

The Effect of Passengers Satisfaction to Service Quality in Batik Air

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Abstract

This research aims to find out the significant influence of passengers satisfaction to service quality in Batik Air and the dominant variable in Pre-Flight, In-Flight, and Post-Flight toward passenger's satisfaction in Batik Air. The data was taken from 110 passengers who have used Batik Air. The data was analyzed by using judgmental sampling. The results of this research shows that the variable Pre-Flight, in-Flight, and Post-Flight have significant effect to passenger satisfaction. The Post-Flight has the crucial effect to complacency of Batik Air passengers.

Keyword: Pre-Flight, In-Flight, Post-Flight, Passenger Satisfaction, Service Quality

Introduction

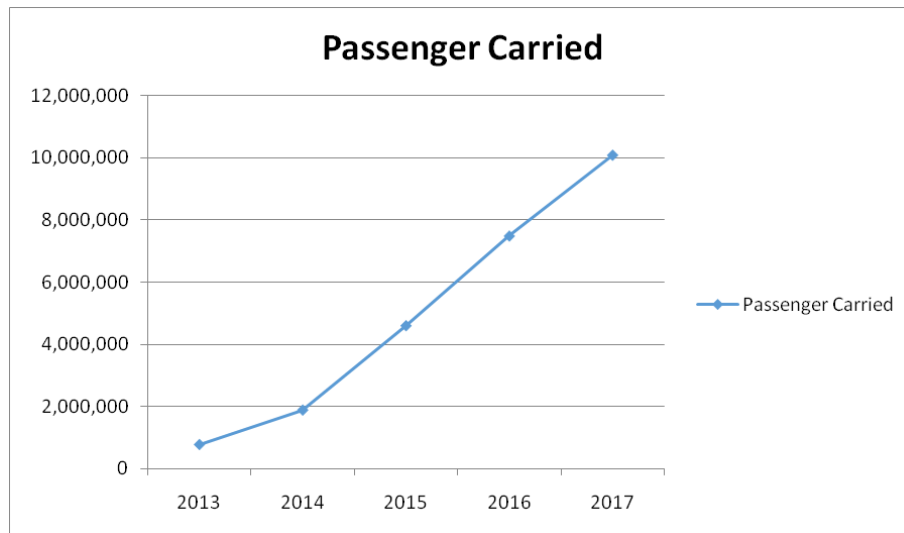
The role of the aviation industry in Indonesia has great influence to economy and tourism. Indonesia consists of many islands, making it difficult to reach by land transportation and using the sea transportation takes much time. Air transportation is able to reach the remote places quickly and it has positive impact to tourism sector. Local tourists and foreign tourists who used the air transportation to visit the tourism sites in Indonesia have been supported by airports that are built in remote areas throughout Indonesia.

The development of aviation currently can be seen from commercial airline services that have new routes both domestic and international flights. In 2018, domestic airlines have been registered by Directorate General of Air Transportation at Ministry of transportation. Below are the data of the airlines that have been registered.

No	Airline	IATA	ICAO	Status
1	PT. GARUDA INDONESIA	GA	GIA	Scheduled Commercial /Operate
4	PT. INDONESIA AIRASIA	QZ	AWQ	Scheduled Commercial /Operate
5	PT. LION MENTARI AIRLINES	JT	LNI	Scheduled Commercial /Operate
6	PT. WINGS ABADI AIRLINES	IW	WON	Scheduled Commercial /Operate
7	PT. SRIWIJAYA AIR	SJ	SJY	Scheduled Commercial /Operate
10	PT. CITILINK INDONESIA	QG	CTV	Scheduled Commercial /Operate
12	PT. BATIK AIR INDONESIA	ID	BTK	Scheduled Commercial /Operate

Source: (Directorate General of Air Transportation, 2018)

This research focuses in Batik Air as one of the airline in Indonesia. Batik Air established in 2013 by Rusdi Kirana. Batik Air cooperates with the Lion Air to implement full-service aviation systems in many services. Services provides by Batik Air consists of security for convenience, service quality consumption, entertainment, excess baggage, as well as other services that are not available on airline with the low-cost carrier (LCC). The airline started to operate with ten Boeing 737-900ER. The first route was Jakarta-Manado. Lion Air also decided to transfer Boeing 737 property of Batik Air to Malindo Air in order Batik Air becomes the operator for all Airbus aircraft.



