

The Effect of Service Quality, Perceived Value on Customer Satisfaction and Loyalty of Garuda Indonesia Airline Passengers

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ABSTRACT

This study aims to examine the effect and implications of Service Quality and Perceived Value on Customer Satisfaction and Loyalty of Garuda Indonesia airline passengers. Data were obtained from 200 respondents using the non-probability sampling method and processed with the SmartPLS 3 program. The results showed that 1) Service Quality has a significant effect on Customer Loyalty, 2) Perceived Value has a significant effect on Customer Satisfaction, 3) Service Quality has a significant effect on Customer Satisfaction, 4) Perceived Value has a significant effect on Customer Satisfaction, 5) Customer Satisfaction has a significant effect on Customer Loyalty, 6) Service Quality has a significant effect on Customer Loyalty through Customer Satisfaction, 7) Perceived Value has a significant effect on Customer Loyalty through Customer Satisfaction, and 8) Service Quality, Perceived Value and Customer Satisfaction simultaneously affect Customer Loyalty.

Keywords: *Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*

1. BACKGROUND

The rapid growth in the development of information and technology has led to a tremendous increase in the needs of human life. Some of these needs are available services that are frequently used, such as airlines. According to recorded data by the Central Statistics Agency (BPS), the number of domestic and international airplane passengers increased by 8.11 (6.85%) and 1.54 (3.36%) million users, respectively, in 2016 (katadata.co.id, 2018). This data shows mostly people use airline for traveling is quite high. One of the most widely known airlines in Indonesia is the Garuda Indonesia airline, which is one of the best airlines that is the most in demand by customer although in terms of price is higher than competitors. But does not affect the customer to keep choosing the airline. Namukasa [16], stated that prices, and promotions, are the key to successful airline service. Therefore, quality marketing strategy is used to promote the services offered (Ostrowski et al. [18]). The airline's level of quality service is continuously improved to provide value for customer, in accordance with their expectations, thereby positively impacting on their satisfaction and loyalty levels in re-using the airline (Park et al. [21]). Archana & Subha [1], stated that quality of service and customer satisfaction in the airline industry has grown in interest, delivering high quality services is very important for the survival and competitiveness of airlines, customer satisfaction plays an important role in a business, if customer are dissatisfied with the quality of services provided, they will reconsider

the decision in repurchasing their next flight and will most likely switch to another airline. (Namukasa [16]). The purpose of the research conducted was to determine about the influence of the quality of services offered to the value, satisfaction and loyalty that exists in customer.

2. LITERATURE REVIEW

2.1. Service Quality

According to Kotler & Keller [12], quality is the distinctive characteristics and features of a product or service with the ability to fulfill customers needs. Kotler [13], explains that there are four characteristics that distinguish services and products (1) Intangibility is a service that has intangible properties before the customer purchase it. (2) Inseparability is a service that is produced and owned at the same time and cannot be separated. (3) Variability is a service that is highly variable because it is nonstandardized output that there are many variations such as the shape and the quality or type of that depends on who, where, when the services are produced. (4) Perishability are commodity services or services that can not last long and could not be saved.

The aviation industry consists of inflight and postflight service qualities (Namukasa, [17]). Inflight service quality is the service offered by the stewards, which affects customer satisfaction (Ng et al. [17]). Postflight service quality is the service uses the Frequent Flyer Program

(FFP) to retain customer loyalty and establish a good relationship through on-time delivery and baggage claim (Doganis [7]).

2.2. Perceived Value

According to Zeithaml [27], perceived value is the overall assessment of customer product's utility in line with the services/products received. According to Sheth et al. [22], perceived values are grouped into the following four factors. (1) Emotional Value is defined as the perceived benefit of a product related to feelings and emotions. (2) Social Value is the benefit perceived or obtained in relation to one or more social groups. (3) Functional Value is the benefit perceived or obtained from the functional, pragmatic, or physical performance. (4) Epistemic Value is the benefit perceived and obtained from the need to know and innovate (Sheth et al., [23]).

2.3. Customer Satisfaction

Hansemark & Albinsson [10], stated that customer satisfaction is the overall behavior of their emotional reactions. It is also the difference between the anticipated and obtained service. Oloruniwo, Hsu, & Udo [19], explain that the benefits that can be felt when creation customer satisfaction, including customer relationships and enterprise become more harmonious, forming a word of mouth recommendation (WOM), as well as providing a good basis for repurchasing and creating customer loyalty. Zeithalm et al. [28], there are three factors of customer satisfaction, as follows: (1) Satisfaction as fulfilment is customers feel satisfied when all their needs and desires are fulfilled. (2) Satisfaction as pleasure is customers feel happy and satisfied when they can easily transact with the company. (3) Satisfaction as ambivalence is a customer's feeling that arises from perceived satisfaction due to a company's unique experience.

