The Influence of Service Quality towards Customer Satisfaction on Garuda Airline of Yogyakarta International Airport on Pandemic Covid-19

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Abstract

This research aimed to investigate the service quality provided by Garuda Indonesia Airlines at Jogjakarta international Airport on customer satisfaction. 200 questionnaire was deployed which return and able to analyze about 142 questionnaires. Multiple Regression analysis employed to analyze the relationship between service quality dimension (tangible, reliability, responsiveness, and assurance) and customer satisfaction. The result shows that simultaneously all independents variable has a positive impact on dependent variable. Meanwhile, partially tangible and reliability has positive significant influence on customer satisfaction while responsiveness and assurance is insignificant to customer satisfaction. The R^2 shows that 0.487 means 48.7% of dependent variable was explained and influenced by independent variables while the rest of it about 51.3% was influenced by another variable that not included in this research.

Keywords*: Garuda Indonesia Airlines; Covid-19; Customer Satisfaction; Service Quality.*

A. INTRODUCTION

The investigation on how an Airline's providing service has been conducted. Indeed, service quality is the main measurement to seek how satisfied are the customer, in this case the passengers of the Airlines (Abdul Hamid, 2017; Bhuvaneswaran et al., 2018; Farooq et al., 2018; El Haddad, 2019; Park et al., 2019; Puspawigati, 2019; Ahmed et al., 2020; Thapa et al., 2020; Hamid et al., 2021). Indeed, customer satisfaction would affect to company profit (Ali et al., 2021) *cateris paribus* to the customer loyalty and their intention to join event of company or purchasing product and services of the company (Hamzah & Shamsudin, 2020).

Many researches investigating that customer satisfaction was influenced by service quality through it dimension, namely, tangible, reliability, responsiveness, empathy, and assurance. The research conducted in healthcare industry (Abbasi-Moghaddam et al., 2019), hospitality industry (Ali et al., 2021), café industry (Susilo, 2020), fast food industry (Saporna & Claveria, 2019), restaurant industry (Nguyen et al., 2018), bank and finance industry (Pakurár et al., 2019), airlines industry (Thirunavukkarasu & Nedunchezian, 2019), tourism industry (Masrurul, 2019), retail industry (Murdifin Haming et al., 2019), and in many sector of industry.

In this research, Airlines industry was investigated due to it crucial result on pandemic time. There is no doubt that covid-19 affecting to several sector including Airlines Industry (Suau-Sanchez et al., 2020; Riantama et al., 2021). Several companies need to apply contraction policy for the company through suppressing the budget cost. Meanwhile, at the same time company should be providing best service quality to the customer. In this case Garuda Indonesia Airlines at Jogjakarta Airport. The number of passengers greatly decreases on pandemic period due to the increment of the Covid-19 case (Huang et al., 2020) as well as the policy of the local and center government which applied the enforcement of restrictions on community activities (PPKM) (Mawar et al., 2021).

Therefore, the company has to innovate services and improve the quality of excellent service. This research aimed to investigate the service quality provided by Garuda Indonesia Airlines at Jogjakarta international Airport on customer satisfaction which lead to their loyalty and in turn would refer back to the profit of the company.

B. LITERATURE REVIEW

1. Service Quality

The discussion on service quality has been round for years in marketing area. Indeed, the aim of it for the benefit of the organization or the company. Some research found that service quality would impact on customer satisfaction as well as customer behavior (Rita et al., 2019; Kaurin & Bošković, 2020; Ali et al., 2021). In line with that, research examined the service quality dimensions that have positive and negative value in use namely, solution, attitude, convenience, expertise, speed of service, flexibility, and monetary costs which is overlapping the current dimensions of service quality (Medberg & Grönroos, 2020; Abbasi-Moghaddam et al., 2019).

Service quality is defined as a comparison between the performance of a company or organization and the expectations of customers or consumers (Ali et al., 2021). Briefly, it is how companies meet or exceed customer expectations. Therefore, service quality improves customer satisfaction and cost management increases profit (Purwati et al., 2020). Indeed, service quality and customer satisfaction bond a relationship as a critical success factor for a company or organization which have a sense of competitiveness, development, and growth (Pakurár et al., 2019).

Therefore, satisfaction of customer could be achieved through service quality provided by the organization or the company. There are several attributes or instrument that related to customer satisfaction. For example, there are product, price, hospitality, promotion that examined and showed that all variable have relation to each other (Susilo, 2020). Meanwhile, empathy also examined as the dimension of service quality as an addition to tangible, responsiveness, reliability, and assurance (Rusdiyanto et al., 2021). Another attributes that has been investigated is trust and customizations that found significantly affect to customer satisfaction (Sundaram et al., 2017).

