

# The Influence of Service Quality Towards Customer Satisfaction in Air Asia's Low Cost Airline Services

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**Abstract:** This study examines the relationship between airlines service quality and customer satisfaction among Air Asia air passengers in Indonesia. The study applied quantitative approach through a cross-sectional survey using a questionnaire. The questionnaire was designed based on a modified SERVQUAL model containing five service quality dimensions tangibles, reliability, responsiveness, assurance, and empathy. A five-point likert scale was used with following options; much better than expected, better than expected, just as expected, worse than expected and much worse than expected, with five different scores assigned in descending order from 5 to 1 respectively. A sample of 160 respondents was selected using purposive sampling techniques. The findings reveal that there is no significant relationship between reliability and customer satisfaction among Air Asia airlines in Indonesia. However, the study established that there is a significant relationship between the four service quality attributes (tangibles, responsiveness, assurance, and empathy) and customer satisfaction. Consequently, it is recommended that Air Asia airlines should introduce continuous training on good customer relations, remaining responsive and proactive while maintaining safety and well-being of the passengers. The study also suggests that airlines should consider forming strategic flight alliance Air Asia in order to provide for flights availability and adequate market coverage in an attempt to enhance service reliability.

**Keywords:** Service Quality; Customer Satisfaction; Airline Passengers

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## 1. Introduction

The need for air transportation services in Indonesia continues to increase from year to year, this is due to various things, such as one of which is the most prominent geographical factor of Indonesia consisting of several islands that will take time Long as residents travel from one area to another, therefore emerging air transportation services with all the facilities it provides, especially in terms of effective and efficient time that passengers will get when Using the aircraft as a means of mobility. This shows that the business of air transportation services in Indonesia is a business that has very large and good prospects. But with competition between airlines that will be stricter over time, many factors that airlines must think about matters that will affect the success of an airline. One of the factors that affects the success of an airline is whether an airline has provided their best quality of service so that it can create a sense of satisfaction in the minds of customers after using the airline.

Today's high mobility demands that want a fast and cheap means of transportation create a huge chance of success for low cost carrier (LCC) airlines, the key is the airline must be able to fulfill what the customers need and want. LCC is an airline business with the principle of low cost to suppress operational cost so that it can capture all segments of the market with a minimalist service. But does not make airlines applying LCC become cheap and weak in terms of safety. With the presence of low-cost airlines, it is very helpful when the community needs the transportation of air that is increasingly higher from year to year. Especially in Indonesia as one of the most widespread countries in the world with many separate islands with a distance far enough to make the means of air transportation become a favorite for people who want to travel far between islands with faster than other means of transport.

But in the source of the website that contains about the customer's review and complaint to the quality of service provided by Air Asia after customers have experience using airlines Air Asia shows that there are still many complaints indicating that Customer satisfaction level is still not maximal because services are not yet running the maximum according to customers when flying with airlines Air Asia. There are three trusted sources of websites that researchers use to show these complaints: [www.airlinequality.com](http://www.airlinequality.com), [www.complaintsboard.com](http://www.complaintsboard.com), and [www.tripadvisor.com](http://www.tripadvisor.com).

These websites contain about a wide variety of reviews or complaints of passengers when having flight experience using a particular airline, and which researchers take on the quality of service Air Asia airline. Special website [www.airlinequality.com](http://www.airlinequality.com), this website is a website affiliated or related to the agency Skytrax which is a British consulting firm that conducts research on airlines. Skytrax is an independent aviation rating agency that is believed to be a global standard benchmark in assessing airline excellence. Skytrax is also conducting surveys to determine airlines, airports, inflight entertainment, staff, and other best air travel elements. Skytrax is known for the world's Worldwide awards and annual World Airport Awards. The following complaints are (1) uncomfortable seating, (2) annoyed with the sound of the Flight Attendant (stewardess) who chatted loudly when not much work, (3) Air Asia's online flight booking system is experiencing interference and there is no assistance from Air Asia's airline customer service call centers, (4) Flight Attendant Transfers unlicensed passenger goods, (5) Uncomfortable chairs, lack of taste and skills in serving the customer, and the lack of hygiene on board Air Asia airline, (6) Delay is very bad. Passengers are not getting compensated, but only an apology, (7) Air Asia's airline system fault, making the passenger's order data change. When passengers come to the office of Air Asia data is constantly changing, when I have made payment, while from Air Asia there is no refund or even admit that the fault is on airline Air Asia. In fact, passengers have shown their evidence. It shows that Air Asia is not customer friendly.