2.4. Customer Loyalty

A good marketing and the corresponding expected by consumers will create a purchase of a product, and to improve customer satisfaction on products offered by the company would ultimately create consumer loyalty on the products offered by the company (Kotler & Armstrong [14]). According to Oliver [20], customer loyalty is a commitment associated with consistent repurchase or follow back of selected products/services in the future. According to Tideswell [25], there are three factors in measuring Customer Loyalty, as follows: (1) Word of Mouth (WOM) is WOM (Word of Mouth) is one of the promotional strategies used by companies to directly sell their products and services to customers through electronic communication. (2) Future Repurchase Intention is purchase interest is an attitude of customers with the

desire to buy a product/service based on previous experience. (3) Price Sensitive is the level of price sensitivity is an embodiment of customers' ability to continuously choose a company's products due to its numerous benefits, despite an increase in their price compared to other competitors.

2.5. Research Model

This research is examine the effect of Service Quality, Perceived Value On Customer Satisfaction and Loyalty of Garuda Indonesia airline passengers. The following is a research model:

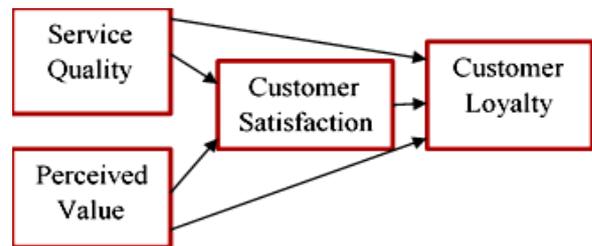


Figure 1 Research model

2.6. Research Hypothesis

Based on the framework, the hypotheses in this study are as follows:

- H1: Service Quality has a significant effect on customer loyalty
- H2: Perceived Value has a significant effect on Customer Loyalty
- H3: Service Quality has a significant effect on customer satisfaction
- H4: Perceived Value has a significant effect on Customer Satisfaction
- H5: Customer Satisfaction has a significant effect on Customer Loyalty
- H6: Service Quality has a significant effect on Customer Loyalty through Customer Satisfaction
- H7: Perceived Value has a significant effect on Customer Loyalty through Customer Satisfaction
- H8: Service Quality, Perceived Value, and Customer Satisfaction simultaneously affect Customer Loyalty

3. METHODOLOGY RESEARCH

In this research is using explanatory research design with quantitative approach. These data were collected from Feb 7, 2020 until Feb 24, 2020 through questionnaire distributed to respondent in Indonesia through google form. The population in this study were Garuda Indonesia airline passengers, with a sample of 200 respondents. In this study using a Likert scale with a scale of 5 points, ranging from 1 (strongly disagree) to 5 (strongly agree).

The validity test and reliability test is calculated using the Smart PLS 3 program. To find out the validity in the questionnaire is valid or not is if the convergent validity that can be seen in the standardized loading factor has a loading factor > 0.7 (Haryono [8]). Then to determine the reliability of a data in the questionnaire is reliable or not is if Composite Reliability > 0.8 Chin (1998 as quoted by Yamin [26]).

The variables in this study consisted of the independent variables and the dependent variable. The independent variable consists of Service Quality (X1), Perceived Value (X2), and Customer Satisfaction (X3). And the dependent variable consists of Customer Loyalty (Y). Data analysis methods used in testing the Statistical Hypothesis are the R-Square (R2), F-Square (F2), Q-Square (Q2), and GoF test, with the Bootstrapping method and Simultaneous F Test.

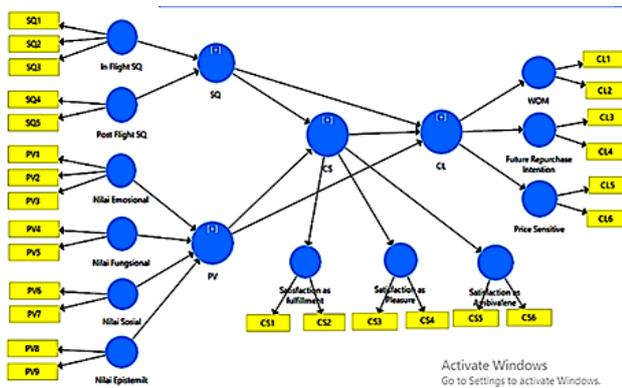


Figure 2 Initial Figure of Outer Model

4. RESULTS AND DISCUSSION

Based on data collected, it shows that respondents in this study were 114 male respondents (57%) and 86 female respondents (43%). Based on the age of the respondents, as follow is age over 17 years were 28 respondents (14%), respondents aged 20-30 years were 148 respondents (74%), then respondents aged 31-41 years were 21 respondents (10%) and respondents were aged over 41 years as many as 3 respondents (2%).

