the service quality in the field of air transport for the segments that are located at the airport. By knowing the influence of customer experience and service quality in creating customer satisfaction in the industry is expected to help the management of airport to continue to develop the resources and facilities.

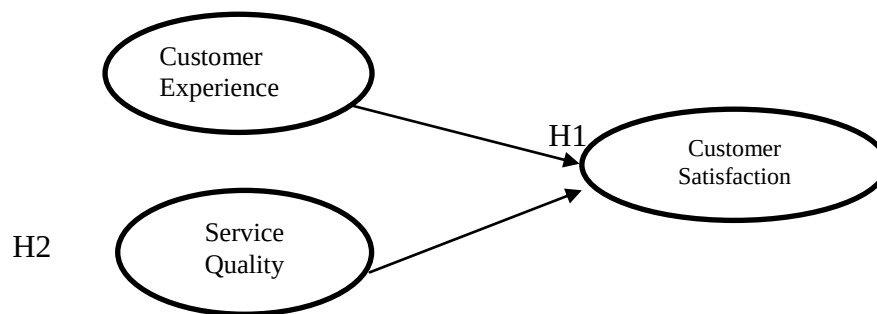


Figure 2. Conceptual Framework

MATERIALS AND METHODS

Total sampling used is 100 passengers were taken in cluster and systematic random sampling. This research used questionnaire that is completed by the passengers. The total number of items is a 39 in the adoption of the previous research, (Pozza & Pozza, 2014) for customer experience (sense, feel, think, act, and relate), Parasuraman et al. (1988) for service quality (tangible, empathy, reliability, responsiveness, and assurance) and Ilaria Dalla Pozza (2014) for customer satisfaction. All of the items measured by likert scales using response points 5, ranging from 1 = strongly disagree 2 = disagree, 3 = neutral, 4 = disagree, 5 = strongly agree. The research used primary data and secondary data. Primary data was data collected by researchers to answer such research issues in particular. Primary data in this study were obtained through the questionnaire directly by the researcher from the respondents of research. While secondary data is data that has been collected by others, not by the researchers themselves. The test of validity

and reliability of the questionnaire had been carried out before they were distributed to the respondents. The data obtained was analyzed by using statistical inferensial (Structural Equation Modeling).

DISCUSSIONS AND RESULTS

The Characteristics of Passengers

The samples taken from the 20th until August 24, 2018, in domestic terminal Adisutjipto Airport in Yogyakarta. Details of the characteristics of passengers based on aspects of demographics (gender, age, education and occupation).

The Perception Of The Satisfaction Of Users Of Airport Services

Satisfaction assessment service of the domestic terminal was done with Likert scale 5 on 100 questionnaires which were distributed to the passengers. Test of validity and reliability were carried out to know whether the data was valid and reliable. The validity of the test is performed with the reliability test and Pearson correlation by using Cronbach Alpha coefficient with the help of the program SPSS. Reliability and validity of the test results are presented in table 3.

Tabel 2

The results of Test validity and Reliability with 39 Attribute in Adisutjipto Airport

Variable	Indicator	Loading factor	Description	Cronbach alpha	Description
Customer Experience (CE)	CE2	.727	<i>Valid</i>	.839	Reliabel
	CE3	.850	<i>Valid</i>		
	CE5	.594	<i>Valid</i>		
	CE6	.687	<i>Valid</i>		
	CE7	.646	<i>Valid</i>		
	CE9	.611	<i>Valid</i>		
	CE14	.723	<i>Valid</i>		
	CE15	.651	<i>Valid</i>		
Service Quality (SQ)	SQ1	.565	<i>Valid</i>	.930	Reliabel
	SQ2	.736	<i>Valid</i>		

	SQ3	.695	Valid		
	SQ4	.793	Valid		
	SQ5	.634	Valid		
	SQ6	.750	Valid		
	SQ7	.815	Valid		
	SQ8	.667	Valid		
	SQ9	.791	Valid		
	SQ10	.798	Valid		
	SQ11	.714	Valid		
	SQ12	.672	Valid		
	SQ13	.692	Valid		
	SQ14	.707	Valid		
	SQ15	.745	Valid		
Customer Satisfaction (CS)	CS1	.737	Valid	.862	Reliabel
	CS2	.586	Valid		
	CS3	.554	Valid		
	CS4	.666	Valid		
	CS5	.762	Valid		
	CS6	.763	Valid		
	CS7	.806	Valid		
	CS8	.688	Valid		
	CS9	.735	Valid		

Source: primary data processed, 2018. ** significant at the level of 0.55

Based on the results of the test data quality, with total sample N = 100 (loading factor: 0.55), then it can be stated that the respective indicator variable declared valid.

Based on the results of the test data quality, with total sample N = 100 (Minimum Cronbach Alpha > 0.60), then it can be stated that each variable declared reliability. It can be stated that the test data quality have been met and can proceed to the next research.

The eligibility index test model (*goodness of fit model*)

<i>Goodness of fit index</i>	results	Description
Chi-Square (X^2)	820,786	Poor fit
Probability	0,000	Poor fit
RMSEA	0,089	Good fit
GFI	0,680	Poor fit
AGFI	0,634	Poor fit
CMIN/DF	1,780	Poor fit

TLI	0,785	<i>Poor fit</i>
IFI	0,804	<i>Good fit</i>
CFI	0,800	<i>Good fit</i>

Hypothesis Test

	Estimate	S.E.	C.R.	P
Cust_exp <--- Cust_sat	.308	.086	3.565	***
Serv_qty <--- Cust_sat	.540	.098	5.533	***

Hypothesis	Coefficient	P-value	Influence	Description
H1: <i>Customer experience has a positive impact on customer satisfaction</i>	.308	0,000	Significant positive	H1 accepted
H2: <i>Service Quality has a positive impact on Customer Satisfaction.</i>	.540	0,000	Significant positive	H2 accepted

- Based on the test results H1, obtained a value of 0.308 's value P-value of 0.000 (< 0.05). Hypothesis H1 is accepted, then it can be concluded that : *Customer experience has a positive impact on customer satisfaction*
- Based on the results of testing H2, obtained a value of value 0.540 's P-value of 0.000 (< 0.05). Hypothesis H2 is accepted, then it can be disimpulan that : *Service Quality has a positive impact on Customer Satisfaction.*

Conclusion

Customer experience have significant factors influence towards customer satisfaction. But according to the perception of the customer, there are still some unsatisfactory experience of which the act and services at the airport need to be improved priority. Passengers get a satisfying experience provided by the waiting room at Adisutjipto Airport in Yogyakarta. the sevice quality on aspects of service personnel such as expertise, behavior, and the attitude of the manager at the Adisutjipto Airport must be maintained based on the perceptions of the consumen the service they get is satisfied enough based on

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