

IMPACT OF SERVICES QUALITY AND CUSTOMER SATISFACTION: CASE OF BATIK AIR

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ABSTRACT

Service quality is used as a benchmark to determine how good is the premium airline operated. It is also one of the important aspects to maintained the customer satisfaction and for them to keep choosing the airline to become their flying partner. The research objective is to know the correlation between service quality and customer decisions to use Batik Air Indonesia. The research method used is descriptive with quantitative approach. Primary data collection is by spreading the questionnaire to 100 respondents that ever flown with Batik Air Indonesia at least once, which consist of 8 questions of Respondents Background, 13 questions of Service Quality's elements and 23 questions of the Customer Decision Process. The result shows there is a strong correlation with value 0.908 between Service Quality's elements and Customer Decision Process's elements, and the coefficient determination is 82.4%, which means there is a high correlation between Service Quality and Customer Decision Process, and the rest of 17.6% also influenced by other things which are not being analyze in this research. Hence, according to the results obtained, conclusion, and suggestions are written to help in improving Batik Air Indonesia's Service Quality to be better.

Keywords: Airlines Industry, Customer Decision, Service Quality

INTRODUCTION

Nowadays, the competition between companies especially in airline companies is getting intense. Companies are required to increase both of their product and service quality to be the leading company in term of quality, meanwhile it is assumed that the similarity of product and service between companies are getting thinner every day. In that case, the main key to become the leading company in the industry is the quality of service and product that given by the company to their customer. It is now becoming increasingly recognized that the quality of service and product are the vital aspects to satisfy the customer as well as to maintain and sustain the business to become a leading company and to survive. In other words, service quality can be the factor determining customers satisfaction

To attract the customer for them to decide which product or services they will use, companies are demanded to always maintain and increase their quality and aware of the customer's needs and wants. How they create a good service and product to always satisfy the customer. To create a business that can satisfy the customer, companies are necessary to compete each other. Batik Air Indonesia, as one of the premium airlines in Indonesia, owned by Lion Air Group. Fly for the first time on May 3rd, 2013 for Jakarta to Manado route with Boeing 737-900ER aircraft, now per April 2018, Batik Air Indonesia has over 40 destinations and operates up to 280 flights daily with 54 aircraft consist of 40 Airbus 320-200 and 14 Boeing 737.

Next Generation aircraft with average age of aircraft is 2.4 years, making Batik Air Indonesia has the youngest fleet in Indonesia. Batik Air Indonesia offer the customer with premium service such as baggage up to 20 kg for both domestic and international

flight, inflight meal, Inflight Entertainment (IFE), USB port, generous legroom (32 inches), and many more (Lion-Air, 2018). Considering the customer satisfaction as one of the vital aspects in the service business industry, it is heard that the service quality is decreasing as time goes by starting from their IFE which is not installed in some aircraft.

The renewing aircraft aims to increase customer trust and satisfaction, and also increase probability of customer decision to fly with Batik Air in other time. (Schiffman and Kanuk, 2007) encouraged that if customer has satisfied practical knowledge he/she will plan or be all set to purchase a great guaranteed products or support in the future customer. They said that possibility of purchasing a product can be enhanced by the purchase intention. People do purchase decision on the basic of brand image and most of the customer proffered well known brand purchase choice, many people recommended for you to well known brands/products to decrease your purchase possibility related to which solution.

The main problem of this study are (1) product quality is decreasing compare to the tickets price provided such as: In Flight Entertainment and in-flight meal; (2) the inefficiency of the check-in process that makes long queue and crowd in the check-in area; and (3) Vulnerability of baggage security to airlines under Lion Air Group. The objectives of this study is to know the relationship between customer decision and services quality of Batik Air.

LITERATURE REVIEW

Airlines Service Quality

Berry and Parasuraman mentioned that guest is the judges of the service quality. Their expectation of the service quality is greatly influence the level of

their satisfaction (Berry & Parasuraman, 1992). In that case, to study and doing a research on service quality, it is important to understand what service quality is, its definition, function, implication, the customers perceptions on service quality, etc.

Service quality can be divided through service quality dimension, i.e.: Tangible, Empathy, Reliability, Responsiveness, and Assurance. 1. Tangible is the availability of physical supporting infrastructure, e.g.: building, the area, machine, office equipment, etc. 2. Empathy is an impression in offering service, e.g.: attention, clear and accessible information, etc. 3. Reliability is the level of trust from management to the customers in term of service, e.g.: service suitability, punctuality, keeping promises, etc. 4. Responsiveness is attention to respond the customer in case of giving service, e.g.: readiness, friendliness, and skilled human resources. 5. Assurance is guarantee from management to customer, in correlation of giving service, e.g.: security and safety (Parasuraman, Zeithaml, & Berry, 1988, p. 17).