Based on Table 1 Validity Test Results, in this study the results of the validity test on the questionnaire showed that all items were valid, because the convergent validity value was greater than 0.7. For the Outer Loading results ranged from 0.703 to 0.870, this shows that all items in this study were valid (Haryono [8]).

Based on Table 2 the reliability test results, showed the variables in the study had a Composite Reality value of more than 0.8 Chin (1998 obtained by Yamin [26]).

Table 1 Validity Test Results

Model	Statement	Results	
	Code	Outer Loadings	
Convergent Validity	SQ1	0,829	Valid
	SQ2	0,723	Valid
	SQ3	0,834	Valid
	SQ4	0,708	Valid
	SQ5	0,759	Valid
	PV1	0,725	Valid
	PV2	0,730	Valid
	PV3	0,734	Valid
	PV4	0,729	Valid
	PV5	0,800	Valid
	PV6	0,706	Valid
	PV7	0,817	Valid
	PV8	0,713	Valid
	PV9	0,703	Valid
	CS1	0,741	Valid
	CS2	0,731	Valid
	CS3	0,744	Valid
	CS4	0,766	Valid
	CS5	0,711	Valid
	CS6	0,741	Valid
	CL1	0,736	Valid
	CL2	0,761	Valid
	CL3	0,870	Valid
	CL4	0,798	Valid
CL5	0,809	Valid	
CL6	0,741	Valid	

Standard Loading Factor >0,7

Table 2 Reliability Test Results

Measurement Model	Result			Model Evaluation
Convergent Validity	Dimension	Variable	Composite Realibility	
	In Flight SQ		0,873	Reliability
	Post Flight SQ		0,799	Reliability
		Service Quality	0,880	Reliability
	Emotional Value		0,847	Reliability
	Functional Value		0,830	Reliability
	Social Value		0,872	Reliability
	Epistemic Value		0,890	Reliability
		Perceived Value	0,916	Reliability
	Satisfaction as fulfillment		0,778	Reliability
	Satisfaction as pleasure		0,838	Reliability
	Satisfaction as ambivalene		0,865	Reliability
		Customer Satisfaction	0,878	Reliability
	WOM		0,921	Reliability
	Future repurchase intention		0,905	Reliability
	Price sensitive		0,898	Reliability
		Customer Loyalty	0,907	Reliability

Composite Realibility >0,8

R-Square Test

Tabel 3 R-Square Test Result

Variable	R- Square
CL	0,652
CS	0,589

CL = Customer Loyalty, CS = Customer Satisfaction

The R-square for Customer Loyalty is 0.652, which means that 65.2% predicted by Customer Satisfaction and 34.8% is explained by other variables. Furthermore, the R-Square value for Customer Satisfaction is 0.589, which means that 58.9% can be predicted by Service Quality and Perceived Value, while 34.8% is explained by other variables.

F- Square Test

Tabel 4 F-Square Test Result

	SQ (Service Quality)	PV (Perceived Value)	CS (Customer Satisfaction)	CL (Customer Loyalty)
SQ			0,096	0,056
PV			0,66	0,051
CS				0,133
CL				

SQ= Service Quality, PV= Perceived Value, CS= Customer Satisfaction, CL= Customer Loyalty

The results obtained show that Service Quality has an impact on the small R-square value of Customer Satisfaction with an F² of 0.096 (small). The service quality on Customer Loyalty has an F² of 0.056 (small), with a strong perceived value on Customer Satisfaction of 0.660 (strong). In addition, the perceived value of Customer Loyalty is small because it has an F² of 0.051 (small). Finally, Customer Satisfaction has an impact on the small R-square value of their Loyalty with an F² of 0.133 (small).

Q-Square Test (Q²)

After the R-square value on each variable is generated, Q² is calculated with the following formula:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R_1^2) \times (1 - R_2^2)] \\
 &= 1 - [(1 - 0,652) \times (1 - 0,589)] \\
 &= 1 - (0,575 \times 0,653) \\
 &= 1 - 0,375 \\
 &= 0,625
 \end{aligned}$$

Q² is used to measure the value produced by the model and its estimated parameters. The obtained values of 0.02,

0.15, and 0.35, means small, medium, and large, respectively. The construct or latent variable has a Q² value of 0.625, which is greater than 0. Therefore, the predictions made by the model are considered relevant.

