The Effect of Customer Engagement, Perceived Value and Customer Satisfaction Towards Customer Loyalty in the Indonesian Low-Cost Airlines Industry

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ABSTRACT

This study was conducted in order to analyze the effect of customer engagement, perceived value and customer satisfaction on customer loyalty within the Indonesian low-cost airline sector. A total of 200 respondents join this research, in which all of the data were collected from respondents using questionnaires which were distributed virtually using google forms. After confirming the validity and the reliability of the data, authors then analyzed all of the data using PLS-SEM method using SmartPLS 3.3.2 software. Based on the data analysis results, authors concluded that customer engagement, perceived value and customer satisfaction had a positive and significant effect on customer loyalty toward within the Indonesian low-cost airline sector. Therefore, the results obtained in this study underlined the importance of establishing and maintaining good communication activities with all consumers, together with offering the best services possible to all consumers in order to increase consumers' level of satisfaction and loyalty toward the company

Keywords: Customer engagement, perceived value, customer satisfaction, customer loyalty

1. RESEARCH INTRODUCTION

Aviation sector could be deemed as one of the fastest and rapidly growing sector across the globe (including Indonesia), in which, such statement could be assessed from the increasing and escalating number of revenues generated from this sector all around the world. The amount of revenue generated in the aviation industry had been increasing from US$374 billion in 2009, to US$538 billion in 2014 [1]. This figure also continued to increase to US$561 billion in 2018, and again increased to US$567 billion US dollars in 2019. This number is predicted to increase again to 581 billion US dollars by the end of 2020, although this number is likely to decrease given the COVID-19 outbreak which has now negatively affecting the growth and development of almost all industries in the world.

In Indonesia itself, the rapid growth of low-cost airlines could be seen and felt for the last 10 years. In fact, the growth rate of this sector had far exceeded that of full-service airlines in Indonesia. Besides being able to be seen from the annual growth rate of the low-cost sector which tends to be higher than full service, the rapid development of the low-cost airlines in Indonesia can also be seen from the number of low-cost airlines that are constantly increasing from year to year. For example, at least in the last 10 years, Indonesia only has 2 airlines that are included in the full-service airlines category, namely Garuda Indonesia and Batik Air. However, in the same period, Indonesia has experienced an increase in the number of low-cost airlines from year to year, where, Indonesia has several low-cost airlines such as Lion Air, AirAsia Indonesia, Citilink, and Sriwijaya Air. In addition, the number of flight routes and the number of aircraft (fleet size) owned by these low-cost airlines far exceeds the number of routes or the number of aircraft owned by full service airlines. Thus, it is not surprising that the growth rate and the rapid development of low-cost airlines in Indonesia had exceeded the growth and development of full-service airlines in Indonesia.

The basic concept of loyalty is one of the most frequently and extensively studied concepts or variables by researchers working in the field of marketing science [2][3]. This is because loyalty is widely regarded as one of the variables that has the most important influence in ensuring success and maintaining market share owned by a company so that the company can survive and grow in the midst of competition that occurs. In addition, it is also important for companies, especially airline companies that are running their business in Indonesia, to understand the importance of the concept of loyalty, because, apart from the high level of volatility and risk faced by all airlines in Indonesia and the world (which are both This risk is a hallmark of the aviation industry), the company also has to

face a very tight level of competition from its competitors, given that every day, each airline competes with each other to attract public interest in using the services of the airline [4]. Not only that, this loyalty is very important for the sustainability of companies engaged in the aviation sector because the company's success in instilling loyalty in the minds of consumers can affect consumer attitudes towards competing companies, where loyal consumers will not want to use the services of the airline. others for a long period of time [5][6]. This is what makes the role of loyalty in helping companies achieve success very crucial, so it is important to be understood by every airline in Indonesia.

Previous research found that service quality and switching costs have a positive effect on customer loyalty [7]. While cosmopolitanism, price bargaining and culture were found to have a significant effect on customer loyalty [8].