Meanwhile, on the other source service quality as a perceived judgment, the customers will evaluate by comparing their expectations and the actual service they received (Grönroos, 1984, p. 38). He also mentioned that service quality issues can be divide into technical quality (what is done) and functional quality (how it is done).

Customer Decision Process

There are 5 (five) purchasing process, e.g. 1. Need, the purchase process begins when needs emerged at certain moment as well as the motivation to perform the purchase. 2. Recognition, when someone's needs are unfulfilled, it's stimulate purchase desire to meet their needs. 3. Search, is a part in purchasing

process by looking for some options to find their needs. 4. Evaluation, a process to learn everything during the searching process and develop some pre-defined options. 5. Decision, final step to make a decision to buy something. The five stages in the buying process is a process where individuals can provide a persuasive information that can affect the buying behavior (Ajay & Goodstein, 1998).

Meanwhile, in John Dewey in 1910 was first introduced the stages of the buyer decision process. Later studies expanded upon Dewey's initial finding (Dewey, 2007). There are 5 processes of buyer-decision making, are as follow:

- a. Problem or Need-recognition. This is the first and most important step in the buying decision, without this, a purchase cannot be done. The need can be triggered by internal desire (e.g. hunger, thirst) or external desire (e.g. advertising).
- b. Information Search. This is the next step that the customers may take after they have recognized the need in order to find out what they want to buy to fulfill their need. This is the buyer's activity to looking and identify the information related to the buying decision.
- c. Evaluation of Alternatives. At this stage, consumers evaluate different products/brands regarding their need, and whether these can deliver the benefits that the customers are seeking. This stage is heavily influenced by one's attitude, as "liking or disliking an object". Another factor that influences the evaluation process is the degree of involvement. For example, if the customer involvement is high, then he/she will evaluate a number of brands;

- whereas if it is low, only one brand will be evaluated.
- d. Purchase Decision, where the purchase takes place. The final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to accept the feedback.
 - e. Post-purchase behavior. These stages are critical to retain customers. Customers compare products with their expectations and are either satisfied or dissatisfied. This can then greatly affect the decision process for a similar purchase from the same company in the future, mainly at the information search stage and evaluation of alternatives stage. If customers are satisfied, this results in brand loyalty, and the information search and evaluation of alternative stages are often fast-tracked or skipped completely. As a result, brand loyalty is the ultimate aim of many companies. On the basis of either being satisfied or dissatisfied, a customer will spread either positive or negative feedback about the product. At this stage, companies should carefully create positive post- purchase communication to engage the customers.

Framework

Based on the literature review above, measured how big the correlation between service quality and customer decision to use Batik Air Indonesia. Therefore, need to make a conceptual framework as follows:

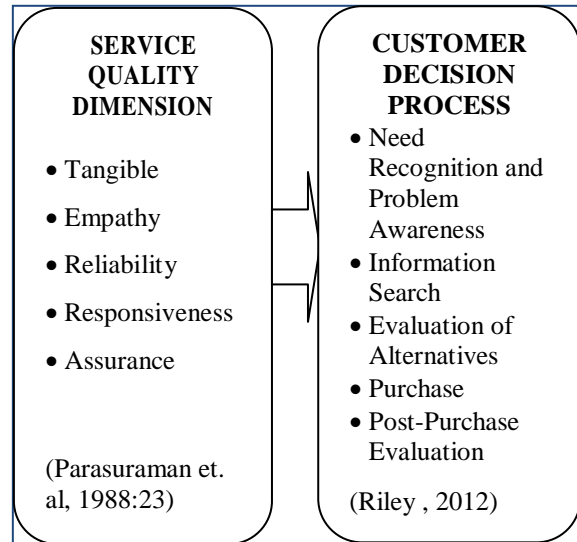


Figure 1. Conceptual Framework Hypothesis

Based on the theories above, it is necessary to formulate hypotheses as follow:

- H0 : There is no significant correlation between Service Quality and Customer Decision to use Batik Air Indonesia.
- H1 : There is a significant correlation between service quality and Customer Decision to use Batik Air Indonesia.

