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Effect on the Quality of Customer Satisfaction of Lion Air Airline in Surabaya City

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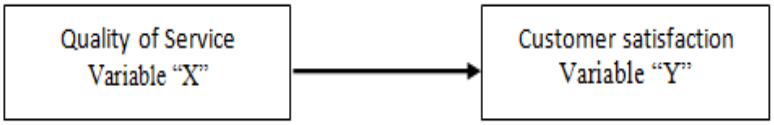
ABSTRACT: *The purpose of this study to identify and analyze the effect of which consists of the quality (tangibles, reliability, responsiveness, assurance, and empathy) to Lion Air airline customer satisfaction in the city of Surabaya and to determine the dominant variable service quality (tangibles, reliability, responsiveness, assurance , and empathy) to customer satisfaction customer satisfaction airline Lion Air in the city of Surabaya Identify the variables in this study consists of service quality dimensions of tangibles (physical evidence), reliability, responsiveness, assurance, and empathy as the independent variable and the dependent variable (Y) is the customer satisfaction of airline Lion Air in the city of Surabaya. Types of hypotheses and design studies using this research is causal. Research locations chosen by the authors is the airline Lion Air in the city of Surabaya. Population in this research is the consumer airline Lion Air in the city of Surabaya, the sample size used was 100 respondents. The sampling technique used was non-random sampling, sampling mainly accidental. Analysis of the data in this study using the Multiple Linear Regression.. From the analysis using multiple linear regression obtained in the previous section to obtain the correlation between the independent variables and customer satisfaction as well as inform how the magnitude of the effect of each independent variable and the conclusions derived from the model equations are all independent variables are: tangibles, reliability, responsiveness, assurance, and empathy significantly influence customer satisfaction. From the results of the t-test is known that the most dominant variables to customer satisfaction is Empathy, and the second is the dominant variable Responsiveness. While most variable in terms of influence on customer satisfaction is Assurance .*

KEYWORDS: *Quality of service (tangibles, reliability, responsiveness, assurance, and empathy) and customer satisfaction*

1. Introduction..

With opportunities that Lion Air had to provide more service than the other airlines were: Open-cost opportunities in all corners of Indonesia, because it is only open market is still very bright, Lion Air has plans to make its first flight route Bandung - Surabaya which operates daily flight schedule .. Lion Air is offering passengers flying from London to get a flight connectivity to local numbers in eastern Indonesia, such as Makassar, Bima, Maumere and several other cities in eastern Indonesia. Upon arrival in Surabaya, could resume flights to other areas in East Indonesia .. Lion Air opens promo fare Bandung - Surabaya Rp 360 thousand and - Bandung-Denpasar Rp522 thousand. Furthermore, Lion Air is a chance to open a flight from London to other cities is quite open, including the possibility to open direct flights to Singapore, Kuala Lumpur and Bangkok. By opening the opportunity to fly to region eastern Indonesia and the flight out of the country then it's time to show Lion competitive advantage possessed than any other airline. For that Lion will need to consider the field of service quality on customer satisfaction.

The customers will be looking for a product in the form of goods or services from a company that can provide the best service to him (Assauri, 2003) (1). Based on the above background, in this study the conceptual framework as made in the image below:



Framework concept image
Sources: Past research has processed.

II. Basis Theory.

Quality of care can be defined as the extent to which the difference between reality and expectations of customers for the services they receive. Quality can be determined by comparing the perceptions of customers with the service they receive ..According to Lewis & boom in Tjiptono & Chandra (2005) (2), service quality as a measure of how well the level of service provided in accordance with customer expectations.

Based on the opinion of the above it can be concluded that there are major factors that affect the quality of service that is: the expected service and perceived service. If the service is perceived in accordance with the expected service, perceived service quality will be good and positive. If the perceived service exceeds expected service, the quality of service which is considered as an ideal quality, and vice versa. So whether or not the quality of service depends on the ability of service providers to meet customer expectations consistently.

To facilitate the assessment and measurement of service quality service quality measures developed called SERVQUAL (Service Quality). SERVQUAL is a multi-item scale that can be used to measure customer perceptions of the quality of the five dimensions (Zeithaml and Bitner, 2003, 93) (3), namely: Tangibles (direct evidence), Reliability, Responsiveness, Assurance, and Empathy..