Moreover, Covid-19 pandemic that occurred in entire world affecting several sectors including Airplanes Industry. There are many Airplane companies struggling to survive and increase customer

loyalty. In order to achieve that, customer satisfaction need to be ensuring through services provided by Airlines Company and providing health care, swab test, and fully vaccinated facilities as well (Rahman et al., 2020; Xuesong et al., 2021).

In short, several researches stated that SERVQUAL is the method to measure customer satisfaction to score the gap between expectation and perception. In the most of SERVQUAL are tangible, responsiveness, reliability, assurance, and empathy (Murdifin Haming et al., 2019; Gregory, 2019; Saliba & Zoran, 2018; Kumar & Hundal, 2019). In this study, the instrument of SERVQUAL would measure how is the customer satisfaction of Garuda Indonesia Airline especially in pandemic Covid-19 period.

2. Customer Satisfaction

Customer satisfaction defined as difference between customer expectations for service Performance before service encounters and their perception of the service received (B Dawit & Adem, 2018). In highly competitive business environment, CS gave a huge play role and impact to the company. The company will produce a high quality product and improve their quality of product in order to reach the brand image to their customer (Bouketir & Hassani, 2017). The variable commonly used is tangible, reliability, responsiveness, and assurance (Evi et al., 2019; Rajesh, 2018; Shokouhyar et al., 2020).

The ultimate goal of an organization or company is to achieve customer satisfaction as it long term benefits and sustainable profitability. Previous research has been investigated the customer satisfaction in general as a unidimensional construct that measure overall satisfaction of service provided by an organization or company (El-Adly, 2019). Therefore, customer satisfaction indeed refers to personal perception on product, services, performance of the staff, and/or layout of the environment in relation to the expected expectation (Balinado et al., 2021). Current conditions of rapid and high competitive business environment, customer satisfaction play a huge role to the development of company and impact to the company profitability (Gogoi, 2020).

Moreover, customer or consumer tend to expect more than just simple value, they demand to be surprised by the organization or company and expecting the experiences beyond their imagination. Indeed, the need and desire of the customer and consumer are rapturous and hard to be dammed due to their value of money. Therefore, they're requesting for the experience of joy from their cash (Hamzah & Shamsudin, 2020).

To conclude, the dimension of SERVQUAL which is tangible, reliability, responsiveness, and assurance would affect the customer satisfaction where they're expecting the value from it. In this case is the service quality provided by Garuda Indonesia Airline at Jogjakarta International Airport.

3. Relationship between Tangible and Customer Satisfaction

Previous studies have investigated the relationship between tangible and customer satisfaction. The studies found that there are positive significant relationship between tangibility and customer satisfaction (Pakurár et al., 2019; Othman et al., 2019; Nguyen et al., 2018; Masrurul, 2019). The studies evidences are in several sectors such as travel agent industry, fast food industry, tourism industy, and banking sector industry. Meanwhile, in Airline industry tangible also found to have a positive relationship on customer satisfaction (Kim & Cho, 2016; Tanomsin & Chen, 2018; Farooq et al., 2018; El Haddad, 2019). On the other hand, tangible also found has insignificant relationship on customer satisfaction in airline industry (Abdul Hamid, 2017; Halim Mahphoth et al., 2018). Therefore, the following hypothesis has been proposed:
H1: tangible has a significant effect on customer satisfaction

4. Relationship between Reliability and Customer Satisfaction

As tangible has discussion whether it's a significant or insignificant relationship, reliability also discussed in prior study in its relation to customer satisfaction. The studies found a significant relationship between reliability along with other dimension of service quality and customer satisfaction in airline industry (Paek & Lee, 2018; Setiawan et al., 2020). Indeed, tangible it-self have a positive significant impact on customer satisfaction (Thirunavukkarasu & Nedunchezian, 2019; Shah et al., 2020). Therefore, the following hypothesis has been proposed:

H2: reliability has a significant effect on customer satisfaction

5. Relationship between Responsiveness and Customer Satisfaction

The study on relationship between responsiveness and customer satisfaction has been conducted in previous study. The study found that responsiveness as personal service in airline industry has a significant impact on customer satisfaction (Farooq et al., 2018; Park et al., 2019). Moreover, the response time and response to the complaint positively significant to customer satisfaction which in turn would increase customer loyalty to the airline company (Ahmed et al., 2020). The airline's industry responsiveness indicator summarized as the willingness of employee to help the customer, promptly handled the complaint, efficiently handling service in luggage check-in, and fast check-in process (Wong & Ho, 2019). Therefore, the proposed hypothesis as follows:
H3: responsiveness has a significant effect on customer satisfaction

