

THE EFFECT OF SERVICE QUALITY AND PASSENGER SATISFACTION ON PASSENGER BEHAVIORAL INTENTIONS ON LION AIR

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Abstract. Low cost airlines or commonly known as Low Cost Carrier (LCC) are currently widely used by most Indonesians for traveling. This is evidenced by the high market share of LCC Airlines, namely Lion Air, for domestic flights in Indonesia. Along with the increasing interest of many of its users, Lion Air must pay attention to the quality of service and passenger satisfaction in order to create behavioral intentions of passengers and the airline. Lion Air has always been the airline of choice for many people, but there are times a decrease in service quality occurs due to many factors that influence it. This study aims to determine the effect of service quality and passenger satisfaction on passenger behavioral intentions. The sampling technique used in this study was systematic random sampling and the total number of all respondents in this study was 100 respondents. Based on the hypotheses in this study, the data were analyzed using a quantitative method. The results of this study indicate that the variable quality of service provided positively contributes to the behavioral intentions of passengers, as well as the variable of passenger satisfaction that is considered to contribute positively to the behavior of its passengers.

Keywords: Service Quality, Passenger Satisfaction, Behavioral Intention

Introduction

Mode of air transportation is indispensable to support the mobilization of people and goods. Especially in supporting the current economy, many people choose air transportation because it does not only save time, but it is also very safe for those passengers and goods to be sent to their respective destinations. Air transportation can reach places that cannot be reached by land or sea mode. In addition, it is able to move faster and has a straight track, and is practically barrier-free (Setiani, 2015).

Transportation itself is divided mainly into three; land transportation, sea transportation, and air transportation. As for now, air transportation is the best in terms of security and comfort and certainly supported by the latest technology compared to other modes of transportation. The air transportation industry efficiently increases the economics of other business activities that makes possibilities for world trade, positively influences domestic and international tourism, and contributes to global productivity. In addition, air transportation can also increase supply chain efficiency, facilitate access to international and domestic markets and investment, and stimulate innovation by providing consumer welfare benefits (Chen, Batchuluun, & Batnasan, 2015).

Along with the development of air transport companies, competition between air transportation companies has become increasingly stringent and it increased demands to the airlines to increase the satisfaction of their customers so that they can compete with

other airlines. Lion Air is one of the LCC airlines that dominates the market share, especially for domestic flights. However, to dominate market share alone is not enough because it must be balanced with appropriate service quality to create passenger behavior.

Companies that build good relationships with customers through providing services and providing customer service will create long-term business relationships. In marketing and user-oriented studios, customer satisfaction and interaction have become one of the most popular in research and have been verified by critical determinants of success in competitive markets (Park et al., 2019). Lion Air itself hopes to improve the quality of service to increase the number of passengers. In fact, there has been a decrease in the number of passengers caused by several factors including the increase in ticket prices and paid baggage.

Literature Review

Aviation industry is one of the business sectors that has an impact on economic growth in Indonesia. Every day, more than three million airline passengers are taking part in the world and the demand for air transportation is still very high and is likely to continue to increase in number (Pramitha, Wasito, & Ozali, 2018). Research on airline service quality has increased rapidly since its relationship with passenger satisfaction and profitability has been established (Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994). Many literature states that airline passengers regard provider best as a multi-dimensional construction, that's according with the idea of provider best proposed with the aid of using (Parasuraman, Zeithaml, & Berry, 1988) on their well-known best provider device particularly SERVQUAL. This device, which measures best provider in phrases of 5 dimensions (reliability, assurance, bodily evidence, empathy, responsiveness) is primarily based totally on the basis that purchaser scores of ordinary provider best are decided with the aid of using the "gap" among their expectancy of provider and their notion of real provider performance. The SERVQUAL device has been utilized by numerous researchers to degree the best of airline offerings (Fick & Brent Ritchie, 1991; Simpson, 1995). Other multidimensional buildings of the best airline providers consist of ones from Zagat, an aviation study company, which assesses airline offerings primarily based on 5 standards; ordinary performance, comfort, provider, food, and website (Rhoades, 2006). (Pramitha et al., 2018) examined that provider value, passenger satisfaction, and picture of every airline are confirmed to have an immediate impact on the behavioral intentions of passengers.

Saribanon, Sitanggang, & Amrizal (2017) state that to define quality service of the company surely is not pretty simple, because it is related strictly to consumers who use the transportation service itself. Ardakani, Nejatian, Farhangnejad, & Nejati (2015) added that a kingdom is to perceive and rank provider first-rate factors, which could enhance the extent of provider presented through exclusive providers. The passenger

attitude suggests that 'safety', 'punctuality', and 'variant and form of aircraft' are very vital in phrases of provider first-rate factors. Besides, 'responsive' and 'real' are diagnosed because of the least and maximum large components of service quality.