METHODOLOGY

Research Design

This research used the Descriptive Method with Quantitative Approach because the aim of this research is to determine how strong the correlation between Service Quality and Customer Decision to use Batik Air Indonesia. Generally, descriptive research is to describe characteristics of a population or phenomenon or situation being studied, and the characteristics use to describe the population or phenomenon or situation are

usually some kind of categorical scheme. In order to understand more the concept about Descriptive Method and Quantitative Approach, it should be known what the idea and explanation of those theories. Travers (1978 in Sevilla et al., 1992, p. 94) states the Descriptive Method is the principal aims to describe the nature of a situation as it exists at the time of the study and to explore the causes of particular phenomena.

Meanwhile, Lorraine R. Gay in 1976 defines descriptive research as involving collection of data in order to test hypotheses or to answer questions concerning the current status of the subject of the study.

Quantitative Approach deals with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships through polls, questionnaires, and surveys, it is used to answer questions or hypotheses on relationships within measurable variables with an explanation and prediction, that is means Quantitative Approach is denotes amounting something.

Quantitative Approach is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques, it is involves using scientific or mathematical data. The purpose of this approach is to develop and employ mathematical models, theories and hypotheses relating to phenomena (Given, 2008). Quantitative Approach seeks regularities in human lives, by separating the social world into variables which can be represented numerically as frequencies,

percentages or rate, which each other can be explored by statistical techniques and systematic measurement (Payne & Payne, 2004, p. 180). The Quantitative Approach focuses on the aspect of social behavior which can be quantified and patterned rather than just finding out and interpreting their opinion or message.

Furthermore, the unit of analysis is the major that is being analyzed in a research. It is the 'what' or 'who' that is being studied. It could be an individual student, a group, or even an entire program (Trochim, 2006). In that case, the unit of analysis in this research is the passengers that using Batik Air Indonesia at least once in their lifetime.

Variables and Measurements

In general, variable is a measurable characteristic that varies. It may object, events, ideas, feelings, time periods, or any other type of category to be measured.

This research used two kinds of variables, those are independent variable and dependent variable. Independent variable is the variable that is stable and unaffected by the other variables, it is the presumed cause. Meanwhile, dependent variable is the variable that depends on other factors that are measured, it is the presumed effect. In that case, the elements of service quality (tangible, empathy, reliability, responsiveness, and assurance) is the independent variable of this research. Meanwhile, the customer decision process (need, recognition, search, evaluation, and decision) is the dependent variable.

Table 1. Variables and Measurements

| NO | VARIABLES | SUB VARIABLES | SCALE |
|----|---------------------------|--|---------|
| 1 | Demography | Gender | Nominal |
| | | Age | Ratio |
| | | Educational Background | Nominal |
| | | Occupation | Nominal |
| | | Income Level | Ratio |
| 2 | Service Quality | Tangible | Ordinal |
| | | Empathy | Ordinal |
| | | Reliability | Ordinal |
| | | Responsiveness | Ordinal |
| | | Assurance | Ordinal |
| 3 | Customer Decision Process | Need Recognition and Problem Awareness | Ordinal |
| | | Information Search | Ordinal |
| | | Evaluation of Alternatives | Ordinal |
| | | Purchase | Ordinal |
| | | Post-Purchase Evaluation | Ordinal |

Samples and Data Collection

Population is a generalization consisting of objects or subjects that have certain qualities and characteristics applied by researchers to be studied (Sugiyono, 2016, p. 80). The population of this research is the passengers who fly with Batik Air Indonesia in 2017. According to the Lion Air Group data (Harnas, 2018), there are 10.190.353 passengers had flown with Batik Air Indonesia in 2017.

Samples is part of the number and characteristics of the population to be studied. Samples are considered to be the representative of the population which the results represent the overall observed phenomenon according to (Sugiyono, 2016, p. 81). To determine the samples in order to obtain an accurate data to do the analysis.

To determine the number of samples, population will be taken base on the total passengers of Batik Air Indonesia in 2017 which there are 10.190.353 persons according to the Lion Air Group data, and based on the Slovin's sampling formula then the questionnaire will be spread to 100 persons.

