ANALYSIS OF EFFECT OF QUALITY OF SERVICE ON CUSTOMER SATISFACTION ON FLIGHT OPERATION PT LION AIR IN TERMINAL I AIRPORT SOEKARNO HATTA

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Abstract: The purpose of this research is to know the influence of service quality (tangible, reliability, responsiveness, assurance, and emphaty) partially or simultaneously to customer satisfaction level and to know more dominant influence from tangible, reliability, responsiveness, assurance, and empathy) to the level of customer satisfaction on PT.Lion Air flight operation in Terminal I of Soekarno Hatta Airport. In this study how the influence of service quality (service quality) seen from five dimensions: tangible, reliability, responsiveness, assurance, and empathy to the satisfaction of airline service customers PT. Lion Air. While the hypothesis of this study is the quality of service has a significant influence on customer satisfaction of airline services PT.Lion Air. The results showed that service quality seen from five dimensions: tangible, reliability, responsiveness, assurance, and emphaty simultaneously and partially significant effect on customer satisfaction of PT.Lion Air flight service. Variables that have significant influence is assurance, as well as the most dominant effect on customer satisfaction.
Keywords: Tangible, Reliability, Responsiveness, Assurance, Emphaty and Customer Satisfaction

Introduction

To be a competitive company must meet several criteria, one of the criteria is customer satisfaction through Internal Customer Service (customer service in one company, either between divisions or to leadership and staff) and External Customer Service (customer service that is consumer), where the services within the company moving well, automatic service to customers will also be better that is dynamic and flexible which is strongly influenced by the advances achieved in telecommunications technology and information technology as well as manually or orally in detail. During this time PT.Lion Air Company runs straight between many other similar companies, and so far also Lion Air airlines "accompany" the wider community, especially for the citizens of Indonesia who like to travel for his needs. The purpose of this research in

general is to know how far the quality of service especially to analyze the influence of quality of service which consist of (tangible, reliability, responsiveness, assurance, and empathy) to PT.Lion Air customer's satisfaction on flight operation at Soekarno-Hatta Airport, and to analyze the influence of which variables are dominant from service quality (tangible, reliability, responsiveness, assurance, and empathy) to customer satisfaction of PT.Lion Air Airlines specially in flight operation of Terminal I of Soekarno Hatta Airport. Effective marketing (effective marketing) actually resulted in the opposite of creating value satisfaction. Various research and marketing and service literature reveals that services have four distinct characteristics that distinguish goods and services called IHIP: Intangibility, Heterogeneity, Inseparability and Perishability (Fandy Tjiptono and Gregoreus Chandra, 2005). The main factors that affect the quality of service are: expected services and services perceived / perceived. As an example of Emphaty which states that can be felt because a total treatment in accordance with the theory of TQM service management (Total Quality Management) is specified into implementation with the theory of service TQS (Total Quality Service). And Emphaty is here to share the feel of customer kesulitasn.

Method

The research was conducted with quantitative descriptive approach and the type of research empirical study supported by survey. The nature of this research is explanatory research (explanatoring research) is a study that aims to describe and explain the nature of an ongoing situation at the time of the study conducted and examined the causes of the symptoms. The population in this study are passengers who have used the services of PT.Lion Air flights and officers / staff on the flight operation which also handles service activities in ground operation. Sampling technique in this research is by purposive sampling method. Purposive sampling is a deliberate intake technique. samples were taken not randomly, but determined by the researchers themselves. The criteria

used for sample determination are Lion Air flight operation officer, customers who have ever used Lion Air flight services, customers who have used Lion Air flight services. Technique of collecting data in this research is done by giving interview or questionnaire. The list of questions concerns the quality of service and customer satisfaction using the services of PT.Lion Air flights. Source of data collection used in this research is primary data. Primary data is data obtained and collected from Lion Air airline customers in the flight operation of Soekarno-Hatta Airport based on the questionnaire. The independent variable (X) is a service quality consisting of dimensions of tangibles (physical evidence), realibility, responsiveness, assurance (assurance), and emphaty (empathy). Dependent variable (Y) is customer satisfaction of Lion Air. Operational definition of variables

Discussion and Result

To know the result of research, then do some test method. Some of them are validity and reliability tests. Based on the question items given in the questionnaire submitted to passengers using the aircraft service or Lion Air fleet, then tested the validity of the question items. Result of validity test by using program SPSS Ver.16.0 which can be seen in attachment. Correlation technique used is product moment correlation. The measurement criterion is p-value <0,05 then the question item is declared valid. Reliability test is used in order to know the nature of the measuring instrument used, in the sense that the measuring instrument is accurate, stable and consistent. The instrument used in the study is said to be reliable if it has a coefficient of cronbach 'alpha greater than 0.60. Reliability test results from research variables using Cronbach's alpha with the help of SPSS version 16.0 is as follows :

Table 1. Reliability Test Results

Variabel	Cronbach's Alpha	Critical Value	Information
Tangibles (X_1)	0,570	0,60	Reliabel
Reliability (X_2)	0,570	0,60	Reliabel
Responsiveness (X_3)	0,604	0,60	Reliabel

Table 1, Cont. Reliability Test Results

Assurance (X_4)	0,600	0,60	Reliabel
Emphaty (X_5)	0,722	0,60	Reliabel
Customer satisfaction (Y)	0,550	0,60	Reliabel

Source: Primary Data is processed, 2017

From these results it can be seen that all the question items about the variable *tangibles* (X_1), *reliability* (X_2), *responsiveness* (X_3), *assurance* (X_4), *emphaty* (X_5), dan customer satisfaction (Y) shows a reliable value because of the value *Cronbach's alpha* > 0,60. The normality test aims to test whether in the regression model, the confounding variable has a normal distribution. With computer tool SPSS program. 16.0 can researchers submit the results. This multicollinearity test is used to determine whether there is a meaningful relationship between each independent variable in the regression model. The result of analysis using SPSS version 16.0 is as follows :