1) Direct evidence (Tangible)..
   Direct evidence (Tangible) can be defined as the appearance and quality of the tools used for physical, employee performance and communication equipment. This is direct evidence that the service will be assessed to determine the respondents in selecting items. This is because the quality of the physical tools and the appearance of a good employee will automatically be able to attract respondents to buy the products that they offer …
2) Reliability.
   Reliability can be defined as the ability to deliver the promised services with immediate, accurate and satisfying
3) Responsiveness (response)..
   Responsiveness (Responsiveness) can be defined as the desire of the staff and employees to help customers, provide service with responsive, and able to handle customer complaints quickly.
4) Guarantee.
   Assurance can be defined as the level of knowledge and level of courtesy that employees, in addition to their ability to give confidence to the customers .
5) Empathy.
   Empathy can be defined as the special attention given to each customer individually by an employee. For corporate service organizations, all characteristics of service quality should be measured and adjusted relative to the quality requirements

The Company's ability to foster customer trust towards the service itself has components such as communication, credibility, security, competence, Courtesy, and Empathy

Customer Satisfaction.

According to Umar (2000:50 (4)), customer satisfaction is the level of consumer sentiment as compared with his or her expectations. If the customer is satisfied with the value provided by a product or service is very likely to be a customer for a long time. Kotler & Armstrong (1999) (5) suggests that customer satisfaction is a condition in which consumer expectations will be met by the product. Meanwhile, according to Ferrinadewi Oliver (2005) (6) assessment of customer satisfaction on the products or services that successfully meet the needs of both the level of enjoyment below or above expectations.

While Kotler and Keller (2007) (7) defines customer satisfaction is "Customer satisfaction is the level of a person's felt state resultating from comparing a product's perceived performance (or outcome) in relation to the person's expectation"

Customer satisfaction is the level of one's feelings as a result of the comparison between reality and expectations received from a product or service. In this research, customer satisfaction is the perception of respondents about whether customers are satisfied or the services provided by the customer Lion Air.

III. Research Methods.

Operational definitions of variables.

Identify the variables in this study were.

1. The independent variable (X) is the dimension of service quality consists of tangibles(physical evidence), reliability, responsiveness, assurance, and empathy ..
2. Dependent variable (Y) is the customer satisfaction of airline Lion Air in the city of Surabaya.

Operational definition in this study are:.

1. Independent variable (X).

The independent variables measured by the quality of service of the airline Lion Air in the city of Surabaya, which include: tangibles, reliability, responsiveness, assurance, and empathy. Each variable is described as follows:

a. X1 = service airline Lion Air quality in the city of Surabaya on Tangibles dimension.

This variable is the quality of the services of the airline Lion Air in the city of Surabaya on appearance or attributes that can be viewed in real time, which includes the physical facilities, equipment, personnel, and means of communication. Satisfaction with tangible dimension is measured by five indicators:

1) Parking is available.
2) Structuring service interior space.
3) Cleanliness services space.
4) Comfort room service.
5) Neatness employee performance.

b. X2 = service airline Lion Air quality in the city of Surabaya on the dimensions of Reliability.

This variable is the quality of the services of the airline Lion Air in the city of Surabaya on Reliability dimension includes the ability of employees to deliver the promised services are fast, accurate, and satisfying. Reliability is measured by four indicators, namely:

1) The ability of employees to provide services within the promised time and accurate
2) The ability of employees to solve customer problems.
3) The ability of the employee to provide the right advice that can help consumers resolve problems.
4) The ability of employees to cope with errors that arise during the process of service.

c. X3 = service airline Lion Air quality in the city of Surabaya on Responsiveness dimension.

This variable is the quality of the services of the airline Lion Air in the city of Surabaya on service delivery. Responsiveness is measured by four indicators, namely:

1) the willingness of employees to provide services required by consumers to quickly
2) the willingness of employees to help consumers.
3) Readiness employees to answer the problem correctly.
4) The ability of employees to respond to customer requests quickly.

d. X4 = service airline Lion Air quality in the city of Surabaya on Assurance dimension..

This variable is the quality of the services of the airline Lion Air in the city of Surabaya on the guarantee is given, covering knowledge, friendliness, courtesy, and trustworthiness are owned by the employees, as well as free from danger. Assurance is measured by five indicators they are :

1) Knowledge of the employees in addressing the needs of consumers.
2) The friendliness and courtesy of employees in serving customers.
3) The nature of employee-owned unbelievable.
4) Employees may know the wants / needs of consumers.
5) Employees should be honest with consumers.

e. X5 = service airline Lion Air quality in the city of Surabaya on the dimensions of empathy..