RESEARCH FINDING AND DISCUSSION

Batik Air Overview

Lion Air, the parent company of Batik Air, created Batik Air as a full-service airline which began operations in May 2013 which made its maiden flight from Jakarta to Manado using Boeing 737-900ERs leased from Lion Air. Batik Air's 737-900ERs were fitted with two-class seating, replacing Lion Air's one-class 737-900ER service. Batik Air provides a personal television (in-flight entertainment system) in every seat, light snacks and free meals, seat pitches of 32 inches (81 cm) for economy class and 45 inches (114 cm) for business class, and a free baggage allowance of 20 kg for economy class and 30 kg for business class. In mid-2012, Lion Air signed a commitment with Boeing for five 787 Dreamliners for Batik Air, intending to have them delivered by 2015. Lion Air later cancelled this deal and temporarily shelved its plans for the long-haul expansion of Batik Air.

In 2000s, Lion Air began to grow and become a serious rival for Garuda Indonesia in domestic air travel in

Indonesia. By mid of 2015, Lion Air rules Indonesia's domestic air travel market share by 41.6 percent, while Garuda Indonesia came in second with 23.5 percent share. Sriwijaya Air came in third with a market share of 10.4 percent, followed by Garuda's low-cost subsidiary Citilink (8.9 percent) and Lion Air's regional flight service Wings Air (4.7 percent). Indonesia AirAsia, a unit of the Malaysian budget airline, had a 4.4 percent market share.

Overall, Indonesian domestic air travel business is overwhelmingly ruled by two groups; Lion Air group and Garuda Indonesia group. By mid of 2015, Lion Air group accounted for 46.30 percent of market share, while Garuda Indonesia group had a 32.40 percent market share.

Respondents Profile

In this part, the results of questionnaire are presented. There are 53 respondents (53%) are male and 47 respondents (47%) are female. It is shown that most of the respondents are male. Based on age of respondent, there are 12 respondents (12%) are \leq 20 years old, 53 respondents (53%) are in the age between 21 – 30 years old, 24 respondents (24%) are in the age between 31 – 40 years old, 8 respondents (8%) are in the age between 41 – 50 years old, and 3 respondents (3%) are above 50 years old. It is shown that most of the respondents are in the age between 21 – 30 years old. It can be assumed that 53% of respondents are young adult who like to travel with their family or friends at affordable price but with adequate facilities.

Based on 2 respondents (2%) latest education background is junior high school, 30 respondents (30%) latest education background is senior high school, 60 respondents (60%) latest education background is diploma / bachelor, and 8 respondents (8%) latest

education background is master degree. It is shown that most of the respondents' latest education background is diploma / bachelor.

According to the occupation, 4 respondents (4%) are entrepreneur, none of the respondent (0%) is civil service, 49 respondents (49%) are private employee, 43 respondents (43%) are students, 1 respondent (1%) is housewife, 2 respondents (2%) are retired, and 1 respondent (1%) is working other than occupations mention before. It can be assumed that most of the respondents are private employee (49%) and students (43%) chose to fly with Batik Air because their income is not high enough to buy another premium airline ticket.

Profile of respondent income shown that 17 respondents (17%) have income $<$ 1 million, 31 respondents (31%) have income between 1 – 5 million, 15 respondents (15%) have income between 6 – 10 million, and 37 respondents (37%) have income $>$ 10 million. It is shown that most of the respondents have income more than 10 million Indonesian Rupiah. The choice of respondent fly with Batik Air describe that 24 respondents (24%) were flying with Batik Air once, 47 respondents (31%) were flying with Batik Air 2 – 3 times, 12 respondents (12%) were flying with Batik Air 4 – 5 times, and 17 respondents (17%) were flying with Batik Air more than 5 times. It is shown that most of the respondents were flying with Batik Air 2 – 3 times.

Respond within Service Quality

According to figure above in terms of "Staff Appearance", 2 respondents (2%) were strongly disagree, 5 respondents (5%) were disagree, 10 respondents (10%) were less agree, 51 respondents (51%) were agree, and 32 respondents (32%) were strongly agree with the given statement. It is shown that most of respondents were agree the

ground and cabin staffs look neat and professional.

According to figure above in terms of “Cabin Cleanliness”, 1 respondent (1%) was strongly disagree, 13 respondents (13%) were disagree, 17 respondents (17%) were less agree, 48 respondents (48%) were agree, and 21 respondents (21%) were strongly agree with the given statement. It is shown that most of respondents were agree the cabin (seats, tray table, wall, floor, seat pocket, lavatory, etc.) is clean.

According to figure above in terms of “Flight Attendants Relatively Young “, 1 respondent (1%) was strongly disagree, 2 respondents (2%) were disagree, 11 respondents (11%) were less agree, 60 respondents (60%) were agree, and 26 respondents (26%) were strongly agree with the given statement. It is shown that most of respondents were agree the cabin staffs relatively young.