Based on the exposure of Air Asia customer complaints after having a flying experience with the airline Air Asia above, it can be seen that there are still many complaints of service quality provided by Air Asia that customers according to the maximum. From this complaint, it is known that the customer of the service provided by Air Asia is still not carried out well and maximally, resulting in a dissatisfaction to the customer. Passenger satisfaction service arises when a company can provide passengers with benefits that exceed passenger's expectation and this is considered value-added. If customers are satisfied with the product or service, they will buy more, and do so more often. Passenger gratification is an essential goal for each airline providing passenger services. The on board experience is still something special for the customer. The customer has a wide choice to select the suitable airline product according to their requirements. Therefore, airlines are continuously working on. In-flight and out-flight service product development and innovation to differentiate themselves from competitors. During the last few years a variety of in-flight product innovations have entered into the market. This includes the aircraft seat on long haul flights as an important product element which is continuously being improved and renewed according to its life cycle and changing customer requirements. The current development of business class seat roll-outs shows the significance of this product element which influences the buying decision of the passenger especially on long haul flights. If the passenger is not satisfied, due to the negative experience, the client will reconsider the buying decision for further flights and will probably switch to another airline. This kind of situation belongs to the daily business in the passenger airline industry. The objectives are identify the factors those leads to customer satisfaction in airline industry, passenger complaints on flight problems, ticketing problems, refunds, fares, customer services, advertising, and to examine the level of customer satisfaction in Air Asia airline industry.

### 1.1. The Structure

The research will be conducted using the concept of quality service. This concept is one of the right concepts applied to see the extent to which customers feel satisfied as a service user of LCC airline. It is hoped that making this research can clearly know what factors are influential with reliability, responsiveness, assurance, empathy, and tangibles, thus giving a positive and significant effect on the satisfaction of Customer. The research questions are as follows:

- a. How is service quality in Air Asia?
- b. How is customer satisfaction in Air Asia?
- c. How far does the influence of service quality affect toward Air Asia's customer satisfaction?

The objectives of the study are: (1) To know the service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy to customer satisfaction in Air Asia, (2) To know the customer satisfaction in Air Asia, (3) To know the influence of service quality toward customer satisfaction in Air Asia.

The benefits of this research are:

1. Theoretical benefits: (1) This research is expected to add insight into the author's thinking in identifying and analyzing a problem so that the results can be used as an information, motivation and reference for the reader, (2) can enrich the concept or theory that supports the development of science quality management services, especially those related to the influence of quality of service to customer satisfaction in the services of LCC.

2. Practical Benefits: (1) This writing is expected to provide an overview and positive input for the airline in determining decision-making strategies on the service and satisfaction of flight service customers, (2) Can contribute positively to stakeholders to continuously improve the company's performance as well as employees in providing quality service according to the expectations of the customers.

