

Analysis of the Effect of Corporate Social Responsibility (CSR), Quality of Service and Customer Satisfaction toward the Brand Image of PT. Angkasa Pura II (Persero) Minangkabau International Airport

Ivan Sanggan Siahaan¹, Erni Masdupi²

¹Universitas Negeri Padang, Padang, Indonesia, ✉(e-mail) ivansanggam1104@gmail.com

²Universitas Negeri Padang, Padang, Indonesia, ✉(e-mail) emasdupi@gmail.com

Abstract

This study aims to examine the influence of Corporate Social Responsibility (CSR), Quality of Service and Customer Satisfaction of the brand image. This study uses a quantitative approach using SEM (Structure Equation Model) models. Research results found significant effect between the corporate social responsibility (CSR) of PT. Angkasa Pura II (Persero) Minangkabau Airport towards the customer satisfaction. Then, these are significant effect between the service quality toward customer satisfaction. On the other hand, there is not significant relationship between corporate social responsibility (CSR) PT. Angkasa Pura II (Persero) Minangkabau Airport toward customer satisfaction. Then, not significant relationship between customer satisfaction and service quality toward brand image of PT. Angkasa Pura II (Persero) Minangkabau Airport.

Keywords: corporate social responsibility, service quality, customer satisfaction

Introduction

Increasing human mobility makes them want your products or services that do not cost, but can save time to get it to meet their needs. Service is one form of the effectiveness and efficiency offered by the marketers to consumers. Formerly with the use of land or sea, the consumer can take several days to visit a region or country, but by using Transporter air that is air, consumers can visit a region or country in a matter of hours, and costs are sacrificed by consumers to obtain tickets are not too high in the sense that they are accessible to the consumer's income. In Indonesia alone, which manages the services of airport as the airport for flight services company is PT. Angkasa Pura. PT. Angkasa Pura is one of the State Owned Enterprises (SOEs) which is engaged in the business of airport services and airport related services in Indonesia. PT. Angkasa Pura divided menjadi menjadi two, namely PT. Space Pura¹ which manages the area of airport services Indonesia central and eastern parts. Sementara PT. Angkasa Pura II managing of airport services parts of western Indonesia.

Padang is Indonesia's western region, because the services of airport in Padang City is managed by PT. Angkasa Pura II. PT Angkasa Pura II plans to expand the Minangkabau International Airport in 2017 with a capacity of 5.9 million passengers annually. It can be said that for passenger comfort and safety of the flight at Minangkabau International Airport, PT. Angkasa Pura II strives to always do the renovation and developers, but the unfortunate thing here is that the majority of passengers assume that Minangkabau International Airport with PT. Angkasa Pura II is a separate matter. Many passengers did not know that the comfort and safety of the flight and service facilities and air traffic control is the responsibility of PT. Angkasa Pura II as a business entity in the service of airport. It can be said that the brand image of PT. Angkasa Pura II low.

The low brand image of PT. Angkasa Pura II also can be seen from the efforts made by PT. Angkasa Pura II to improve the quality of care for service users Minangkabau International Airport, but praised by the service user is Minangkabau International Airport and not PT. Angkasa Pura II. Kotler and Keller (2012) defines brand image as The perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory. Build brand image is very important, it is as expressed by Chao et al (2015) that the brand image is important Because It occupies an important position in the minds of consumers.

One of the variables that can influence in building a good brand image for the company through Corporate Social Responsibility (CSR). This is as expressed by Bhattacharya et al (2011) states that when the Corporate Social Responsibility (CSR) is done well, then the CSR will build business value one of which enhance the brand image.

Other variables that can affect the brand image is the quality of services, as expressed by the Paradise (2014) that service quality can improve brand image. If the company wants to increase brand image, it should also improve the quality of service, so that more attention be paid to the quality of service, the company will increase brand image in the eyes of consumers.

The number of passengers who complained about service at Minangkabau International Airport continues to increase every year. Many passengers complained with existing services Minangkabau International Airport indicates the services provided by PT. Angkasa Pura II Branch Padang were not as expected by the passenger. Complaints from visitors Minangkabau International Airport not only indicates the low quality of services provided by the company but if the portrait of the level of satisfaction of visitors, this is as revealed by Tjiptono (2011) that one of the methods used to measure the level of customer satisfaction is the system complaints and suggestions.

Based on the described phenomenon, the authors are interested in investigating the influence of Corporate Social Responsibility (CSR), Quality of Service and Customer Satisfaction toward brand image of PT. Angkasa Pura II (Persero)Minangkabau International Airport.

Methods

This study uses a quantitative approach to answer the problem formulation in this study. For the purposes of data analysis, this study uses a SEM model (Structure Equation Model). In this study, researchers found the influence of Corporate Social Responsibility (CSR), quality of service and promotion toward brand image of PT. Angkasa Pura II. The theoritical framework described in Figure 1.