A customer can be dependable on a brand if he/she receives delight from a service. Therefore, customers attempt numerous kinds of manufacturers which can be then evaluated whether or not the service has surpassed their delight standards. If the reaction is good, then it means that the client is satisfied so he/she is going to determine to shop again continuously all of the time and this proves that client loyalty has been made for satisfaction (Saribanon et al., 2017). Customer delight has grown to be a critical recognition location in behavioral studies. This idea is primarily based totally on the notion that clients should be glad so that organizations will have sustainability and profitability (Radović-Marković, Shoaib Farooq, & Marković, 2017).

Sophisticated factors of human conduct and belief have made the idea of patron pleasure a thrilling study region in diverse industries (Izogo & Ogba, 2015; Shabbir, Malik, & Malik, 2016). According to statements from Saribanon et al. (2017), elements using client pleasure are certainly considered. One of them is via means of enhancing pleasant service.

Consumer behavior is included in science. This consist of economics, marketing, psychology, and sociology (Yu-Kai, 2010). In this case, the three behaviors are specifically associated with a company's economic increase and marketplace share. These include the word of mouth, repurchase intentions, and comments to provider companies (Saha & Theingi, 2009). Word of mouth refers back to the unfold of critiques and feedback on products/services, or agencies from one consumer to another. This is taken into consideration as a dependable outside supply of statistics to assist shoppers to evaluate a product/provider. Repurchase intention refers back to the client's willingness to keep and repurchase the identical provider within the company in the future. This will, in the end, decide the client base for the company. Customer remarks refer to communication, complaints, and appreciation for the provider company/product consumed. These statistics facilitate provider companies to discover regions that want improvement.

Behavioral intentions, as indicated through recommendations, repurchase intentions, WOM, and the like, look like essential elements that expect purchasers' behavior. This look certainly contributes to the literature in displaying that airlines should move past behavioral intentions and attention on real behavior. This is in line with the argument that worthwhile clients are folks that offer lasting cost to the company (Kumar & Reinartz, 2016).

Research Methods

This research was conducted in Jakarta with scope including Quality Service, Passenger Satisfaction, and Passenger Behavior Intentions for users of Lion Air services. This study used quantitative data in the form of a questionnaire to respondents who have used the Lion Air. Sources of data in this study consisted of primary data from respondents. The data were collected by providing a questionnaire to selected respondents. The statement on the questionnaire was determined by a Likert Scale ranging from 1 to 5. The answers of this research instrument had a gradation from 'strongly disagree' to 'strongly agree'. The population in this study was 152 respondents. The total population was then sampled as many as 100 people and shown based on the type of work of the respondents. The samples in this study were all elements of the public who have used the Lion Air on any route flights. The sampling technique used in this study was stratified random sampling through questionnaires. Stratified random sampling is also known as a probability sampling technique where subjects are initially grouped into different classifications such as age, occupation or gender. Based on the hypotheses in this study, the data analysis method used is SPSS to search for multiple regression, validity, reliability, and T test, F value test, and the coefficient of determination and correlation.

Results and Discussion

Based on the results of a survey with Lion Air service users that we have taken, the number of classes from the population we take is divided into 5 classes with a total of 117 students, 14 civil servants, 10 private employees, 10 private employees, 2 entrepreneurs, and 9 other jobs. From this population, it shows that they need appropriate quality of service in order to meet their needs. Based on these data, it has been sampled that 100 Lion Air users are satisfied with the quality of airline services. The results we have taken provide understanding that when quality of service has a positive value then it will affect the intention to behave positively as well. This finding is also supported by research conducted by (Mayr & Zins, 2012). They found in their study that service quality can show a company's concern for their customers, such as good service on a plane has a positive influence on the customer's point of view about airlines. Based on Han (2013) research of passengers traveling with full service airlines, it is possible that people spend more money on flight tickets in the hope of comfort when traveling on planes. In addition, LCC airline passengers who understand the limitations of comfortable facilities might prefer buying cheap flight tickets. Data results and explanations obtained from our questionnaire will be explained below.

The results of the observation of the validity test on R_{table} obtain value from sample $N = 100$ amount 0,1966 refer to result from validity test resulted that every instrument from variable Quality Service (X_1), and Passenger Satisfaction (X_2), everything results R_{count}

> R_{table} amount 0,1966. Beside that, Behavior Intentions (Y) variable, also resulted R_{count}
> R_{table} . So, it can be concluded that all instruments in this study can be said to be valid.

From the reliability test, all values obtained from the results of the variables x and y all produce Cronbach alpha values > 0.6. So, it can be concluded that all instruments in this study are reliable.