## 2. Related Works/Literature Review

Service quality is generally viewed as a multidimensional concept because customers evaluate a variety of dimensions on a company's products or services. Service quality is the result of the comparison that customers make between their expectations about a service and their perceptions of the actual service performance (Zeithaml, 1988; Parasuraman, Zeithaml and Berry 1985). Customer satisfaction, on the other hand, is defined as an emotional feeling by the customers after experiencing a certain service which in turn leads to an individual overall attitude towards purchasing of service (Oliver, 1981). It is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009). Cronin and Taylor (1992) found empirical support for the idea that perceived service quality led to satisfaction and argued that service quality is actually an antecedent of customer satisfaction (Cronin, Brady, & Hult, 2000; Anderson, Fornell & Lehman, 1994). Customer satisfaction is often seen as a multidimensional construct along the same dimensions that constitute service quality (Sureshchandar, Rajendran & Anantharaman, 2002). Despite strong correlations between service quality and customer satisfaction, the two constructs are in fact different from the customer's point of view (Baker, 2013). Brady and Cronin (2001) try to clarify the specification and nature of the service quality and satisfaction constructs and found empirical support for the conceptualization that service quality was an antecedent of the super ordinate satisfaction construct. In the aviation industry, Huang (2009) states that service quality affects customer satisfaction, and that customer satisfaction affects customer behavior, including repurchase intention and word of mouth. Similarly, Yunus, Jamil and Rashid (2013) argue that the quality of service delivery by airlines has a significant effect on customer satisfaction, which in turn, significantly affect customer loyalty. Other dimensions of airline services include safety, customer complaint handling, courtesy of crew, on-time departure and arrival, comfort and cleanliness of seats, flexibility, friendliness and honesty (Hynes & Dredge, 1998). In addition, Wang, Shu, Lin and Tseng (2011) examine nine evaluation criteria of service quality in the airline companies and found that passengers are more concern with comfort, internal decoration and the services of airline companies.

### 3. Material & Methodology

#### 3.1. Data

The data collected through questionnaire method. The Statistical Package for Social Science (SPSS 17.0) software was used to analyse the data using test of validity and reliability, multiple regressions analysis and hypotheses test. The researcher used Cronbach's Alpha to check the consistency of the intended measure. Hair et al. (2010) point out that 0.6 is the minimum acceptable level of Cronbach's Alpha for any construct to acquire an adequate reliability. Consequently, the entire construct have adequate reliability. Based on test of validity is point out that 0.3 is the minimum acceptable level of correlation.

#### 3.2. Method

Quantitative research method was adopted in this study. This is because of the need to allow for numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect (Jia, Cheae, Pei and Yam, 2012). The population of the study consists of all Air Asia air passengers in Jakarta. A proportionate stratified random sampling was used for the study. According to Ross (2005), variables used to stratify populations in education research include location, size, age, sex, grade level, and socio-economic status. Soekarno Hatta International Airport were selected because it is the key ones based on Air Asia passenger traffic.

Also, only those within the age group of 18 years and above were selected. This is based on the researcher's believe that this age group is matured enough to express their views openly. When computed, the total sample size for the study was 160 respondents. Research questionnaire was the main instrument employed for this study. The questionnaire contains three sections. Section one elicit data on the demographic variables and flight behaviour of the respondents.

Section two lists the five service quality attributes where respondents were asked to evaluate each service attribute using a five-point Likert scale with following options; much better than expected, better than expected, just as expected, worse than expected and much worse than expected, with five different scores assigned in descending order i.e 5, 4, 3, 2 and 1 respectively. Lastly, section three assesses customers overall satisfaction with the services of Air Asia Airlines in Indonesia using five point Likert scale ranging from excellent (5) to very not good (1). The scales used to measure each service quality dimensions were adapted from work of Parasuraman et al. (1988), for the two constructs of reliability and responsiveness; Archana and Subha (2012), for in-flight services; Huang (2009), for check-in process and baggage handling services. While the scale for customer satisfaction, the dependent variable, were adopted from the work of Angelova and Zekiri (2011) and Jia, et.al, (2012). Generally, service quality was measured using 13 items and satisfaction was measured by 3 items thereby producing a 16 item instrument for the study. Analysis data of this research using validity and reliability test, multiple regression test, t test, f test, and determination coefficient.