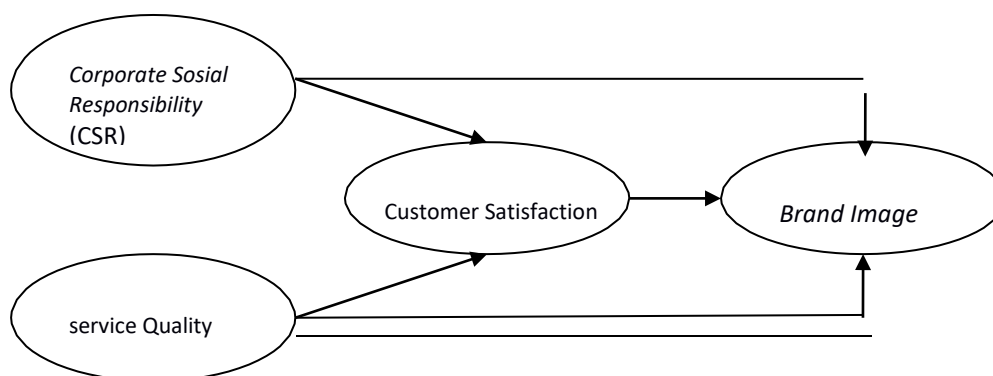


Figure 1 Theoritical Framework

Corporate social responsibility (CSR) is a continuing commitment of companies to behave ethically and contribute in economic development to improve the quality of life in the workplace and the local community (Noviasari et al., 2013). The indicators are as follows: (1) Philanthropis responsibility, (2) Ethical responsibility, (3) Legal responsibility, (4) Economic responsibility, and (5) Environmental contribution (Chung et al., 2015).

Paradise (2014) defines that service quality can improve the company's brand image. If the company wants to increase brand image, it should also improve the service quality, so that more attention be paid to the quality of service, the company will increase brand image in the consumer's perception. According to Saleem and King (2014) there are five key dimensions that are used in assessing the company's service quality, including: (1) Physical evidence, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy.

According to Kotler and Keller (2012), brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory. It can be defined brand image

are perceptions and beliefs held by consumers, which is reflected or inherent in the mind and memory of the consumers themselves. This perception may be established from the information or past experience of consumers towards the brand. To measure brand image, need several indicators, such as; (1) Companies provide the best service to customers, (2) Company sincere in serving customers, (3) The Company is a successful organization, (4) reputable enterprise, (5) Companies are already familiar with customer satisfaction, (6) The Company made many contributions to the community, (7) the company is a large-scale enterprise, (8) The company has a good reputation (9) The company is a reliable organization, (10) The company has a superior technology in providing services.

According to Kotler and Keller (2012), customer satisfaction is the level of one's feelings after comparing the performance (results) that he felt compared with expectations. Meanwhile, according to Engel, et al in Tjiptono (2011) is an evaluation of customer satisfaction after-purchase where the alternative is selected at least members result equals or exceed customer expectations, while dissatisfaction arises when the results do not meet customer expectations. How to measure customer satisfaction according to Kotler, et al, (Tjiptono, 2011), there are four methods used to measure the level of customer satisfaction, among others; (1) Complaints and suggestions system, (2) Ghost shopping, (3) Lost customer analysis, (4) Customer satisfaction survey.

This study is limited to visitor Minangkabau International Airport. In accordance with the title of the study, then the location of this research is the Minangkabau International Airport Ketaping in Padang Pariaman area. Research locations based on several considerations that observation empirically researchers note that it is still relatively low brand image PT. Angkasa Pura II Minangkabau International Airport.

Population is the object or subject that is located in an area of research that Minangkabau International Airport, and is based on data obtained from PT. Angkasa Pura II Minangkabau International Airport, known total passenger Minangkabau International Airport is as much as 1,588,204. Samples were passengers from Minangkabau International Airport which has a flight in Minangkabau International Airport more than 3 times. It is based because the passenger is the more sense to service at Minangkabau International Airport starting from the check-in up to take off. And passengers who have used the services of Minangkabau International Airport more than 3 times considered to be able to compare the service that he felt each time using the services of Minangkabau International Airport.

Results

Respondents of this study were passengers Minangkabau International Airport totaling 400 respondents. Based on the male gender is as many as 205 people or 51.3%, while the female is as much as 195 people or 48.8%. in general passenger Minangkabau International Airport is 29- 34 years old and the average respondents from bachelor degree.