6. Relationship between Assurance and Customer Satisfaction

Evidence in support of significant influence of assurance on customer satisfaction in the airline industry has been conducted. Assurance means the knowledge of the employee to answer questions from customer and safety (Wong & Ho, 2019), while Li et al., (2017) added with facilities, supporting services, and physical environment. Indeed, assurance of the company through the concern of staff and employee to the customer as well as the attitude to the customer would affect significantly to the customer satisfaction at Airlines Company (Bhuvaneswaran et al., 2018; Puspawigati, 2019). Therefore, the proposed hypothesis formulated as follows:
H4: assurance has a significant effect on customer satisfaction

Based on the formulated hypothesis above, the theoretical framework of this study can be pictured as follows:
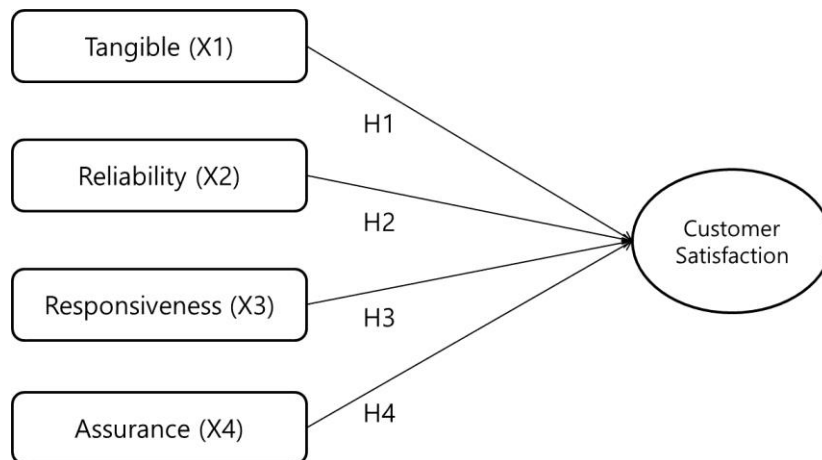

Figure 1 Theoretical Framework of Study

C. RESEARCH METHODS

The data for this study were collected from the customer or passengers of Garuda Indonesia Airlines. The respondents are based on the question variable, which is 20 questions that multiply to 10. Therefore, the total expected respondents are 200 which asked through questionnaire to respond. At the end, only 142 questionnaires that has been returned to analyze. Research methods used in the completion of the research is written in this section. The table below presents the profile of respondents

Table 1 Respondent's Profile

Content	Frequency	Percentage
Gender		
Male	95	66.9%
Female	47	33.1%
Age of Customer		
Less than 20	29	20.4%
Between 21-25	71	50%
Between 26-30	18	12.7%
More than 31	24	16.9%
Education Level		
High School	66	46.5%
Diploma	8	5.6%
Undergraduate	45	31.7%
Postgraduate	23	16.2%
Occupation		
Government Employee	14	9.9%
Entrepreneur	10	7%
Private Employee	24	16.9%
Student	88	62%
Others	6	4.2%

Based on the table 1 above, the respondent consisted of 66.9% male and 33.1% female. Meanwhile, 20.4% are 20 years old or below, 50% of them are in between 21-25 years old, 12.7% are in between 26-30 years old, and 16.9% of them are 31 years old or above. Moreover, based on last education level, 46% of the respondents are graduated from high school, 5.6% are diploma or bachelor, 31.7% of them are undergraduate, and 16.2% of the respondents are postgraduate. On the other hand, 9.9% of the respondents consisting a government employee, while 7% of them are entrepreneur, 16.9% are private employee, 62% of them are students, and 4.2% are in other occupation.

Meanwhile, to running the collected data, 20 variables are composed based on the theoretical framework. The 20 variables that probably correlate each other in service quality and customer satisfaction then asked the respondent through questionnaire (Babin et al., 2018. The items than analyzed using multiple regression analysis investigates the significant value of service quality dimension on customer satisfaction. Multiple regression analysis demands the test of normality, collinearity diagnostic, F test, t test, and R^2 determination (Arief & Susilo, 2019). The regression equation also formulated after the hypothesis test (Sugiyono, 2011).