As for other research, it was found that customer engagement, perceived value and customer satisfaction are the 3 main variables that have a positive effect on customer loyalty [5]. In addition, experience quality, perceived value and customer satisfaction were found to have a positive effect on customer loyalty in the cafe sector in Malang [9]. Therefore, based on these explanations, authors are interested to understand the impact of customer engagement, perceived value and customer satisfaction on customer loyalty in the Indonesian low-cost airlines sector.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Customer Engagement

Customer engagement is defined as "Firm's deliberate effort to motivate, empower, and measure a customer's voluntary contribution to its marketing functions, beyond a core, economic transaction" [10]. In addition, it is argued that customer engagement can be understood as "The level of a consumer's perceived unity with or sense of belonging to the brand (identification), the level of attention which focuses and links with the brand (attention), the level of passion and interest with the brand (enthusiasm), a pleasurable condition for being very rigorous, happy and deeply absorbed when playing the role of customer of the brand (absorption), and the various levels of participation that a customer has with the brand (interaction)" [5]. Moreover, customer engagement can be understood as "The psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand) in focal service relationships" [11]. Based on the description above, in this study, customer engagement can be defined as the level of attachment or closeness that consumers have to a company or brand.

2.2. Perceived Value

Perceived value is defined as "the comparison between the cost (time, money and energy) given and the benefits received by the customers" [5]. Similarly, perceived value is defined as "The assessment of the post-consumption evaluation regarding tourism experience and its relationship with future intentions" [12]. In addition, perceived value can be understood as "A multi-determined variable in which consumers anticipate and derive value through many sources, including product search, marketing messages, WOM advice, product purchase and direct experience and usage, amongst others" [13]. Based on the description above, in this study, perceived value is defined as an assessment or comparison between the number of benefits or benefits obtained by consumers with the level or amount of costs (costs) that must be incurred by consumers for a product or service.

2.3. Customer Satisfaction

Customer satisfaction can be understood as "A positive emotional reaction after the purchase of a product or service" [14]. In addition, customer satisfaction is defined as "The pleasure that a tourist experiences, feels, wishes, expects or needs of products, services and places" [15]. Furthermore, customer satisfaction in the context of tourism can also be defined as "the pleasure of tourists after visiting certain destinations" [16]. Based on the description above, in this study, customer satisfaction is defined as a consumer's personal feeling towards a product, service or company, where, this personal feeling arises when the performance of the product or service offered is in accordance with what is desired by the consumer.

2.4. Customer Loyalty

Customer loyalty is defined as "A specific behavior shown by a customer by repurchasing the same service or product from the same provider and continues to recommend or maintains a positive attitude towards a service provider" [17]. Furthermore, customer loyalty can be understood as "Customer's intention to re-patronize and recommend a service to other people and remain loyal to the organization" [5]. Moreover, customer loyalty is defined as "Customer's devotion to the purchasing of a particular service or product" [18]. Based on the description above, in this study, customer loyalty can be understood as a consumer's attitude towards a company, where, consumers have a tendency or intention to return to using products or services from the same company, and at the same time do not show interest in similar products. offered by other companies.

2.5. The Effect of Customer Engagement on Customer Loyalty

Previous research found that customer engagement has a positive effect on customer loyalty [11]. Similarly, it is also found that there is a positive and significant effect of customer engagement on customer loyalty to a brand [19]. In this regard, it can be understood that the higher the level of closeness or attachment of a person to a brand, the higher the level of customer loyalty to the brand. Conversely, when someone feels that there is no "special" bond or feeling associated with a product, company or brand, then this indicates that the level of consumer engagement with the company or brand is low, which has the potential to lead to a decrease in the level of customer loyalty. to the company or brand. In addition, another study in the banking sector also found that there is a positive and significant effect between customer engagement and loyalty [10]. Based on the explanations above, authors would like to propose the following hypothesis:

H1: There is a positive effect of customer engagement on customer loyalty

2.6. The Effect of Perceived Value on Customer Loyalty

Previous research in the cafe sector in Malang found that customer perceived value had a positive and significant effect on customer loyalty [9]. Thus, it can be said that the higher the trust or feeling possessed by consumers that the level or benefits owned or received by consumers are higher or greater than the costs incurred, the higher the consumer's intentions. to continue to use products or services from the same provider in the future. On the contrary, it will be easy for consumers to switch to buying products offered by companies or competitors when consumers feel that the benefits obtained or felt from the products offered by the company are far below or lower than the total costs that must be incurred by consumers to obtain these products. However, another study) in the aviation sector in Indonesia actually found that perceived value had no significant effect on customer loyalty in the aviation sector in Indonesia [5]. Meanwhile, a study in the service sector in Turkey found that perceived value had a significant effect on the level of loyalty of service users [20].