**Tabel 1.** Operational Variables In This Research

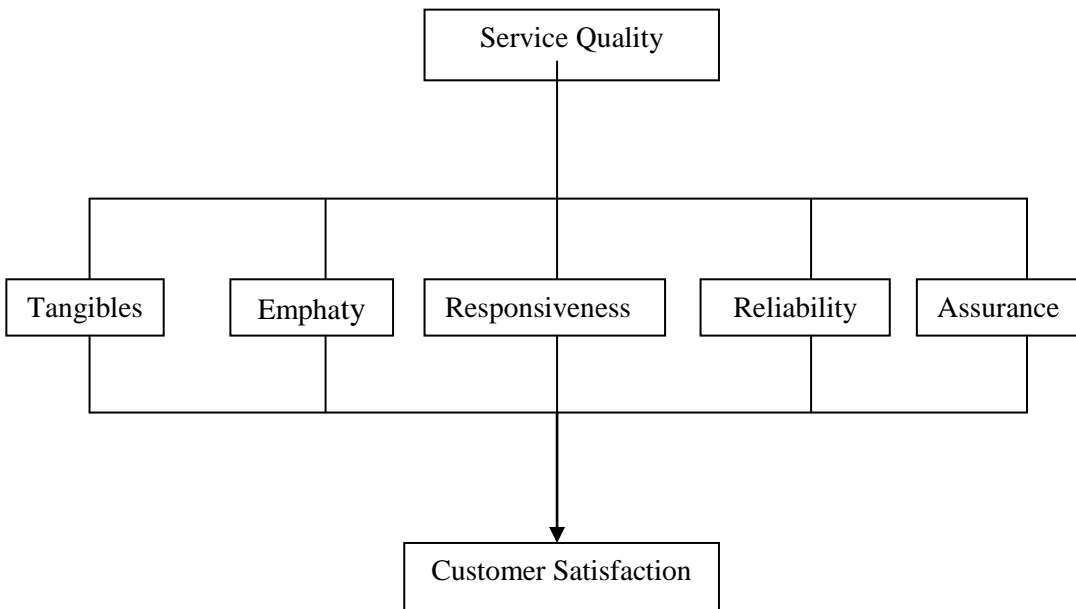
Variable	Concept	Sub Variable	Indicator
Service Quality	The comparison between expectation of service with actual performance perceptions	Tangibles	<ul style="list-style-type: none"> <li>• Availability of main facilities like office, lounge for customer, etc</li> <li>• Employees performance; Cleanliness of the employees</li> </ul>
		Reliability	<ul style="list-style-type: none"> <li>• Speed of Service</li> <li>• Time accuracy of schedule</li> </ul>
		Responsiveness	<ul style="list-style-type: none"> <li>• Speed of Response</li> </ul>

Variable	Concept	Sub Variable	Indicator
			to Complaints <ul style="list-style-type: none"> <li>• Concern for Assist</li> </ul>
		Assurance	<ul style="list-style-type: none"> <li>• Concern for Customers</li> <li>• Staff attitude</li> </ul>
		Emphaty	<ul style="list-style-type: none"> <li>• Communication to customer needs</li> <li>• Attention from the employees</li> </ul>
Customer Satisfaction	The expectation of the customer to perceived performance		<ul style="list-style-type: none"> <li>• Repurchase</li> <li>• Willingness to be a loyal customer</li> <li>• Expectation of services</li> </ul>

### 3.3. Equations and Mathematical Expressions

The skeletal thinking is a conceptual model of how the theory relates to factors that have been identified as important issues. Based on the motivation variable of travel travel can increase traveler's visit then the theory that has been stated before, then the framework of thought can be described as follows:

**Tabel 2.** Research Paradigm



The hypothesis designed for this paper is based on the following assumptions:

- H1: Assurance has positive relationship with customer satisfaction.
- H2: Reliability has positive relationship with customer satisfaction.
- H3: Tangibles has positive relationship with customer satisfaction.
- H4: Emphaty has positive relationship with customer satisfaction.
- H5: Responsiveness has positive relationship with customer satisfaction.
- H6: Service quality has positive relationship with customer satisfaction.

Multiple regression analysis was conducted to determine the relationship between the dependent variable (satisfaction) and independent variables (check-in process, in-flight services, airline reliability, staff responsiveness and baggage handling). The results show the overall relationship between the predictors and the dependent variable (R<sup>2</sup>) to be 0.667 with F value = 24.150. Therefore, the predictors accounted for approximately 35% of the variance in the customer satisfaction at 0.05 significance level.