According to figure above in terms of “Staff’s Understanding of Customer’s Specific Needs”, 1 respondent (1%) was strongly disagree, 9 respondents (9%) were disagree, 16 respondents (16%) were less agree, 51 respondents (51%) were agree, and 23 respondents (23%) were strongly agree with the given statement. It is shown that most of respondents were agree the staffs were good in understanding of customer’s specific needs.

According to figure above in terms of “Individual Service and Attention to the Customers”, 2 respondents (2%) were strongly disagree, 9 respondents (9%) were disagree, 21 respondents (21%) were less agree, 45 respondents (45%) were agree, and 23 respondents (23%) were strongly agree with the given statement. It is shown that most of respondents were agree the staffs gave individual service and attention to the customers.

According to figure above in terms of “Product Quality Obtained is as

Promised”, 5 respondents (5%) were strongly disagree, 19 respondents (19%) were disagree, 12 respondents (12%) were less agree, 42 respondents (42%) were agree, and 22 respondents (22%) were strongly agree with the given statement. It is shown that most of respondents were agree the product quality obtained is as promised.

According to figure above in terms of “On-Time-Performance”, 2 respondents (2%) were strongly disagree, 10 respondents (10%) were disagree, 14 respondents (14%) were less agree, 51 respondents (51%) were agree, and 23 respondents (23%) were strongly agree with the given statement. It is shown that most of respondents were agree the On-Time-Performance of Batik Air flights was good.

According to figure above in terms of “Safety Information Provide by Ground and Cabin Staffs”, 2 respondents (2%) were strongly disagree, 7 respondents (7%) were disagree, 15 respondents (15%) were less agree, 51 respondents (51%) were agree, and 25 respondents (25%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were good at providing safety information.

According to figure above in terms of “Staffs’ Fast Response to Customer’ Complaints”, 3 respondents (3%) were strongly disagree, 8 respondents (8%) were disagree, 21 respondents (21%) were less agree, 48 respondents (48%) were agree, and 20 respondents (20%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were fast to response to customer’ complaints.

According to figure above in terms of “Fast Problem Solving by the Ground and Cabin Staffs”, 3 respondents (3%) were strongly disagree, 11 respondents (11%) were disagree, 25 respondents

(25%) were less agree, 46 respondents (46%) were agree, and 15 respondents (15%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were fast to solve customer' problems.

According to figure above in terms of "Response in Any Situation by the Ground and Cabin Staffs", 2 respondents (2%) were strongly disagree, 11 respondents (11%) were disagree, 20 respondents (20%) were less agree, 50 respondents (50%) were agree, and 17 respondents (17%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were fast to response in any situation.

According to figure above in terms of "Ground and Cabin Staffs' Knowledge of Job Description", 3 respondents (3%) were strongly disagree, 9 respondents (9%) were disagree, 19 respondents (19%) were less agree, 51 respondents (51%) were agree, and 18 respondents (18%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were good at knowledge of job description.

According to figure above in terms of "Ground and Cabin Staffs Good at Problem Solving", 2 respondents (2%) were strongly disagree, 9 respondents (9%) were disagree, 19 respondents (19%) were less agree, 53 respondents (53%) were agree, and 17 respondents (17%) were strongly agree with the given statement. It is shown that most of respondents were agree the ground and cabin staffs were good at problem solving.

Customer Decision Process

Data in terms of "Ease of Travel" (with many routes and flight schedule to choose from) shows 2 respondents (2%) were strongly disagree, 5 respondents

(5%) were disagree, 23 respondents (23%) were less agree, 53 respondents (53%) were agree, and 17 respondents (17%) were strongly agree with the given statement. It is shown that most of respondents were agree that Batik Air providing ease of travel by many routes and flight schedule to choose from. In terms of "High Needs in Using Batik Air", 2 respondents (2%) were strongly disagree, 15 respondents (15%) were disagree, 27 respondents (27%) were less agree, 40 respondents (40%) were agree, and 16 respondents (16%) were strongly agree with the given statement. It is shown that most of respondents were agree that their needs in using Batik Air were high. According to state of "Interest in Using Batik Air", 2 respondents (2%) were strongly disagree, 11 respondents (11%) were disagree, 21 respondents (21%) were less agree, 44 respondents (44%) were agree, and 22 respondents (22%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were interested in using Batik Air were high.