Test the hypothesis can be seen from the results of standardized regression coefficient regression weight precisely the values listed in column CR and P (Significance Probability). Values set forth in column CR should be compared to the critical value that is ± 1.96 at a significance level of 5%. If the CR value is greater than the critical value ± 1.96 at a significance level of $p < 0.05$ then the hypothesis can be accepted, and if the value CR is smaller than the critical value ± 1.96 at a significance level of $P > 0.05$ then the hypothesis is rejected. Results of regression weight output in hypothesis testing can be seen in Table below.

From the results of calculations with AMOS can result in regression weights to determine the significance of the hypothesis between exogenous and endogenous. In Table 1 we can infer that the variable quality of service to customer satisfaction CR 4393 values obtained with a P value of < 0.05 . Due to the significance probability value smaller than 0.05 ($0.000 < 0.05$), it is thus H_0 is rejected and H_a accepted. So it can be said to be a significant difference between the quality of service to customer satisfaction.

Based on the survey results revealed that corporate social responsibility (CSR) PT. Angkasa Pura II (Persero) Airports Minangkabau no significant effect on the satisfaction of the customer in this case is of airport passengers who use the services of PT. Angkasa Pura II (Persero) Minangkabau Airport. CSR is known not significantly affect pelanggan yaitu satisfaction of probability values in SEM analysis regression weight $0.347 > 0.05$. Quality of care known to significantly affect customer satisfaction is of value probability at the SEM analysis regression weight $0.000 > 0.05$. This means more and better quality of services provided by PT. Angkasa Pura II (Persero) Airports Minangkabau then customer satisfaction will increase.

Table 1 Analysis Result

Regression Weights					
		Estimate	S.E.	C.R.	P Label
KEP	<--- KP	,716	,163	4,393	*** par 12
KEP	<--- CSR	-,125	,133	-,940	,347 par 13
BI	<--- KEP	-,044	,038	-1,158	,247 par 14
BI	<--- KP	-,025	,090	-,277	,782 par 15
BI	<--- CSR	,196	,073	2,676	,007 par 16
B1	<--- BI	1,000			
B2	<--- BI	1,060	,110	9,607	*** par 1
B3	<--- BI	,950	,110	8,654	*** par 2
B4	<--- BI	1,363	,145	9,424	*** par 3
B5	<--- BI	,934	,112	8,314	*** par 4
B10	<--- BI	1,187	,140	8,451	*** par 5
CSR6	<--- CSR	1,000			
CSR5	<--- CSR	1,176	,126	9,352	*** par 6

It can be concluded that the CSR activities undertaken by the company will be able to build a positive image about their being marketed in this case the CSR activity of PT. Angkasa Pura II (Persero) Airports Minangkabau can form an image positive of services offered to consumers and customers, the greater the social responsibility shown by the company to the public then it will be able to build the values of positive about the company and the products and services it offers , This study reveals that the opposite of that is the lack of a significant effect on the quality of service to the brand image of PT. Angkasa Pura II (Persero) Minangkabau Airport.

Customer satisfaction is known not significantly affect the brand image yaitu of probability values in SEM analysis regression weight $0.247 > 0.05$. This means that the satisfaction provided by the company can not form the image of PT. Angkasa Pura II (Persero) Minangkabau Airport.

Conclusions

Based on the research there are several conclusions that can be drawn as follows:

1. There was no significant effect corporate social responsibility (CSR) PT. Angkasa Pura II (Persero) Minangkabau Airport to the customer satisfaction This means that whether or not CSR conducted by PT. Angkasa Pura II (Persero) Airports Minangkabau it is no association with the satisfaction felt by the customer.
2. A significant difference between the quality of services provided by PT. Angkasa Pura II (Persero) Minangkabau Airport to the customer satisfaction. This implies that the better quality of services provided by PT. Angkasa Pura II (Persero) Airports Minangkabau then customer satisfaction will increase.
3. There is significant relationship between corporate social responsibility (CSR) PT. Angkasa Pura II (Persero) Minangkabau Airport to the brand image of PT. Angkasa Pura II (Persero) Minangkabau Airport. This means more and better CSR conducted by PT. Angkasa Pura II (Persero) Minangkabau Airport to the brand image of PT. Angkasa Pura II (Persero) Minangkabau Airport.
4. No significant difference between the quality of service to the brand image of PT. Angkasa Pura II (Persero) Airports Minangkabau this means that the quality of waiter given Interansional Minangkabau airport does not give effect to the brand image of PT. Angkasa

Pura II (Persero) Minangkabau Airport to the customer satisfaction but rather than brand image of Air Internsioanl Minangkabau Airport.

5. No significant difference between customer satisfaction on brand image PT. Angkasa Pura II (Persero) Minangkabau Airport. this means satisfied your customers Oleg at the waiter in Minangkabau Airport to the satisfaction of the customer is creating the image of the airport of the image PT. Angkasa Pura II (Persero) Minangkabau Airport to the satisfaction of the customer.

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