This variable is the quality of the services of the airline Lion Air in the city of Surabaya on empathy employees. Empathy was measured through the measurement of three indicators, namely:.

1) Ease of employees to be informed and meet consumers.
2) The efforts of employees to explain to consumers in a language that is easily understood by consumers.
3) Efforts employees to understand customer needs.

2. Dependent variable (Y).

In this study of consumer satisfaction (Y) is the overall attitude of consumers after getting and using the services provided by the airline Lion Air in the city of Surabaya. Consumer satisfaction indicators are as follows:

1) Repurchase.
2) Recommendation.
3) Overall satisfaction.
4) Customer satisfaction with promotion.

Sugiyono (2010; 81) (8) says that part of the number and characteristics possessed by the population. In determining the number of samples the author using the following formula:

$$n = \frac{N}{1+N(d)^2}$$

Description:
n: The sample size
N: Large populations
d: The confidence level / precision desired
In this research for the independent variable (X) is provided with a choice of four formats such scale:

1. = Strongly Disagree
2. = Not Agree
3. = Agree
4. = Strongly Agree

The Likert scale response categories which negate the middle (R) based on three reasons:
a. The undecided category has a double meaning, can be defined can not decide or give an answer (according to the original concept can be interpreted neutral, do not agree, do not agree not, or even doubtful).
b. The availability of the answer in the middle of it raises inclination to answer middle (central tendency effect), especially for those who doubt the direction of the answer to the agree or disagree direction.
c. Mean response categorization SS, S, TS, STS is mainly to see the trend toward the opinions of respondents agree or disagree direction.

Therefore, researchers eliminate answer choices R (doubtful). It is feared that as yet undecided respondents gave a neutral answer will lead to an answer to the central tendency. In addition to seeing a trend toward an answer to agree and disagree (Hadi, 2006:19) (9).

Data Analysis Techniques.

Before the data analysis is done, need to do some testing of the data obtained from a study. In the data analysis of this study researchers used statistical computer program SPSS Version 20.0 (Ghozali, Imam. 2005) (10) For tests performed include:
a. test validity

The validity of the test obtained by Silverback indicators correlate each variable, then the results of correlation than the critical value at the 0.05 significance level. If the results of the analysis showed less than the value of r table, then the items in the questionnaire did not indicate the value of validity that can not be continued as a research instrument.

Before the questionnaires were used to collect data, test their validity in advance to respondents using product moment correlation calculations, the formula as proposed by Suharsimi Arikunto (2006: 170) (11):

$$r = \frac{N\Sigma XY - (\Sigma X)(\Sigma Y)}{\sqrt{N\Sigma X2 - (\Sigma X)2}}$$

where:
r = correlation coefficient of the independent variable dependent variable dn
n = number of samples
X = score each item
Y = total score variable
As for the reliability test used Cronbach Alpha, where an instrument can be said to be reliable (reliable) if you have or alpha reliability coefficient of 0.6 or more. In this study, the reliability calculation using the formula alpha (Arikunto, 2006: 138) (11) as follows:

$$r_{tt} = \left[\frac{k}{k-1}\right]\left[1 - \left(\frac{\Sigma \sigma t^2}{\sigma t^2}\right)\right]$$

where:
rtt: Reliability of instruments
σ t2: Variable total
σ Σ b2: Σ variable grain