Goodness of Fit Model (GoF)

Table 5 GoF Test Result

	AVE
Inflight Service Quality	0,697
Postflight Service Quality	0,666
Service Quality	0,597
Emotional Value	0,649
Functional Value	0,709
Social Value	0,773
Epistemic Value	0,802
Perceived Value	0,549
Satisfaction as Fulfillment	0,637
Satisfaction as Pleasure	0,721
Satisfaction as Ambivalence	0,762
Customer Satisfaction	0,546
Word of Mouth (WOM)	0,854
Future Repurchase Intention	0,826
Price Sensitive	0,815
Customer Loyalty	0,620
AVE	0,701

GoF > 0,1 = small, GoF > 0,25 = moderate, GoF > 0,38 = Large (Tenenhaus et al. [24]).

After the required average AVE and R-square values were obtained, the following formula is used to calculate GoF:

$$\begin{aligned}
 GoF &= \sqrt{AVE \times R^2} \\
 GoF &= \sqrt{0,701 \times 0,621} \\
 GoF &= 0,519
 \end{aligned}$$

A GoF value, of 0.519 was obtained after calculation, which means that the research model's level of feasibility is large.

Hypothesis Testing using the Bootstrapping Method

Table 6 Hypothesis Testing using the Bootstrapping Method Result

	Hypothesis	Path Coefficients	Original Sample	t-statistics	P-Value	Conclusion
H ₁	SQ → CL	0,209	0,209	2,225	0,027	H ₁ Accepted
H ₂	PV → CL	0,246	0,246	2,207	0,028	H ₂ Accepted
H ₃	SQ → CS	0,241	0,241	4,282	0,000	H ₃ Accepted
H ₄	PV → CS	0,630	0,630	10,945	0,000	H ₄ Accepted
H ₅	CS → CL	0,396	0,396	5,010	0,000	H ₅ Accepted
H ₆	SQ → CS → CL	0,095	0,095	3,171	0.002	H ₆ Accepted
H ₇	PV → CS → CL	0,250	0,250	4,532	0,000	H ₇ Accepted

Sig. p-value <0.05, t-statistics >1.96

Based on Table 6 shows the test results using Bootstrapping method. T-values of all the variables in this study indicate that the results of all hypotheses will be accepted if the p-value <0.05 and t-statistics >1.96. From this table it can be concluded that the entire hypothesis can be accepted.

Hypothesis 1 obtained t-statistics value of (2.225 >1.96) which indicates H1 is accepted, p-value of (0.027 <0.05) which shows the effect between service quality on customer loyalty is significant. The results of this study are consistent with research conducted by Dagger, et al. (2007, as quoted by Hapsari [9]), which states that service quality has a significant effect on customer loyalty. When customers have experienced superior service quality, their perception of a brand will increase and they will usually consider buying the service and will recommend it to others.

Hypothesis 2, the value of t-statistics is obtained (2.207 >1.96) which indicates H2 is accepted, the p-value of (0.028 <0.05) which shows the effect between perceived value on customer loyalty is significant. The results of this study are consistent with research conducted by Chen & Hu [4], which states that perceived value significantly influences customer loyalty. Relational benefits found to correlate significantly with the perceived value and indirectly affect customer loyalty through value of the benefits received.

Hypothesis 3 obtained t-statistics value of (4.282 >1.96) which shows that H3 is accepted, p-value of (0.000 <0.05) which shows the influence between service quality on customer satisfaction is significant. These results are consistent with research conducted by Izogo & Ogba [11], which states that service quality has a significant effect on customer satisfaction. The high quality of service provided to customer they will be satisfied. it's important for

organizations that want to satisfy their customers must improve the quality of their services to consumers, because satisfied consumers will tend to be attracted by the offers offered.

Hypothesis 4 obtained t-statistics value of (10.945 > 1.96) which shows that H4 is accepted, the p-value of (0,000 < 0.05) which shows the effect between perceived value on customer satisfaction is significant. These results are consistent with research conducted by Choi & Kim [5], which states that perceived value significantly influences customer satisfaction. Perceived Value is formed when a value for a given service is higher. The higher a value, the higher the benefits received by consumers so that consumers will feel satisfaction.

Hypothesis 5, the t-statistics value (5,010 > 1.96) shows that H5 is accepted, the p-value is (0,000 < 0.05) which shows the influence between customer satisfaction on customer loyalty is significant. These results are supported by research conducted by Hapsari [9], which states customer satisfaction has a significant effect on customer loyalty. Customers who are satisfied with the products used, then they will tend to have the intention to reorganize to buy products that they have used it.