Table 2. Multicollinearity Test Results

Variables	Tolerance value	Criteria	VIF	Criteria	Keterangan
Tangibles (X_1)	0,470	0,10	1,613	0,10	Not occur
Reliability (X_2)	0,501	0,10	1,551	0,10	Not occur
Responsiveness (X_3)	0,871	0,10	1,030	0,10	Not occur
Assurance (X_4)	0,482	0,10	1,575	0,10	Not occur
Emphaty (X_5)	0,504	0,10	1,516	0,10	Not occur

Source: Primary data is processed, 2017

The result can be seen that all independent variables namely *tangibles* (X_1), *reliability* (X_2), dan *responsiveness* (X_3), *assurance* (X_4) and *emphaty* (X_5) shows no multicollinearity due to tolerance value > 0.10 and value VIF < 10. The test used in Heteroskidasticity analysis is by Glestjer test. The result of analysis using SPSS version 16.0 is as follows :

Table 3. Heteroscedasticity Test Results

Variables	Probability	Significant Criteria	Information
Tangibles (X_1)	0,084	0,05	Not occur
Reliability (X_2)	0,221	0,05	Not occur
Responsiveness (X_3)	0,522	0,05	Not occur
Assurance (X_4)	0,816	0,05	Not occur
Emphaty (X_5)	0,781	0,05	Not occur

Source: Primary data is processed, 2017

From the table it is said that the probability value> 0.05, so that the independent variable tested, that *tangibles* (X_1), *reliability* (X_2), and*responsiveness* (X_3), *assurance* (X_4) and*emphaty* (X_5) showed no heteroscedasticity. Multiple Linear Regression Analysis is used to test the influence of independent variables is*tangibles* (X_1), *reliability* (X_2), and*responsiveness* (X_3), *assurance* (X_4) and*emphaty* (X_5) against the dependent variable of customer satisfaction (Y). Result of analysis by using SPSS program obtained result as shown in table IV.5. The F test is used to test the effect of independent variables ie*tangibles* (X_1), *reliability* (X_2), and*responsiveness* (X_3), *assurance* (X_4) and*emphaty* (X_5) simultaneously (simultaneously) to the dependent variable that is customer satisfaction (Y). The result of F test analysis by using SPSS program can be summarized in Table 4.

Table 4. Results Test Analysis F

Information	Sum of Squares	Df	Mean Square	F_{hitung}	Sig.	Conclusion
Regression Residual Total	456,116 245,231 613,430	4 93 98	92,422 2,160	34,552	0,000	H0 rejected

Source: Primary data is processed, 2017

T test is used to test the significance of the effect of independent variables ie*tangibles* (X_1), *reliability* (X_2), and*responsiveness* (X_3), *assurance* (X_4) and*emphaty* (X_5) partially to the dependent variable that is customer satisfaction (Y). The result of t test analysis using SPSS program can be summarized in Table 5

Table 5. Results Test Analysis t

Variable	Unstandardized Coefficients		Standardized Coefficients	T_{hitung}	Sig.	Conclusion
	B	Std. Error	Beta			
(Constant)	0,317	1,654		0,258	0,797	
Tangibles (X_1)	0,204	0,175	0,217	2,727	0,008	H0 rejected
Reliability (X_2)	0,167	0,076	0,182	2,325	0,022	H0 rejected
Responsiveness(X_3)	0,134	0,053	0,145	2,351	0,021	H0 rejected
Assurance (X_4)	0,331	0,068	0,381	4,847	0,000	H0 rejected
Emphaty (X_5)	0,160	0,062	0,201	0,603	0,011	H0 rejected

Source: Primary data is processed, 2017

Coefficient of Determination analysis is used to find out how big the contribution or influence given free variable that is *tangibles* (X_1), *reliability* (X_2), and *responsiveness* (X_3), *assurance* (X_4) and *emphaty* (X_5) against the dependent variable that is customer satisfaction (Y) shown by percentage.

Conclusion

Based on the results of research and analysis of data that has been implemented it can be drawn conclusion that there is a positive and significant influence of independent variables ie *tangibles* (X_1), *reliability* (X_2), and *responsiveness* (X_3), *assurance* (X_4) and *emphaty* (X_5) partially to dependent variable that is customer satisfaction (Y). There is a significant influence of independent variables ie *tangibles* (X_1), *reliability* (X_2), and *responsiveness* (X_3), *assurance* (X_4) and *emphaty* (X_5) simultaneously (in unison) to the dependent variable that is customer satisfaction (Y). Assurance variable (X_4) is the dominant variable affecting customer satisfaction (Y), because the value of regression coefficient is greatest among other variables, seen from standardized coefficients beta of 0.381. The contribution of independent variables are tangibles (X_1), reliability (X_2), and responsiveness (X_3), assurance (X_4) and emphaty (X_5) to dependent variable, customer satisfaction (Y) is 63.6% while the rest (100% - 63.6%) = 36.4% influenced by other factors outside the variables studied. The suggestions that writers can convey in this study are all elements of service quality dimensions have a positive influence on customer satisfaction, so Lion Air Airlines need to pay more attention to the service quality dimensions as well as seek a breakthrough that can improve the performance and service especially in maintaining relationships with customers or passengers and always given training which is constantly sustainable. Tangible, reliability, responsiveness, assurance, and empathy, which can affect the dependent variable of customer satisfaction, for example, service efficiency and service effectiveness, in order to better complement the research because

there are still other independent variables outside of this study that may affect consumer satisfaction.

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