**Tabel 3.** Multiple Regression Result

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.941	1.123		3.510	.001
TangiblesX1	.218	.107	.130	2.026	.044
ReliabilityX2	.061	.044	.083	1.369	.173
ResponsivenessX3	.186	.097	.173	1.919	.057
AssuranceX4	.667	.154	.393	4.319	.000
EmphatyX5	.279	.102	.178	2.735	.007

a. Dependent Variable: CustomerSatisfactionY

Table 3 shows the results of the multiple regression analysis. It shows that out of the five predicting variables, reliability is the only variable that failed to predict the criterion with the t value  $1.369 < 1.654$ , therefore, it has no significant relationship with customer satisfaction. Conversely, the remaining four independent variables (tangibles, responsiveness, assurance, and emphaty) are found to have significant relationship with customer satisfaction; tangibles ( $2.025 > 1.654$ ), responsiveness ( $1.919 > 1.654$ ) assurance ( $4.319 > 1.654$ ), and emphaty ( $2.735 > 1.654$ ). Consequently, four hypotheses were accepted (H2, H3, H4 and H5), while one hypothesis (H1) was rejected as a result of having no significant relationship with customer satisfaction.

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	701.471	5	140.294	24.150	.000 <sup>b</sup>
	Residual	894.623	154	5.809		
	Total	1596.094	159			

a. Dependent Variable: CustomerSatisfactionY

b. Predictors: (Constant), EmphatyX5, ResponsivenessX3, TangiblesX1, AssuranceX4, ReliabilityX2

Based on the results of the hypothesis test with the F test resulted in a calculate value of 24,150 with a probability level of 0.000. The probability value  $0.000 < 0.1$  then the regression model deserves to be used in predicting customer satisfaction. Because F count ( $24,150 > F$  table (2.74) can be said that the dimensions of tangibles, reliability, responsiveness, assurance, and emphaty on variable quality services are jointly influential significantly towards customer satisfaction.

The coefficient of determination in this study was done to determine the proportion or percentage of the total variation in the bound variables described by the free variables. The value of coefficient of

determination is between zero and one. A small  $R^2$  value means the ability of independent variables in explaining the variation of a very limited dependent variable with the following result:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 <sup>a</sup>	.444	.426	2.400

a. Predictors: (Constant), EmphatyX5, ReliabilityX2, ResponsivenessX3, TangiblesX1, AssuranceX4

$$Kd = 0.667 \times 100\%$$

$$= 66.7\%$$

The  $R^2$  value of 66.7% indicates that the variable influence of service quality to customer satisfaction of 66.7% means service quality variables have an effect on customer satisfaction of 33.3% while the rest is influenced by other variables not stated in this research.

## 4. Results and Discussion

### 4.1. Result

The result shows that reliability has no significant relationship with customer satisfaction among Air Asia airline passengers in Indonesia. Consequently, it can be inferred that passengers' satisfaction cannot be increased by improving the dimension of reliability. The tangibles, responsiveness, assurance and empathy of airlines staff to passengers' requests has significant and positive relationship with customer satisfaction in the operation of airlines in Indonesia. Consequently, an improvement in airlines' staff promptness in handling complaints and timely apology or explanation for cancelled or delayed flight, will lead to a corresponding increase in the level of customers satisfaction. In addition, the study also reveals that there is significant relationship between baggage handling services and customer satisfaction among Air Asia airline passengers in Indonesia. This means that efficient baggage handling services will significantly increase customer satisfaction among Air Asia airlines in Indonesia.

The results of the first hypothesis test with the T test for the dimensions of tangibles are significant, with a T value  $2.026 > T$  table  $1.654$  with a sig value of  $0.044$  if the value of sig  $< 10\%$  or  $0.1$  means significantly influential. This indicates that the dimensions of service quality on quality of service affect to customer satisfaction in Air Asia Airlines. Thus the dimensional hypothesis of service quality has been proven and declared acceptable that the quality of service affects the customer satisfaction and already answer the first hypothesis (H1) of this research.