PASSENGERS WHO USED BATIK AIR IN 2013 – 2017

Source: (Production Report Batik Air 2017)

Kotler & Keller (2006, p. 138) stated that quality is the total features and characteristics of a product or service that leads on its ability to satisfy or implied needs. The definition makes it clear that the overall quality is the characteristics and nature of the goods or service which brings the influence on the ability to meet the needs and desires of the customer, the course will provide a quality service. The passenger satisfaction with the service provided by Batik air includes 3 aspects, such as pre-flight, in-flight, and post-flight. The achievement of customer satisfaction can create performance expected by a company, so customers will be satisfied to the brand, as expressed by Kotler (2006, pp. 137-138), "High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference, and this creates a high customer loyalty. "

Statement of Problem

Batik Air is known as airline that has on-time performance (OTP). On the other hand, there is a quality of service problems that arise on a Batik Air. It is not because of delay or service crew, but it is about Pre-Flight that is less noticed by

prospective passengers to notice the last call that has not yet been checked in. It makes the passenger missed the plane often. Another problem arise when the In-Flight entertainment's screen that is not lit and there was information written that the system on the entertainment is being broken. In addition, the new aircraft owned by Batik Air namely Airbus A320 has not equipped with the entertainment on board and meals at the time of the flight. The problems may affect the image of a company. The Post-Flight investigators are still examining the problems. If the airlines do not pay attention to the brand image of the community, the customer satisfaction will not be fulfilled and the airline's image will look bad.

Literature Review

Pre-flight service is handling activities against the passenger, cargo and aircraft on departure (departure/origin). (Oppewal & Vriens, 2000) in his research suggests some indicators of responsiveness which is responsive to customer needs as well as precision and firmness in solving every problem faced by customers.

- Reliability (reliability) is the ability to provide precise and reliable service. Trusted services mean it is consistent. So reliability has two important aspects, namely the capability of providing services as promised and how far it is able to provide the right or accurate service. According to (Assauri, 2000) the notion of reliability is the existence of a consistent involvement. It will work for companies in view of their dependence on the objective condition at the time of service.
- Responsiveness is the obligation to assist customers and provide fast service. In other words, the person who gives services must be responsive to the customer needs. Responsiveness is also based on the customers perception so the communication and the physical situation factor in the immediate vicinity of the customer is important to note. Zeithaml, Va, Parasuruman, 1990 stated that responsiveness is the desire to help customers and gives a fast service.

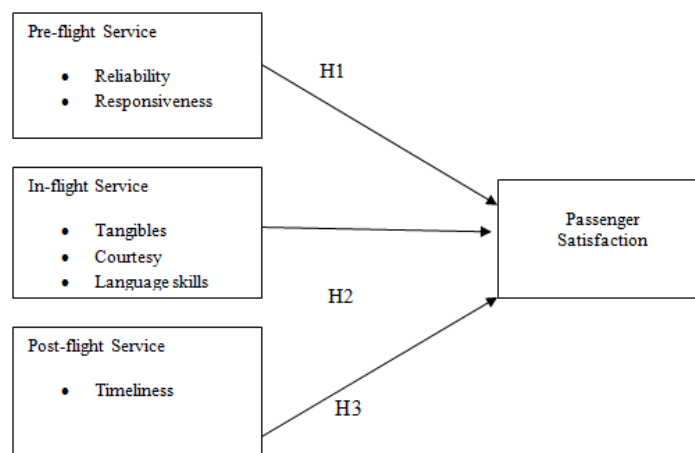
In-flight service is a service provided when passengers are on board. (Oppewal & Vriens, 2000) in their research suggest some indicators of empathy, like always greet customers with greeting and serve the customer by courteous and friendly.

- Tangibles (physical evidence) is the company capability to indicate the customer in the form of facilities and infrastructure as tangible evidence of the services provided by the service givers. In this case, the customer can give the perception either good or bad by the company i.e., Covering facilities, supplies, and equipment used.
- Courtesy (manners) is an attitude to some values that concerned providing service quality to customers in order to create good image for the company.
- Language skill (communication) is giving information to customers using the language and the use of the word clearly to make the customers understand about the information given. The company should give quick response in addressing complaints made by customers.

Post-flight service is a process service provided by the airline after the trip is completed or the passengers get off the plane and aims to deliver more services to passengers of the aircraft down to pick up the luggage. According to (Assauri, 2000), responsiveness is an ability to be able to read the customers need about the products that they want, so customers feel satisfy and get attention from the company about they needed.

- Timeliness (timeliness) is a very influential in airline service quality, due to the precision of an airline flight schedule affect the satisfaction of passengers.

Framework



Picture 1

The hypothesis

From the explanation that has been explained above, there are hypothesis of this research:

- H1 : *Pre-flight service quality has a positive significant effect on passenger satisfaction.*
- H2 : *In-flight service quality has a positive effect on passenger satisfaction.*
- H3 : *Post-flight service quality has a positive significant effect on passenger satisfaction.*

Method

The data was taken from 110 passengers were taken randomly. Questionnaires were distributed to the passengers with 24 items adopted from previous research, (Pozza, 2014) for passenger satisfaction (taste, feel, think, Act, and relate), (Parasuman, Zeithaml, & Berry, 1988) for quality of service (real, empathy, reliability, responsiveness, and guarantees) 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 collected by researchers to answer research questions. Primary data in this research were obtained through the questionnaire to get the results. The secondary data was gathered by others, not by the researchers themselves. The data need to be obtained with a validity test and reliability from the questionnaires. After that, the data was analyzed and interpreted by using statistical inference (Statistical Product and Service Solutions).