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,295	1,277		2,581	,011
QUALITY SERVICE (X1)	,212	,043	,462	4,953	,000
PASSENGER SATISFACTION (X2)	,468	,109	,400	4,291	,000

Sources: Researcher

a. Dependent Variable: Behavior Intentions (Y)

Based on data analysis from **Table 1**, then the regression equation is obtained as follows:

$$Y = 3.295 + 0,212X_1 + 0,468X_2 + e$$

The regression equation above shows the relationship between the independent variable and the dependent variable partially, from this equation, it can be concluded that:

The constant value is 3,295, meaning that if there is no change in the variable service quality and passenger satisfaction values (X1 and X2 are 0) then the intention of the behavior of passengers towards the Lion Air airline is 3,295 units.

The regression coefficient of service quality is 0.212, meaning that if the service quality variable (X1) increases by 1% assuming the variable passenger satisfaction (X2) and the constant (a) is 0 (zero), then the intention of passenger behavior on Lion Air increases by 0.212. This shows that the variable quality of service provided positively contributes to the behavioral intentions of passengers, so that the more complex the quality of service provided by Lion Air, the more level of passenger behavior intentions are.

The passenger satisfaction regression coefficient value is 0.468, meaning that if the passenger satisfaction variable (X2) increases by 1% assuming the service quality variable (X1) and the constant (a) is 0 (zero), then the intention of passenger behavior

on Lion Air increases by 0.468. This shows that the variable passenger satisfaction is considered a positive contribution to the behavioral intentions of passengers, so the more complex passenger satisfaction that is considered by Lion Air, the higher the level of passenger behavior intentions.

T Test

Table 2. T Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,295	1,277		2,581	,011
QUALITY SERVICE (X1)	,212	,043	,462	4,953	,000
PASSENGER SATISFACTION (X2)	,468	,109	,400	4,291	,000

Sources : Researcher

a. Dependent Variable: BEHAVIOR INTENTIONS (Y)

Based on **Table 2**, column t dan sig, can be explains below.

The effect of service quality variables on behavioral intention (H₁)

Quality service (X₁) has a positive and significant effect on the behavioral intentions of Lion Air passengers. This can be seen from the significant quality service (X₁) $0,000 < 0,05$, and value $t_{table} = t(\alpha/2; n-k-1) = t(0,05/2; 100-2-1) = (0,025; 97) = 1,98472$. So, value t_{count} are bigger from t_{table} ($4,953 > 1,98472$), so, H_0 rejected and H_1 approved. So that the hypothesis that says there is an effect of service quality on the behavioral intention of passengers is partially accepted.

F Simultaneous Test

Table 3. Anova

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	638,033	2	319,016	94,353	,000 ^b
Residual	327,967	97	3,381		
Total	966,000	99			

Source : Researcher

a. Dependent Variable: BEHAVIOR INTENTIONS (Y)

b. Predictors: (Constant), PASSENGER SATISFACTION (X2), QUALITY SERVICE (X1)

The influence of passenger satisfaction variables on behavioral intentions (H₂)

Variable passenger satisfaction (X₂) gives a positive and significant effect on behavioral intentions of Lion Air passengers. This can be seen from significance of passenger satisfaction (X₁₂) $0,000 < 0,05$, and result from $t_{table} = t(\alpha/2; n-k-1) = t(0,05/2; 100-2-1) = (0,025; 97) = 1,98472$, that H₀ refused and H₂ approved. So, the hypothesis that says there is an influence of customer satisfaction on the intention of passenger behavior is partially accepted.

Based on test result on **Table 3**, it can be seen on result of F_{count} amount 94,353 with result F_{table} is 3,09 so value F_{count} > F_{table} or $94,353 > 3,09$, and significant level $0,000 < 0,05$ so H₀ rejected and H₃ approved, it can be concluded that variable Quality Service (X₁) and Passenger Satisfaction (X₂) at the same time significantly influence the behavioral intentions of Lion Air passengers.

R² (determinant coefficient)

Table 4. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,813 ^a	,660	,653	1,839

Sources: Researcher

a. Predictors: (Constant), PASSENGER SATISFACTION (X₂), QUALITY SERVICE (X₁)

Based on **Table 4**, it can be seen that the coefficient of determination contained in the adjusted R square value of 0.653. This means that the ability of the independent variable in explaining the dependent variable is 65.3% and the remaining 34.7% is explained by other variables not discussed in this study such as price, brand image, etc.

Conclusion

From the overall results of this study, Lion Air as the ruler of airline market share in Indonesia has proven that it clearly has a positive influence on society. This is shown partially and simultaneously by variable of Passenger Behavior Intention that is affected by the Quality of Service, and Passenger Satisfaction and is strengthened by the results of calculations in this study that show a positive and significant effect between service quality, passenger satisfaction, on the intention of passenger behavior.

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