The results of the second hypothesis test with the T test for the dimension of reliability are significant, with a value of T value  $1.369 > T$  table  $1,654$  with a sig value of  $0.73$  if the sig value of  $< 10\%$  or  $0.1$  means rejected. The dimensional hypothesis of reliability has not been proven and not stated to be acceptable.

The results of the third hypothesis test with the T test for the dimension of responsiveness is significant, with T value  $1.919 > T$  table  $1,654$  with a sig value of  $0.057$  if the sig value of  $< 10\%$  or  $0.1$  means significantly influential. This indicates that the dimension of responsiveness on quality of service affects customer satisfaction and has been proven and is stated to be acceptable.

The results of the fourth hypothesis test with the T test for the dimension of assurance is significant, with T value  $4.319 > T$  table  $1.654$  with a sig value of  $0.000$  if the sig value of  $< 10\%$  or  $0.1$  means significantly influential. This indicates that the dimension of assurance on quality of service affects customer satisfaction and has been proven and is stated to be acceptable.

The results of the fifth hypothesis test with the T test for the dimension of empathy is significant, with T value  $2.735 > T$  table  $1.654$  with a sig value of  $0.007$  if the sig value of  $< 10\%$  or  $0.1$  means significantly influential. This indicates that the dimension of responsiveness on quality of service affects customer satisfaction and has been proven and is stated to be acceptable.

Service quality of Air Asia Airlines can be seen in the table result of a descriptive analysis of the variables of service quality, in which each of the items that have been disseminated to visitors related to aspects of tangibles, reliability, responsiveness, assurance, and empathy are in the good category. This is also the result of the frequency results of the survey response results for the service quality variable in which the respondent's response to the given questionnaire shows the highest response result of the respondent.

Customer satisfaction of Air Asia Airlines can be seen in the table results of a descriptive analysis of customer satisfaction variables, in which each of the items of the statement has been distributed to the category of good. This also corresponds to the result of the frequency of data dissemination of the questionnaire for customer satisfaction variables where the respondent's response to the given questionnaire showed the highest response result of the respondent.

The effect of service quality on customer satisfaction are four hypotheses were accepted (H2, H3, H4, H5 and H6), while one hypothesis (H1) was rejected as a result of having no significant relationship with customer satisfaction.

The  $R^2$  value of  $66.7\%$  indicates that the variable influence of service quality to customer satisfaction of  $66.7\%$  means service quality variables have an effect on customer satisfaction of  $33.3\%$  while the rest is influenced by other variables not stated in this research.

The  $R^2$  value of  $66.7\%$  showed that the impact of service quality variables on customer satisfaction. This means that service quality variables have an effect on customer satisfaction of  $66.7\%$ . While the remaining  $33.3\%$  is influenced by other variables not stated in this research. So that it can answer the third problem in this research.

## 5. Discussion and Conclusion

Based on the results of the data research has been obtained tested using SPSS 17.0 software. The reliability test indicates that the Cronbach Alpha value of each variable is greater than  $0.60$  which means that the questionnaire that is the indicators of the variable is reliable or powerful. It can be seen from the test results that have been done as follows: Variable quality service (X) Cronbach Alpha value of  $0.844$ , and customer satisfaction (Y) of  $0.746$ . After the results of the validity and reliability test are valid and reliable, it can be continued with other tests to determine the impact of service quality on customer satisfaction in the Low Cost Carrier Air Asia airline.

The result of hypotheses 1 test indicates that there is a positive and insignificant influence on the quality of service variables consisting of tangibles, reliability, responsiveness, assurance and empathy Indicators of customer satisfaction in the airline Flight Low Cost Carrier Air Asia. These results suggest that a good assessment of the products that match the level of whether or not the quality of service provided encourages customers to be loyal to the product.

Overall, customers will make comparisons between those provided by what is gained, quality of service (service quality) is built on the comparison of two main variables, namely customer perception of the real service they receive (perceived service) with the actual service expected. Results of the customer experience in the use of service products will produce customer assessment of the service products. If the product is able to satisfy the wishes of customers then the customer will give a positive assessment of the service product. With the assessment, customers will still want to use the service products. These results explain that in general customers will take into account the quality of service that can be obtained from the money they will spend. The image of good quality of service is not based on the viewpoint or perception of the service provider, but rather based on the perspective or perception of customers, customers who consume and enjoy the services of the company, so they are the Should determine service quality.