Correlations

		X.1.1	X.1.2	X.1.3	X.1.4	X.1.5	sum_x1
X.1.1	Pearson Correlation	1	.430**	.393**	.459**	.561**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X.1.2	Pearson Correlation	.430**	1	.263**	.251*	.538**	.672**
	Sig. (2-tailed)	.000		.008	.012	.000	.000
	N	100	100	100	100	100	100
X.1.3	Pearson Correlation	.393**	.263**	1	.240*	.329**	.622**
	Sig. (2-tailed)	.000	.008		.016	.001	.000
	N	100	100	100	100	100	100
X.1.4	Pearson Correlation	.459**	.251*	.240*	1	.572**	.722**
	Sig. (2-tailed)	.000	.012	.016		.000	.000
	N	100	100	100	100	100	100
X.1.5	Pearson Correlation	.561**	.538**	.329**	.572**	1	.827**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
sum_x1	Pearson Correlation	.768**	.672**	.622**	.722**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X.2.1	X.2.2	X.2.3	X.2.4	sum_x2
X.2.1	Pearson Correlation	1	.752**	.114	-.014	.772**
	Sig. (2-tailed)		.000	.258	.893	.000
	N	100	100	100	100	100
X.2.2	Pearson Correlation	.752**	1	.148	-.211*	.717**
	Sig. (2-tailed)	.000		.143	.035	.000
	N	100	100	100	100	100
X.2.3	Pearson Correlation	.114	.148	1	.319**	.589**
	Sig. (2-tailed)	.258	.143		.001	.000
	N	100	100	100	100	100
X.2.4	Pearson Correlation	-.014	-.211*	.319**	1	.410**
	Sig. (2-tailed)	.893	.035	.001		.000
	N	100	100	100	100	100
sum_x2	Pearson Correlation	.772**	.717**	.589**	.410**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X.3.1	X.3.2	X.3.3	X.3.4	sum_x3
X.3.1	Pearson Correlation	1	.486**	.537**	.132	.725**
	Sig. (2-tailed)		.000	.000	.191	.000
	N	100	100	100	100	100
X.3.2	Pearson Correlation	.486**	1	.486**	.549**	.818**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X.3.3	Pearson Correlation	.537**	.486**	1	.363**	.803**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X.3.4	Pearson Correlation	.132	.549**	.363**	1	.670**
	Sig. (2-tailed)	.191	.000	.000		.000
	N	100	100	100	100	100
sum_x3	Pearson Correlation	.725**	.818**	.803**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X.4.1	X.4.2	X.4.3	X.4.4	X.4.5	sum_x4
X.4.1	Pearson Correlation	1	.606**	.136	.112	-.044	.603**
	Sig. (2-tailed)		.000	.177	.268	.664	.000
	N	100	100	100	100	100	100
X.4.2	Pearson Correlation	.606**	1	.227*	.262**	.096	.712**
	Sig. (2-tailed)	.000		.023	.008	.342	.000
	N	100	100	100	100	100	100
X.4.3	Pearson Correlation	.136	.227*	1	.709**	.212*	.677**
	Sig. (2-tailed)	.177	.023		.000	.034	.000
	N	100	100	100	100	100	100
X.4.4	Pearson Correlation	.112	.262**	.709**	1	.234*	.699**
	Sig. (2-tailed)	.268	.008	.000		.019	.000
	N	100	100	100	100	100	100
X.4.5	Pearson Correlation	-.044	.096	.212*	.234*	1	.481**
	Sig. (2-tailed)	.664	.342	.034	.019		.000
	N	100	100	100	100	100	100
sum_x4	Pearson Correlation	.603**	.712**	.677**	.699**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		x.5.1	x.5.2	x.5.3	sum_x5
x.5.1	Pearson Correlation	1	.667**	.337**	.824**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
x.5.2	Pearson Correlation	.667**	1	.373**	.829**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x.5.3	Pearson Correlation	.337**	.373**	1	.743**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
sum_x5	Pearson Correlation	.824**	.829**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y.1	Y.2	Y.3	Y.4	sum_Y
Y.1	Pearson Correlation	1	.329**	.509**	.135	.746**
	Sig. (2-tailed)		.001	.000	.180	.000
	N	100	100	100	100	100
Y.2	Pearson Correlation	.329**	1	.544**	.401**	.743**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	100	100	100	100	100
Y.3	Pearson Correlation	.509**	.544**	1	.417**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y.4	Pearson Correlation	.135	.401**	.417**	1	.610**
	Sig. (2-tailed)	.180	.000	.000		.000
	N	100	100	100	100	100
sum_Y	Pearson Correlation	.746**	.743**	.828**	.610**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.763	5

Item Statistics

	Mean	Std. Deviation	N
X.1.1	3.68	.548	100
X.1.2	3.41	.605	100
X.1.3	3.16	.662	100
X.1.4	3.66	.728	100
X.1.5	3.30	.611	100

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.677	4

Item Statistics

	Mean	Std. Deviation	N
X.2.1	3.62	.814	100
X.2.2	3.26	.906	100
X.2.3	4.33	.711	100
X.2.4	4.24	.806	100

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.741	4

Item Statistics

	Mean	Std. Deviation	N
X.3.1	3.24	.668	100
X.3.2	3.50	.560	100
X.3.3	3.76	.668	100
X.3.4	3.35	.642	100