D. FINDINGS

In order to achieve the result, the data analyzed through SPSS 20 application first of all is the normality test. The result of normality test shows that the data is normal, it is presented on the histogram and the normal P-P plot below:
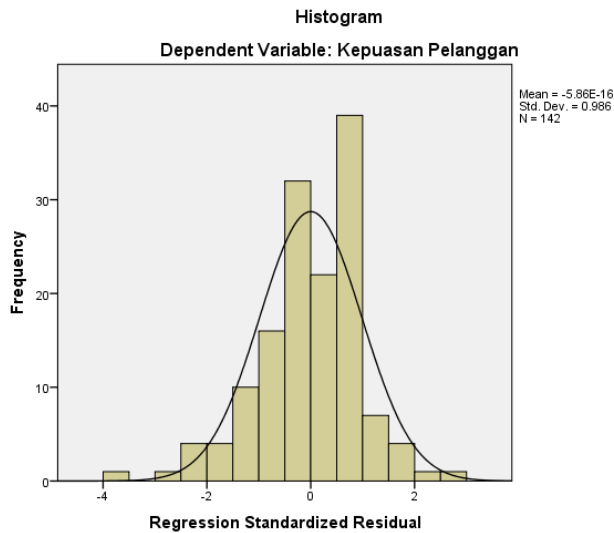

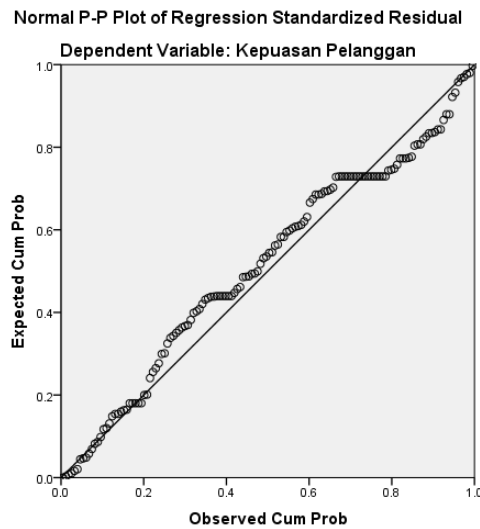**Figure 2** Histogram of Normality Test

Figure 3 P-P Plot of Normality Test

To ensure the data is normal, a nonparametric test employed and results that the data is normal and able to continue for further analysis. Table below describe the result of Kolmogorov-Smirnov normality test:

Table 2 one sample Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		142
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.29214442
Most Extreme Differences	Absolute	.085
	Positive	.076
	Negative	-.085
Kolmogorov-Smirnov Z		1.012
Asymp. Sig. (2-tailed)		.258

a. Test distribution is Normal.
b. Calculated from data.

Based on the table 2 above, the data is normal, which showed by the Asymp. Sig. 2 tailed 0.258, or the normality test is insignificant. Means, the data is normally distributed. The normal distributed data should insignificant or above 0.05 p-value. Therefore, further analysis able to conduct. Based on collinearity test, the results shows there are no collinearity issues. It is described by the value of tolerance by all variable is below than 1 and the value of VIF is below than 10. The results are describes in the table below:

Table 3 collinearity diagnostic test

Collinearity Statistics	
Tolerance	VIF
.389	2.571
.229	4.359
.218	4.582
.245	4.079

Meanwhile, simultaneously all variable (tangible, reliability, responsiveness, and assurance) is significantly influenced the customer satisfaction. It is shows by the value of F count that greater than F table and the significant p-value which is below than 0.05. Respectively, F count is about 32.519 and p-value is about 0.000. The result is on the table below:

Table 4 ANOVA table of simultaneous result
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223.518	4	55.879	32.519	.000b
	Residual	235.419	137	1.718		
	Total	458.937	141			

a. Dependent Variable: Kepuasan Pelanggan
b. Predictors: (Constant), Assurance, Tangible, Reliability, Responsiveness

Partially, tangible has positive significant effect on customer satisfaction with p-value 0.043 which below than 0.05 while reliability also have a positive significant influence on customer satisfaction with p-value about 0.028 which is below than 0.05. Meanwhile, responsiveness and assurance respectively has no effect on customer satisfaction. The p-value of both variable are 0.510 and 0.122 which is

above 0.05. Therefore, it can be sum up that H1 and H2 is supported while H3 and H4 are not supported. The summary of the result as follows:

Table 5 t test of independent variables influence on dependent variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.523	.935		2.698	.008
Tangible	.157	.077	.200	2.038	.043
Reliability	.181	.081	.284	2.220	.028
Responsiveness	.062	.094	.087	.661	.510
Assurance	.139	.089	.192	1.556	.122