H2: There is a positive effect of perceived value on customer loyalty

2.7. The Effect of Customer Satisfaction on Customer Loyalty

Previous research on the e-commerce industry in China found that customer satisfaction has a positive and significant effect on customer loyalty [21]. This means that when the public or consumers feel that what is expected or what consumers are looking for can be fulfilled by the company, then consumers will feel satisfied, where this satisfaction can affect the level of consumer loyalty to return to transact with the company in the future. The results of this study are also supported by previous research in the health care services sector, where, it was found that customer satisfaction with a health agency can affect the level of loyalty or consumer intention to return to visit the agency in the future [22]. Moreover, another study found a positive and significant effect between satisfaction on customer loyalty related to the brand used by the customer [23].

H3: There is a positive effect of customer satisfaction on customer loyalty

3. RESEARCH METHODOLOGY

This study uses a questionnaire as a tool to collect all data from respondents, in which, all questionnaires are distributed online using google forms. As many as 200 respondents participated in this study, which, after careful checking, the authors conclude that all data are valid and reliable data, and can be used and analyzed further in this study. All the data that has been collected is then analyzed using the PLS-SEM method using the SmartPLS 3.3.2 software in order to obtain the results needed in this study. Furthermore, related to the indicators used in measuring all variables in this study, as many as 5 indicators are used to measure customer engagement, and each of 4 indicators is used to measure perceived value, customer satisfaction and customer loyalty. The 5-point Likert scale is used in questionnaires distributed to respondents, in which, respondents will provide responses between 1 to 5 related to each statement in the questionnaire, where, 1 indicates that consumers strongly disagree with the statement, 2 indicates that the consumer does not agree with the statement, 3 indicates that the consumer is neutral on the statement, 4 indicates that the consumer agrees with the statement, and 5 indicates that the consumer strongly agrees with the statement.

4. RESULTS & DISCUSSIONS

This research was conducted to measure and find out how the influence given by customer engagement, perceived value and customer satisfaction to customer loyalty within the Indonesian low-cost airline sector. Regarding the profile of respondents who participated in this study, it can be concluded that the majority of respondents in this study were male (58%), aged between 22 to 33 years (48%), worked as private employees (58%), and the majority of respondents stated that they use low-cost airlines services for various reasons for business purposes (33.5%). As for all data collected from respondents virtually by using google forms.

Furthermore, related to the analysis process carried out on research data using the PLS-SEM method in order to measure the relationship between these variables, it is

carried out using the PLS-SEM method, it can be understood that in carrying out the data analysis process using the PLS-SEM method, carried out in 2 stages, namely the analysis of the measurement model (outer model analysis) and the analysis of the structural model (inner model analysis). The stages of analysis of the measurement model are carried out with the aim of testing the validity and reliability of the data and variables studied in this study. The validity test of the data and variables is carried out by looking at several criteria, including the average variance extracted (AVE), factor loadings, and the results of the discriminant validity analysis. In this regard, based on the results of the analysis or validity testing that has been carried out, it can be concluded that all indicators and variables have met the criteria for validity testing, which is, the AVE value of all variables is higher than 0.5, the loading factors value of each -each indicator has been higher than 0.7, and the correlation value between variables has shown a higher value than the correlation value between one variable and another.

In addition to the validity test, reliability testing is also carried out in the process of testing the analysis of this measurement model, in which each variable is said to be reliable if the composite reliability value and Cronbach's alpha of each of these variables have shown a value above 0.7. In this regard, based on the results of data processing that has been carried out, it can be concluded that all variables have also met all the reliability requirements well, in which the composite reliability and Cronbach's alpha values of each variable in this study have exceeded 0.7

Furthermore, after completing the analysis of the measurement model, the next structural model analysis is tested with the aim of knowing the impact given by the three independent variables, namely customer engagement, perceived value and customer satisfaction on customer loyalty. There are several tests carried out in the analysis of this structural model, including testing the coefficient of determination (r-squared), testing the predictive relevance value (Q2), testing the goodness of fit (GoF) value, and testing path analysis to determine the effect between one variable. to other variables studied in this study.

Testing the value of the coefficient of determination (r-squared) was conducted to determine how much influence the three independent variables (ie customer engagement, perceived value and customer satisfaction) had together on customer loyalty. Related to this, the results of testing the coefficient of determination (r-squared) conducted in this study found that customer loyalty has a coefficient of determination (r-squared) of 0.909, which, this shows and proves that customer engagement, perceived value and customer satisfaction together have a magnitude of 90.9% influence in explaining the customer loyalty variable. Meanwhile, 9.1% of the other effects were given by other variables not examined in this study.