According data in terms of "Interest in Using Batik Air Through Batik Air' Ads", 4 respondents (4%) were strongly disagree, 20 respondents (20%) were disagree, 18 respondents (18%) were less agree, 44 respondents (44%) were agree, and 14 respondents (14%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were interested in using Batik Air in using Batik Air through Batik Air' ads. In other hand the term "Interest in Using Batik Air Through Other Media", 2 respondents (2%) were strongly disagree, 8 respondents (8%) were disagree, 10 respondents (10%) were less agree, 54 respondents (54%) were agree, and 26 respondents (26%) were strongly agree with the given statement. It is shown that most of respondents were agree that they

were interested in using Batik Air in using Batik Air through other media.

According to terms of "Obtained Information About Batik Air from Families", 8 respondents (8%) were strongly disagree, 34 respondents (34%) were disagree, 13 respondents (13%) were less agree, 26 respondents (26%) were agree, and 19 respondents (19%) were strongly agree with the given statement. It is shown that most of respondents were disagree that they were obtained information about Batik Air from families. Than term of "Obtained Information About Batik Air from Relatives", 7 respondents (7%) were strongly disagree, 32 respondents (32%) were disagree, 13 respondents (13%) were less agree, 29 respondents (29%) were agree, and 19 respondents (19%) were strongly agree with the given statement. It is shown that most of respondents were disagree that they were obtained information about Batik Air from relatives.

Information obtained with terms of "Looking for Another Airline Other Than Batik Air", 1 respondent (1%) was strongly disagree, 1 respondent (1%) was disagree, 6 respondents (6%) were less agree, 48 respondents (48%) were agree, and 44 respondents (44%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were looking for another airline other than Batik Air. Another data shows "Batik Air as the Best Selected Airline", 3 respondents (3%) were strongly disagree, 10 respondents (10%) were disagree, 29 respondents (29%) were less agree, 38 respondents (38%) were agree, and 20 respondents (20%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air as the best selected airline.

Terms of "Batik Air was Chosen Because It is Cheaper Than Other Airlines", 2 respondents (2%) were

strongly disagree, 10 respondents (10%) were disagree, 20 respondents (20%) were less agree, 46 respondents (46%) were agree, and 22 respondents (22%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because it is cheaper than other airlines. Than terms of "Batik Air was Chosen Because of Good Safety Track Record", 3 respondents (3%) were strongly disagree, 8 respondents (8%) were disagree, 21 respondents (21%) were less agree, 48 respondents (48%) were agree, and 20 respondents (20%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of good safety track record.

According to figure above in terms of "Batik Air was Chosen Because of the Comfort Provided", 2 respondents (2%) were strongly disagree, 10 respondents (10%) were disagree, 18 respondents (18%) were less agree, 50 respondents (50%) were agree, and 20 respondents (20%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the Comfort Provided.

According to figure above in terms of "Batik Air was Chosen Because of the Flight Schedule is as Needed", 2 respondents (2%) were strongly disagree, 5 respondents (5%) were disagree, 18 respondents (18%) were less agree, 49 respondents (49%) were agree, and 26 respondents (26%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the flight schedule is as needed.

According to figure above in terms of "Batik Air was Chosen Because of the Easy City Check-In Facility", 6 respondents (6%) were strongly disagree, 20 respondents (20%) were disagree, 34

respondents (34%) were less agree, 29 respondents (29%) were agree, and 11 respondents (11%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the easy City Check-In facility.

According to figure above in terms of "Batik Air was Chosen Because of the Easy Travel Process (from buying the ticket until arrive at the destination)", 4 respondents (4%) were strongly disagree, 11 respondents (11%) were disagree, 24 respondents (24%) were less agree, 43 respondents (43%) were agree, and 18 respondents (18%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the easy travel process.

According to figure above in terms of "Batik Air was Chosen Because of the Fleet is Quite Young", 1 respondent (1%) was strongly disagree, 13 respondents (13%) were disagree, 16 respondents (16%) were less agree, 49 respondents (49%) were agree, and 21 respondents (21%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the fleet is quite young.

According to figure above in terms of "Batik Air was Chosen Because of the Fleet is Well Maintained", 1 respondent (1%) was strongly disagree, 7 respondents (7%) were disagree, 12 respondents (12%) were less agree, 57 respondents (57%) were agree, and 23 respondents (23%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air because of the fleet is well maintained.

According to figure above in terms of "Batik Air was Chosen After Looking for Others Airline Information", 2 respondents (2%) were strongly disagree,

4 respondents (4%) were disagree, 9 respondents (9%) were less agree, 59 respondents (59%) were agree, and 26 respondents (26%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were chose Batik Air after looking for others airline information.