Based on the table 5 above, the equation of regression could be formulated as follow:

$$Y = 2.523 + 0.157X1 + 0.181X2 + 0.062X3 + 0.139 + e$$

The equation regression shows the constant of this research are 2.523 means the value of customer satisfaction before or without influence of tangible, reliability, responsiveness, and assurance are 2.523 while tangible and reliability are 0.157 and 0.181 means if the tangible change by 1 point the customer satisfaction with relationship on tangible would affect about 0.157 and 0.181 with relationship between reliability and customer satisfaction. Meanwhile, with the relation to responsiveness, if the responsiveness changes by 1 point means customer satisfaction would affect by 0.062 and with respect to assurance, if assurance change by 1 point customer satisfaction would affect by 0.139. Moreover, the R^2 also presented from the table below:

Table 6 model summary of regression
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.487	.472	1.31087

a. Predictors: (Constant), Assurance, Tangible, Reliability, Responsiveness
b. Dependent Variable: Kepuasan Pelanggan

Based on the table 6 above, the R2 scored 0.487 means 48.7% of customer satisfaction influenced or explained by independent variables or tangible, reliability, responsiveness, and assurance as the dimension of service quality measurement while the rest of it which is about 51.3% of dependent variable or customer satisfaction is influenced or explained by another variable outside of this study.

E. DISCUSSION

In connection to the data analysis, the result shows that simultaneously tangible, reliability, responsiveness, and assurance has an impact on customer satisfaction. In this study, tangibility of the Airline's crew, their reliability to precede services to the customer, service standard operated, their response to customer complaint, serve the costumer on time as scheduled, legality of the company, fair price of the ticket, and safety all together are influence to customer satisfaction (Parast & Golmohammadi, 2021; Tian et al., 2019; Agarwal & Gowda, 2020; Jusoh et al., 2021; Khudhair et al., 2021).

Partially, reliability that includes comfortable cabin on airplane, tidiness of the airplane, cleanliness of the airplane, neatness of airplane crew, physical view of the airplane are significantly influence to customer satisfaction. Indeed, one of variable to be sought is the comfort of the passenger in the cabin of the plane. This research confirms previous research which stated that

tangible has a positive relationship to the customer satisfaction (Zhou et al., 2020; Bakır & Atalık, 2021; Shen & Yahya, 2021).

In advance, tangible that includes the usage of modern device, digital manual check-in, appearances of the services, the ease of service process, and the discipline of the staff and crew significantly affects customer satisfaction. There is no doubt, Airline Company such as Garuda Indonesia providing services product. Therefore, tangibility dimension to provide excellent services to the customer have a special attention from the company. This research confirms previous research which stated that tangible has a positive relationship to the customer satisfaction (Ali et al., 2021; Jusoh et al., 2021).

On the contrary, respectively, responsiveness and assurance in this research found have no impact on customer satisfaction. This research discords previous research which stated that responsiveness and assurance have a relation to customer satisfaction. The 2 variables (responsiveness and assurance) have no effect on customer satisfaction due to current condition that occurred on entire world, Indonesia without exception. In Particular, Jogjakarta as one of tourism destination whether from local tourist or international tourist impacted by the covid-19 condition. The delayed flight or even postponed flight also prevails in Garuda Indonesia Airlines (Biswakarma & Gnawali, 2021; Masrurul, 2019; Wong & Ho, 2019; Puspawigati, 2019).

Government policy to restrict the movement as a prevention measure of Covid-19 to spread in turn impacting on the company profit. On the other hand, the staff and crew are needs to be paid. Therefore, the company carries out downsizing policy to cut the cost. As a result, many staff members, crew, and employee has been laid off. These, result in the responsiveness and assurance of the company that decreasing in service.

F. CONCLUSION
1. Summary
To sum up, based on the hypotheses test, this research found that tangible, reliability, responsive, and assurance are simultaneously influencing customer satisfaction. Partially, tangible and reliability have a positive significant impact on customer satisfaction while responsiveness and assurance has no influence on customer satisfaction.

Ultimately, service quality faced a challenge in Covid-19 virus that occurred on the entire world. The company should provide simple health services in preventing the spread of Covid-19 and to increase the assurance as well as the safety of the passenger. On the other hand, the profit of company decreasing as well which force the Airlines Company to downsizing the employee in order to cut the cost.

2. Suggestions
Indeed, this research has many limitations for example, another factor should be examined along with the SERVQUAL dimensions, method analysis could be using comprehensive method such us SEM.

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