Hypothesis 6 obtained t-statistics value (3.171 > 1.96) which shows that H6 is accepted, p-value of (0.002 < 0.05) which shows that customer satisfaction can significantly mediate between service quality and customer loyalty is significant. These results are supported by research conducted by Makanyeza [15], which states customer satisfaction can be a mediation between service quality and customer loyalty. Satisfied customers tend to be loyal to the organization to assume a positive image of the organization and provide benefits to the customers so that they tend to be loyal and faithful to the organization and its services.

Hypothesis 7, the t-statistics value was obtained (4,532 > 1.96) which showed that H7 was accepted, the p-value of (0,000 < 0.05) which showed that customer satisfaction could significantly mediate between perceived value and customer loyalty was significant. The results of this study are consistent with research conducted by Tam (2004, as quoted by Hapsari [9]) which states that customer satisfaction can be a mediation between perceived value and customer loyalty. perceived value and customer satisfaction affect customer loyalty, so that when the customer perceived value is greater, it will generate high satisfaction and can positively affect customer loyalty.

Simultaneous F Test

Table 7 Simultaneous F Test Result

Code	Hypothesis	F	Sig	Conclusion
H ₈	Service Quality, Perceived Value, Customer Satisfaction → Customer Loyalty	93,997	0.000	Accepted

Sig Value <0.05

Hypothesis H8: A simultaneous F test is used to examine the IBM SPSS 23 output. The test results calculated by the IBM 23 SPSS program through the Simultaneous F test, showed that H8 was accepted with a Sig value of 0,000 below 0.05. Therefore, these results show that Service Quality, perceived value, and Customer Satisfaction simultaneously have a significant effect on Customer Loyalty. Therefore, the H8 hypothesis, which stated that "Service Quality, Perceived Value, and Customer Satisfaction simultaneously affect Customer Loyalty" is accepted at a 95% confidence level.

5. CONCLUSION AND RECOMMENDATIONS

CONCLUSION

In conclusion there is a direct and indirect effect of Service Quality, Perceived Value and Customer Satisfaction on Customer Loyalty. The four variables' calculation results showed that the variable with the highest effect on Customer Loyalty is Customer Satisfaction. Based on the dimensions, Customer Satisfaction is the dimension of Customer, which includes their convenience in making transactions with companies. This shows that their satisfaction level tends to have an effect and impact on their loyalty in using a product/service. The higher the convenience obtained by consumers in conducting transactions, the higher the customer satisfaction on the needs that are fulfilled. Furthermore, other variables that determine a consumer's satisfaction level are Service Quality and Perceived Value. However, Perceived Value has the highest effect on Customer Satisfaction. It consists of emotional and social values, which includes the benefits felt by consumers related to their social status. This also shows that an increase in consumers' emotional and social levels leads to a rise in product/service criteria. Therefore, choosing services with a good brand image such as Garuda Indonesia airlines raise their social status. In addition, the

variable that determines customer satisfaction is also felt from Service Quality. Therefore, better service quality tends to have a positive impact on customer satisfaction.

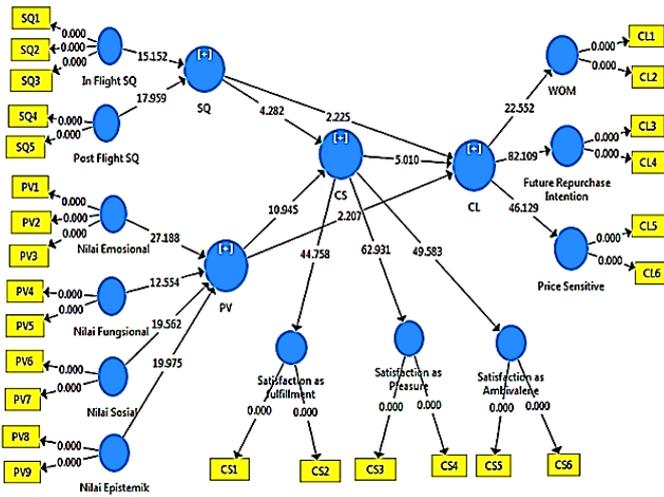


Figure 3 Final Figure of Outer Model Using Bothstrapping Test

Recommendations

Managers of airline service facilities in Indonesia, such as Garuda, are advised to continue improving their services with an increase in added value for consumers to maintain their loyalty. Furthermore, their crew members need good communication to establish outstanding relationships with customers. In subsequent studies, data needs to be obtained from various airlines in Indonesia to ensure the research has a wider scope.

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