According to figure above in terms of "Respondents Confident with the Decision to Use Batik Air", 2 respondents (2%) were strongly disagree, 6 respondents (6%) were disagree, 17 respondents (17%) were less agree, 51 respondents (51%) were agree, and 24 respondents (24%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were confident with the decision to use Batik Air.

According to figure above in terms of "Respondents Satisfied After Using Batik Air", 2 respondents (2%) were strongly disagree, 10 respondents (10%) were disagree, 12 respondents (12%) were less agree, 53 respondents (53%) were agree, and 23 respondents (23%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were satisfied after using Batik Air.

According to figure above in terms of "Respondents Impressed After Using Batik Air", 2 respondents (2%) were strongly disagree, 12 respondents (12%) were disagree, 25 respondents (25%) were less agree, 40 respondents (40%) were agree, and 21 respondents (21%) were strongly agree with the given statement. It is shown that most of respondents were agree that they were impressed after using Batik Air.

According to figure above in terms of "Will Use Batik Air for the Upcoming Trip", 2 respondents (2%) were strongly disagree, 12 respondents (12%) were disagree, 15 respondents (15%) were less agree, 53 respondents (53%) were agree,

and 18 respondents (18%) were strongly agree with the given statement. It is shown that most of respondents were agree that they will use Batik Air for the upcoming trip.

According to figure above in terms of “Would Recommend Batik Air to Families and Relatives”, 3 respondents (3%) were strongly disagree, 14 respondents (14%) were disagree, 18 respondents (18%) were less agree, 44 respondents (44%) were agree, and 21 respondents (21%) were strongly agree with the given statement. It is shown that most of respondents were agree that they would recommend Batik Air to families and relatives.

Descriptive Analysis on Service Quality and Consumen Decision

Result of this research data consists of one independent variable, that is Service Quality (X), and one dependent

variable is Customer Decision Process (Y). To describe and test the correlation between the independent variable and dependent variable in this research, then in this section will be presented the data description from each variable based on the data obtained from the questionnaire as follow:

Service Quality

This variable is measured using a questionnaire distributed to respondents that ever flown with Batik Air Indonesia at least once. Based on a questionnaire distributed on 100 respondents, obtained the highest score is 100 and the lowest score is 20 with mean 75.86, median 79.23, mode 80.00, and standard deviation of 16.00.

Based on the data above, then frequency distribution of trends can be presented in the following table:

Table 2. Frequency Distribution for Service Quality

| Category | Interval | Frequency | Percentage (%) |
|-----------|---------------|-----------|----------------|
| Very High | > 91.86 | 14 | 14 |
| High | 75.86 – 91.86 | 45 | 45 |
| Low | 59.86 – 75.86 | 28 | 28 |
| Very Low | < 59.86 | 13 | 13 |
| Total | | 100 | 100 |

The result above shows that the respondents has a very high rating of Batik Air’ Service Quality as much 14%, respondents with high rating of Batik Air’ Service Quality as much 45%, respondents with high rating of Batik Air’ Service Quality as much 28%, and respondents with high rating of Batik Air’ Service Quality are very low as much as

13%. Based on the above Degree of Tendency table can be concluded that the Service Quality of Batik Air has a high rating.

Customer Decision Process

Based on the data above, then frequency distribution of trends can be presented in the following table:

Table 3. Frequency Distribution for Customer Decision Process

| Category | Interval | Frequency | Percentage (%) |
|-----------|---------------|-----------|----------------|
| Very High | > 89.39 | 16 | 16 |
| High | 74.10 – 89.39 | 41 | 41 |
| Low | 58.81 – 74.10 | 29 | 29 |
| Very Low | < 58.81 | 14 | 14 |
| Total | | 100 | 100 |

The result above shows that the respondents has a very high rating of Customer Decision Process as much 16%, respondents with high rating of Customer Decision Process as much 41%, respondents with low rating of Customer Decision Process as much 29%, and respondents with very low rating of Customer Decision Process as much as 14%. Based on the above Degree of Tendency table can be concluded that the Customer Decision Process of Batik Air has a high rating.