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.616	5

Item Statistics

	Mean	Std. Deviation	N
X.4.1	3.30	.772	100
X.4.2	3.62	.722	100
X.4.3	4.33	.587	100
X.4.4	3.94	.679	100
X.4.5	3.45	.744	100

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

Item Statistics

	Mean	Std. Deviation	N
x.5.1	3.30	.732	100
x.5.2	3.75	.672	100
x.5.3	3.77	.815	100

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded [a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.694	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	3.84	.929	100
Y.2	4.21	.640	100
Y.3	3.86	.636	100
Y.4	3.73	.617	100

Multiple Linear Regression

Variables Entered/Removed [b]

Model	Variables Entered	Variables Removed	Method
1	Empathy (X5), Responsiveness (X3), Reliability (X2), Assurance (X4), Tangible (X1)	.	Enter

a. All requested variables entered.

b. Dependent Variable: Kepuasan Pelanggan (Y)

Regression

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.610	.589	.33193

a. Predictors: (Constant), Empathy (X5), Responsiveness (X3), Reliability (X2), Assurance (X4), Tangible (X1)

b. Dependent Variable: Kepuasan Pelanggan (Y)

ANOVA [b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.208	5	3.242	29.422	.000[a]
	Residual	10.357	94	.110		
	Total	26.565	99			

a. Predictors: (Constant), Empathy (X5), Responsiveness (X3), Reliability (X2), Assurance (X4), Tangible (X1)

b. Dependent Variable: Kepuasan Pelanggan (Y)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.313	.371		-.842	.402			
	Tangible (X1)	.292	.100	.256	2.910	.005	.634	.287	.187
	Reliability (X2)	.203	.072	.199	2.831	.006	.426	.280	.182
	Responsiveness (X3)	.287	.088	.264	3.246	.002	.563	.317	.209
	Assurance (X4)	.150	.092	.128	1.630	.106	.517	.166	.105
	Empathy (X5)	.244	.063	.278	3.880	.000	.534	.372	.250

a. Dependent Variable: Kepuasan Pelanggan (Y)

Residuals Statistics [a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.5737	5.0638	3.9100	.40462	100
Residual	-.80700	1.16694	.00000	.32344	100
Std. Predicted Value	-3.302	2.852	.000	1.000	100
Std. Residual	-2.431	3.516	.000	.974	100

a. Dependent Variable: Kepuasan Pelanggan (Y)

IV. CONCLUSION.

From the analysis using multiple linear regression obtained in the previous section correlations between the independent variables and customer satisfaction can inform the level of influence of each independent variable. Linear regression model is obtained as follows:.

Y = -0313 0.203 + 0.292 X1 + X2 + X3 + 0287 + 0244 0150 X4 X5

Conclusions derived from the above equation model and analysis in the previous section as follows l. The model is appropriate, based on the results of simultaneous tests (F-test) that all the independent variables are: tangibles, reliability, responsiveness, assurance, and empathy significantly influence customer satisfaction. Judging from the magnitude of the coefficient of determination was found that the effect of independent variables on the response of this research is strong enough that is equal to 61.0% while the remaining 39.0% is influenced by other variables outside of the model are investigated ..

2. From the t-test results obtained variables have a significant influence on customer satisfaction is Tangible (X1), Reliability (X2), Responsiveness (X3) and Empathy (X5) all four variables have a significant influence on customer satisfaction partially because it has a larger t-count from the t-table value of 1.9855 at a significance level of 5%. While the variables that does not have a significant effect on customer satisfaction is a variable Assurance (X4) because it has a t-value is less than the t-count is equal to 1.9855.

3. From the results of the t test is known that the most dominant variables on customer satisfaction Empathy variable (X5) is the most dominant influence on customer satisfaction with the relationship percentage value

13.8% and the second one is very dominant response. While most variable in terms of influence on customer satisfaction is Assurance.

V. SUGGESTION.

Expected to manage the airline Lion Air in the city of Surabaya to improve services include: tangibles, reliability, responsiveness, assurance, and empathy. Where the increase in services in the form of empathy, it can further improve customer satisfaction by employees trying to understand consumer needs and ease of contact for employees and consumers are facing. While the service is in the form of guarantee will be a little aside but not removed. Service Assurance in the form of this is the level of knowledge and level of courtesy that employees, in addition to their ability to give confidence to the customers

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