Furthermore, after testing the value of the coefficient of determination (r-squared), the next test of the predictive relevance (Q2) value is carried out to determine whether all the variables studied in this study can predict the research model well. Based on the results of testing the

predictive relevance (Q2) that has been carried out, it is found that customer loyalty has a predictive relevance value (Q2) of 0.660, which, because the predictive relevance (Q2) value is higher than 0, it can be concluded that all variables studied in this study can predict the model well.

Next, to be able to ensure that the model in this study belongs to the fit model, then the goodness of fit (GoF) value test is also carried out, which, based on the results of the calculations that have been carried out, the results obtained where the value of goodness of fit (GoF) in this research model is 0.812. Thus, due to the high goodness of fit (GoF) value, it can be concluded that the model in this study belongs to the fit model.

Furthermore, path analysis is carried out to determine how the influence given by customer engagement, perceived value and customer satisfaction to customer loyalty, in which, this path analysis is carried out using the PLS-SEM method. Meanwhile, after doing the bootstrapping process on the research model, the results obtained where the perceived value variable is the largest predictor of customer loyalty with a path coefficient value of 0.369, followed by the second largest predictor value, namely the path of the customer satisfaction variable to customer loyalty with a path coefficient value of 0.352. While the variable customer engagement on customer loyalty has the smallest path coefficient value of 0.270. Thus, it can be concluded that all independent variables have a positive and significant effect on customer loyalty.

Next, the results obtained in this path analysis are also used to test the research hypotheses proposed in this study. As for the results obtained in the path analysis test that has been carried out, it can be concluded that all research hypotheses are accepted. The first hypothesis formulates that customer engagement has a positive effect on customer loyalty (H1). Based on the results of hypothesis testing, it can be concluded that the first hypothesis is supported. Thus, it can be concluded that customer engagement has a positive and significant role in increasing customer loyalty. The results of testing this hypothesis are in line with the results of previous research which found that customer engagement has a positive effect on customer loyalty in the aviation industry in Indonesia [5]. As for this study, it was found that the higher the level of engagement or the intensity of interactions that occur between consumers and the airline company, the higher the level of consumer loyalty to the airline, which, when loyalty consumers towards the airline increases, then this will encourage consumers to return to using the same airline for their next trip in the future [5].

Next, the second hypothesis formulates that perceived value has a positive effect on customer loyalty (H2). Based on the results of hypothesis testing, it can be concluded that the second hypothesis is supported. Thus, it can be concluded that perceived value has a positive and significant role in increasing consumer customer loyalty toward the company. The results of testing this hypothesis are in line with the results of previous research which found a positive and significant relationship or relationship between perceived value and customer loyalty in Greece

[24]. As for this study, it was posited that the higher the value perceived and obtained by consumers from what is offered by the company, this will further strengthen the level of loyalty possessed by these consumers to companies that which means, this increase in loyalty will further encourage consumers to come back and continue to build relationships with the same company for a long period of time [24].

Furthermore, the third hypothesis formulates that customer satisfaction has a positive effect on customer loyalty (H3). Based on the results of hypothesis testing, it can be concluded that the second hypothesis is supported. Thus, it can be concluded that customer satisfaction has a positive and significant role in increasing consumer customer loyalty to the airlines. The results of testing this hypothesis are in line with the results of previous research that found a positive and significant relationship between customer satisfaction and customer loyalty [25]. As for this study, it was posited that the higher the level of consumer satisfaction with what is offered by a company, the higher the level of loyalty that consumers have to the same company [25].

As for the support of all research hypotheses proposed in this study, coupled with comparisons showing the suitability of the results obtained in this study with the results of research conducted by previous researchers, it was found that customer engagement, perceived value and customer satisfaction had a positive and positive effect. significant to customer loyalty on Indonesian low-cost airlines. In connection with these findings, the extent to which the closeness and level of engagement that consumers feel with the company is able to determine whether consumers will return to using the airlines' services for flights to be made in the future. Thus, companies' ability to foster and maintain positive and sustainable relationships with all of its customers is an important and crucial step that can determine the airlines' success in retaining its customers. In addition, the airlines' ability to implement a ticket pricing strategy in accordance with what consumers expect is also another important strategy for low-cost airlines to ensure that the ticket prices determined by the company are in line with expectations. that consumers have. Thus, later on, the airlines' ability to do both things simultaneously will further increase consumer satisfaction and loyalty toward the company.