Result and Discussion

Test Validity

Based on the data taken from 110 respondents, the results of validity test indicated that all independent variables or dependent variables were valid, as it shows sig. < 0.05. It stated that all research variables were valid.

Test Reliability

Variable	Indicator	Loading Factor	Cronbach Alpha	Description	
Pre-Flight	Reliability of service when check-in	,742	,762	Valid	Reliable
	Arrival service reliability and service counter transfer desk	,719		Valid	Reliable
	Comfort executive lounge of Batik Air	,696		Valid	Reliable
	Reliability of service when rising to a plane	,703		Valid	Reliable
	The accuracy of the flight schedules at the time of departure	,732		Valid	Reliable
In-Flight	I feel safe when I fly with the airline	,786	,813	Valid	Reliable
	Aircraft has good interiors with clean and comfortable seats	,795		Valid	Reliable
	The employees' appearances are neat and I like the uniforms of the crew	,793		Valid	Reliable
	It provides foods and drinks with high quality	,787		Valid	Reliable
	The crews are friendly and have good language skills	,787		Valid	Reliable
	The airline provides good in-flight service consistently	,797		Valid	Reliable
	Experience in my flight with this airline has exceeded my	,787		Valid	Reliable

	expectations				
	The In Flight Service that is offered by the airline is worth with what I pay	,799		Valid	Reliable
	Means the comfort of the aircraft (screen entertainment, headphones, blankets, towels, pillows, toilet kit)	,818		Valid	Reliable
	Sale of souvenirs on cabin with a commensurate price	,819		Valid	Reliable
Post-Flight	The accuracy of the flight schedule with arrival time at destination	,672	,717	Valid	Reliable
	Price set for compliance with service received	,667		Valid	Reliable
	Responsive employees in reception and delivery information	,668		Valid	Reliable
	The airline baggage handling is effective and efficient	,681		Valid	Reliable
	Responsive employees in handling customer complaints	,667		Valid	Reliable
	Baggage handling: risk and insurance for the damage and loss	,714		Valid	Reliable
Passengers Satisfaction	Clarity of the information delivered from the Airport Information Center for last call Batik Air passenger	,635	,745	Valid	Reliable
	Batik Air employees are always friendly and polite to passengers	,597		Valid	Reliable
	Batik Air crew can be trusted in providing a sense of security for passengers	,684		Valid	Reliable

Through validity test and reliability with 110 questionnaires above, it could be noted that the research in the form of questionnaire is reliable because the value of Alpha Cronbach's was > 0.7 . It means that the measuring instrument used in this research reliability was reliable. Therefore, with the associated reliability test variables and indicators at the top, then the data could be analyzed further.

ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	19,954	3	6,651	37,194	,000 ^b
Residual	18,956	106	,179		
Total	38,910	109			

The Anova test or F test earned that F value calculate 37.194 with a significance 0.000. Because the probability was 0.000 or < 0.05 , the regression model could be used to predict the quality of service given by Batik Air towards to passengers' satisfaction.

Coefficients

Hipotesis	Coefficient	Sig.	Influence	Description
H^1 : Pre-flight service quality has a positive significant effect on passenger satisfaction	,413	,038	significant positive	H1 accepted
H^2 : In-flight service quality has a positive effect on passenger satisfaction.	,428	,030	significant positive	H2 accepted
H^3 : Post-flight service quality has a positive significant effect on passenger satisfaction.	,621	,000	significant positive	H3 accepted

- Based on the test results H1 obtained a value coefficient 0.413 with Sig. was 0.038 (< 0.05). Hypothesis H1 was accepted, then it could be inferred that Pre-flight service quality had significant positive effect to passenger satisfaction.
- Based on the test results H2 obtained a value coefficient 0.428 with Sig. 0.030 (< 0.05). Hypothesis H2 was accepted, then it could be inferred that In-flight service quality had positive effect to passenger satisfaction.
- Based on the test results H3 obtained a value coefficient 0.621 with Sig 0.000 (< 0.05). Hypothesis H3 was accepted, then it could be inferred that: Post-flight service quality had a positive significant effect to passenger satisfaction.

Conclusion

The quality of the services provided positive and significant effects to passenger satisfaction of Batik Air. The results of the analysis retrieved the sig. 0.038 (< 0.05), it means that there is a positive and significant influence between the quality of service on the pre-flight towards the passengers satisfaction when using service Batik Air. The second analysis obtained sig. 0.030 (< 0.05). It means there is a positive and significant influence between the qualities of service on the in-flight towards satisfaction while using Batik Air. The third analysis obtained sig. 0.000 (< 0.05). It means that there is a positive and significant influence between the quality of service in the post-flight towards customer satisfaction while using services Batik Air. The results showed that the variables of quality service on pre-flight, in-flight, post-flight and the variable passenger satisfaction have significant influence.

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