Correlation between Service Quality and Consumen Decision

To determine how strong the correlation between Service Quality (X) and Customer Decision Process (Y), the Validity Test is performed as follows:

Table 4. Correlation between Service Quality and Consumen Decision

| | X | Y |
|-----------------------|-------|-------|
| X Pearson Correlation | 1 | 0.908 |
| Sig. (2-tailed) | | 0.000 |
| N | 100 | 100 |
| Y Pearson Correlation | 0.908 | 1 |
| Sig. (2-tailed) | 0.000 | |
| N | 100 | 100 |

From the Correlations Result, the value of Coefficient Correlations (R) is 0.908. According to Sugiyono (2009), the R value between 0.80 – 1.00 indicates a Very Strong correlation and these figures show that Service Quality has a high correlation on Customer Decision Process at R = 0.908.

Table 5. Model Summary of Correlation

| Model Summary | | | | |
|---------------|------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .908 | .824 | .822 | 6.44552 |

From the Model Summary, the value of Coefficient of determination (R Square) is 0.824 (value of 0.824 is the result of squaring the Coefficient Correlation or R, that is $0.908 \times 0.908 = 0.824$). The amount of Coefficient of Determination (R Square) is equals to

82.4%. These figures show that Service Quality has a high correlation on Customer Decision Process at 82.4%. While the rest ($100\% - 82.4\% = 17.6\%$) is influenced by other deviation beyond this analysis.

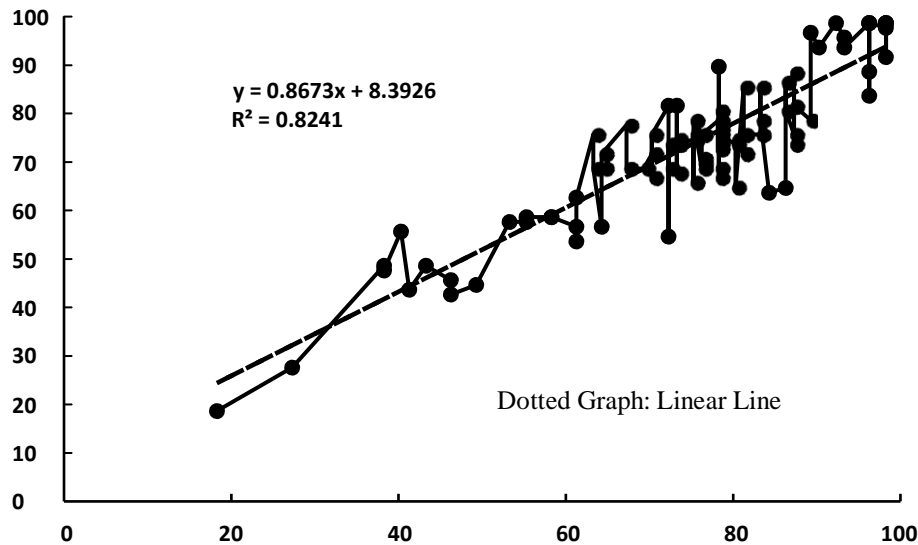


Figure 2. Linear Trendline Graph

From the graph show at Figure 2, it can be seen that there is a comparable change between Service Quality (X) and Customer Decision Process (Y), the higher the score of Service Quality (X), the higher the score of Customer Decision Process (Y). It can also be seen from the graph, that the better Service Quality, the bigger possibility for the customers to use Batik Air Indonesia.

CONCLUSSION

Based on discussion above, it can be concluded that:

The respondents score for Batik Air Indonesia' service quality is 76.00 out of 100. According to Degree of Tendency, the score of service quality is more likely to "High" at 75.86 – 91.86 interval. In this research can be concluded that there is a positive respond or feedback to Batik Air Indonesia' Service Quality with 45 respondents give a high score (75.86 – 91.86) and around 49 – 50 respondents (49% – 50%) answered "agree" on most points in the questionnaire.

The respondents score for Batik Air Indonesia' Customer Decision Process is 74.10 out of 100. According to Degree of Tendency, the score of service

quality is more likely to "High" at 74.10 – 89.39 interval. In this research can be concluded that there is a positive respond or feedback to Batik Air Indonesia' Customer Decision Process with 41 respondents give a high score (74.10 – 89.39) and around 45 – 46 respondents (45% – 46%) answered "agree" on most points in the questionnaire.

There is a positive and significant correlation between Service Quality and Customer Decision Process to Use Batik Air Indonesia. According to research result, the value of Coefficient Correlations (R) is 0.908, and the value of Coefficient of Determination (R Square) is 0.824. In other words, the better Service Quality, the bigger possibility for the customers to use Batik Air Indonesia.

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