Table 1 Measurement & structural model assessment results

Variable	Indicator	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability	R^2	Q^2
Customer Engagement	CE1	0,835	0,734	0,879	0,917	-	-
	CE2	0,838					
	CE4	0,842					
	CE5	0,909					
Perceived Value	PV1	0,794	0,702	0,893	0,904	-	-
	PV2	0,776					
	PV3	0,869					
	PV4	0,906					
Customer Engagement	CS1	0,792	0,714	0,865	0,909	-	-
	CS2	0,819					
	CS3	0,864					
	CS4	0,899					
Customer Loyalty	CL1	0,870	0,757	0,857	0,926	**0,909**	**0.660**
	CL2	0,879					
	CL3	0,839					
	CL4	0,891					

Table 2 Path coefficient and hypotheses testing results

Path	Sample Mean	t-statistics	Sig. Value	Conclusion
Customer Engagement → Customer Loyalty	0,270	2,121	0,034	Significant Relationship
Perceived Value→ Customer Loyalty	0,369	2,878	0,004	Significant Relationship
Customer Satisfaction → Customer Loyalty	0,352	2,792	0,005	Significant Relationship

5. CONCLUSIONS & IMPLICATIONS

Based on the data analysis, the results of this study could be concluded that customer engagement, perceived value, and customer satisfaction have a significant effect on customer loyalty within the Indonesian low-cost airlines sector. Related to the results obtained in this study, there are several suggestions or managerial implications that the authors would like to suggest or give to all low-cost airlines which are conducting their business in Indonesia. First of all, the results of this study found that customer engagement has a positive and significant effect in increasing consumer loyalty. Thus, based on these findings, the researcher would like to suggest to airlines to always build, maintain, improve, and maintain the relationship it has with all of its customers. This is because based on the results of the analysis related to the responses given by the respondents related to the indicators used to measure this customer engagement variable, the majority of the respondents expressed the joy or pleasure that consumers felt when the respondents communicated with the airlines, which, this shows the positive response that consumers have towards company's efforts to build and maintain good communication with the respondents. Thus, companies should be able to increase the intensity and quality of communication that exists between the company and consumers, in which, several strategies such as sending emails regularly (e.g once a month) to every consumer related to various events, promotions or new offers that want to be conveyed to consumers, which, not only can this maintain the good relationship the company has with consumers, but also this strategy can be useful in ensuring that all consumers or customers can continue to receive information on a regular basis related to the various things the company is doing. In addition, another strategy that can be carried out by airlines in fostering and increasing the intensity of the relationships that exist with its consumers is to increase the company's activities on various social media accounts that the company has, which, by increasing the intensity and publication of information through accounts This social media owned by the airlines is where communication and intense closeness can be built and intertwined with consumers.

Next, in addition to customer engagement, the results of data analysis conducted in this study also found a positive and significant effect given by perceived value on customer loyalty. Thus, based on these results, the researcher would like to suggest to any low cost airlines in Indonesia to always ensure and maintain its commitment to offer flight services at the lowest prices compared to ticket prices offered by other airlines. This is because based on the results of the analysis related to the responses given by the respondents regarding the indicators used to measure this perceived value variable, the majority of respondents revealed that they felt the added value they felt when they bought tickets from the company for the flight route they want to take, where consumers feel that they are able to feel and get value from the airlines when the price they pay is appropriate or "worth-it" with the services provided by the company. Thus, when consumers feel that the ticket price paid is in accordance with what is expected by consumers, this tends to be create or increase the value obtained from the airlines in the minds of consumers. As a result, the implementation of a strategy of providing low ticket prices for consumers, coupled with the provision of various forms of promotions to consumers can increase the value that consumers feel for the companies, which, in turn, can make consumers to re-choose the same airline as their airline of choice when travelling in the future.

Furthermore, in addition to customer engagement and perceived value, the results of data analysis conducted in this study also found a positive and significant effect given by customer satisfaction on customer loyalty. Thus, based on these results, the researcher would like to suggest to the airlines to always ensure and maintain its commitment to be able to continue to meet what consumers want and expect from the companies, both in terms of appropriate ticket prices, good service. suitability, safe flight, and so on. This is because based on the results of the analysis related to the responses given by the respondents related to the indicators used to measure the customer satisfaction variable, the majority of respondents stated that they were satisfied with their decision to fly using the airlines, which, therefore, it can be understood that so far, what has been given or offered by the low-cost airlines has been able to meet what is expected by consumers. Thus, low-cost airlines in Indonesia must always maintain the satisfaction of its customers by always ensuring that the price level of the tickets marketed or offered to consumers, coupled with the services provided (either in the air or on the ground) can be in accordance with what is desired by consumers in order to ensure that customer satisfaction can be maintained and increased, which in turn, can instill consumer loyalty to the companies.

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