The F test results showed that simultaneous influence of all independent variables of quality service to customer satisfaction showed significant results. It is shown from the magnitude of the F value of  $24,150$  with a significance rate of  $0.000$ . Some aspects of knowing customer satisfaction is to



minimize the gaps between management and customers, the company must be able to build a joint commitment to create a vision in improving the service process, and give customers the opportunity to raise complaints.

The results of the first hypothesis test with the T test for the tangibles indicator are significant with the calculated T value  $2,026 > T$  table  $1,654$  with a sig value of  $0044$  if the sig value is  $< 10\%$  or  $0.1$ , meaning it affects significantly. Based on the results of the research on the tangibles indicator is defined that Air Asia already has the facilities and the needs of adequate infrastructure and infrastructures that fit the need of customers. With adequate facilities and infrastructures, customers become satisfied as expected in service can be achieved well.

The result of the second hypothesis test with the T test for the reliability indicator is no effect and is significant with the calculated T value of  $1,369 > T$  table  $1,654$  with a sig value of  $0173$ . Based on the results of the research on the reliability indicator can be interpreted Air Asia has priority in terms of timeliness, such as open on time, strategic location and the cost provided also according to the service provided. However, some of the things that still make customers have a less content perception because some services or employees have not had a good knowledge in providing services.

The results of the third hypothesis test with the T test for the responsiveness indicator is significant with the calculated T value of  $1,919 > T$  table  $1,654$  with a sig value of  $0057$  if the sig value is  $< 10\%$  or  $0.1$ , meaning it significantly affects. Based on the results of the research on the responsiveness indicators interpreted that the employees of Air Asia work in response, serve with friendly, polite and not to be disappointed. Employees are chosen and taught to give good service, if employees are polite, friendly then the consumers will be happy and satisfied in receiving service. Even so sometimes some employees are less than maximized in providing services to consumers, it is evidenced by some consumers feel less satisfied with the attitudes given by the employees.

The results of the fourth hypothesis test with the T test for the assurance indicator is significant with the calculated T value  $4,319 > T$  table  $1,654$  with a sig value of  $0.000$  if the sig value is  $< 10\%$  or  $0.1$ , meaning it affects significantly. Based on the results of the research on the assurance indicator defined that Air Asia provides safety and security for customers, both from parking, safe and comfortable facilities for customers, clean and strategic place. It is a good value because customers will feel comfortable and satisfied.

The results of the fifth hypothesis test with the T test for the empathy indicator are significant with the calculated T value of  $2,735 > T$  table  $1,654$  with a sig value of  $0.007$  if the sig value is  $< 10\%$  or  $0.1$ , meaning it affects significantly. Based on the results of the research on the empathy indicator is interpreted that Air Asia gives good attention to consumers. Air Asia receives all criticism and advice from customers, the suggestion that builds will serve as a improvement for future progress.

The  $R^2$  value of  $66.7\%$  indicates that the variable influence of service quality to customer satisfaction of  $66.7\%$  means service quality variables have an effect on customer satisfaction of  $66.7\%$ . While the remaining  $33.3\%$  is influenced by other variables not stated in this study. So that it can answer the third problem in this research.

Generally, this research has established that airline passengers in Indonesia value inflight services, reliability of airline services, staff responsiveness and efficient baggage handling services. To this end, it can be inferred that on-time departure and arrival, dependable flight schedule, excellent safety records and provision of acceptable remedies against cancelled/delayed flight play a major role in determining customer satisfactions. In the light of this development, it can be stated that airlines stand to lose their customers if they fail to improve the reliability of their operations. Consequently, it is recommended that Air Asia airlines should provide continuous training on good customer relations, remain responsive and proactive to their customers demand as well as ensuring on-time departure and arrival in their flight operations. The study also suggests that to improve service reliability airlines should consider forming strategic flight alliance Air Asia in order to provide for flights availability and adequate market coverage.

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