

The Effect Of Service Quality On Satisfaction And Behavioral Intention In Flight Services Pt. Sea Lion

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Abstract

Study The following goals are pursued: (1) To understand and analyze the relationship between service quality and behavioral intention in the company flight services provided by PT. Lion Air; (2) To determine and assess the impact of service quality on customer satisfaction at said company; and (3) To understand and analyze the relationship between satisfaction and behavioral intention in said company. Study This feature explanation tries to explain the positions of the variables under study as well as the connections and interactions between them. The target demographic for the study is Lion Air passengers, and the research location is the Office of PT. Lion Air Surabaya at Juanda Airport. populace under study This is a list of all passengers on board flight PT. Lion Air that number No known (unlimited) and cannot be specifically named (infinite). The Equation Model Structure (also known as the Structured Equation Model or SEMS) is the tool analysis employed. According to research findings, service quality significantly influences behavioral intentions, satisfaction significantly influences behavioral intentions, and service quality significantly influences behavioral intentions.

Keywords: Quality Service , Satisfaction And Intention Behavior

Background To The Issue

Fierce rivalry in business flights This forces owners of airline flights to be able to provide higher quality services to customers so they won't switch to another airline. Based on factors like these, measuring the success of a company's service becomes important. This airline has more flights The passenger's evaluation of the company's quality of services along with all other environmental factors, both internal and external, that are present, influence the success of the company's services. Kotler (2001) asserts that customer satisfaction must begin with their requirements and finish with their views. This denotes high caliber and does not come from a third party provider, but rather from a passenger's perspective or a corner view. Since it is the passenger who uses and enjoys the service, they should assess its quality, advantages, and

services with no hesitation and with great satisfaction. According to Zeithalm et al. (1990), repair quality will enhance both positive and unfavorable behavior. Unfavorable conduct is defined as behavior that is not lucrative.

Because of this, the empirical reality that prompts academics to raise this issue is the existence of a number of reasons that annoy PT. Lion Air customers and result in subpar service. These elements consist of:

1. Flight itineraries frequently undergo unilateral adjustments that are harmful to the service user or passenger.
2. Flights frequently have delays or take longer than expected, which prevents on-time arrival from occurring as planned.
3. The safety of the baggage is not guaranteed, and many passengers are currently complaining about misplaced bags.
4. Lion Air Ground Handling employees handled passenger bags carelessly, resulting in damage to the bags.
5. Other than for buying and selling goods, there are no food or beverage facilities on board.
6. When a passenger checks in late, their tickets are frequently summarily canceled.

Literature Review

Service Excellence

A number of high-quality models are available. This helps service managers assess several aspects of performance companies and design a plan to improve the quality of services. On study The following fundamental quality service dimensions were employed in this analysis of the quality service proposed by Gour C. Saha (2009): (1). Seven customer service lccs from a focus discussion group; (2). Cronin and Taylor (1992) employed tangible variables (actual evidence), flight schedule factors (flight timetable factors), flight attendants (flight attendants), and ground staff (staff bottom) as their instrument.

Satisfaction

According to Kotler (2005), satisfaction is a person's comfort or disappointment as a result of a comparison between the performance (or outcome) they perceived and what they had hoped for. The performance provided in regard to the buyer's met or unfulfilled expectations determines whether the buyer is satisfied after the purchase. Thus, customer satisfaction or discontent depends on how expectations and actual performance compare. To evaluate expectations and actual performance at retirement, a consumer must acquire a product or related services (Rodhiah, 1997). If the performance falls short of expectations, the consumer won't be happy. If the performance is as predicted, the customer will be happy. If performance exceeds expectations, the consumer will be very happy. Three indicators satisfaction with fares, satisfaction with services, and overall satisfaction with the airline adopted from Gour C. Saha (2009) were used in this study to gauge participants' levels of satisfaction.

Intentional Action

Loyal customers are perceived as coming from the company, deal for recurrent purchases of goods or services, and advocate the product to others. Passenger loyalty is challenging There are three distinct methods for measuring loyalty that can be defined in a broad fashion (Bowen and Chen in utari, 2004): (1). Intention behavior repetition as evidence of devotion / fidelity, size behavior, size consistent behavior (2). Size attitude, which uses statistics to express emotional and psychological factors that are complementary in loyalty and (3). combined sizes, combined dimensions, and combined dimensionality.

Hypothesis

1. The company's service flight PT. sea lion's intention conduct is influenced by quality service.
2. The quality of the company's service on the PT. Sea Lion flight influences customer satisfaction.

3. Customer satisfaction influences intention behavior in the PT Sea Lion service flight.

Methods

Study This quality is explicative. Explanatory research typically aims to explain the positions of the variables under study as well as the relationships and influences between various variables (Sugiono, 2002).

Effect of Customer Satisfaction on Service Quality

Quality service perception is defined as the opinion or belief of the client regarding the party's quality service. Results of the study demonstrate that customers believe my services are of a high grade and that my company's services meet their expectations. No, there is a disconnect between what people anticipate from exceptional service and how they actually feel. This implies that the party company service flight has to provide quality service to party customers in a way that is suitable for their needs and wants in order to raise customer satisfaction levels. Therefore, a thorough evaluation of the quality of the services offered by a business or organization should satisfy hopes and, conversely, generate disappointment in the client. According to Kotler (2002), comparing perceived product performance (outcome) might lead to feelings of comfort or disappointment. relating to what he hoped. What a buyer is content with after making a purchase therefore depends on the performance that is provided in relation to a fulfilled (no hope) buyer. The discrepancy between expectations and perceived performance, or the satisfaction or discontent of the consumer, is what determines whether the client is satisfied or dissatisfied with the product or related services they purchased (Rodiah, 1997).

The Impact of Satisfaction on Behavior and Intentions

Consumer satisfaction depends on how well a product or service performs in comparison to what the consumer hoped to receive. Buyer satisfied if performance meets expectations.

Customer unsatisfied if product performance is significantly below expectations. Kotler and Armstrong (20-13). Customer satisfaction or discontent is expressed through overall sentiment or attitude toward a product after consumption. Draft economy holds that acquiring a multitude of beneficial economic (form, place, and time) and ownership goods/services leads to increased consumer happiness. Customers that are happy with a product will repurchase it and tell others about their positive experiences. The secret is to transform consumer hope to performance business. Fast and smart businesses please customers by just promising what they will deliver and then delivering on those promises while also making additional promises in order to increase customer loyalty.

This outcome shows that a customer's level of satisfaction influences their buying behavior significantly at the firm service flight. this can be produced by feeling customers satisfied to company service flight think with obtain satisfaction from results consume services given by the company so they will stay loyal to the company service flight the.

Research findings According to a number of studies, customer satisfaction will have a significant impact on level of loyalty. These studies include those by Juliet Namukasa (2013), Muhammad Mohsin Butt Muhammad Aftab (2013), Dian Anggraece Sigit Parawansa (2012), Gour C. Saha Theingi (2007), Ruben Chumpitaz Caceres Nicholas G. Paparoidamis (2007), and Farida Jasfar (2005). kindly empirical, influence satisfaction on purchasing behavior can also occur indirectly (moderate) in addition to directly. In their research, Lee, Lee, and Feick (2001) employed variable switching costs as a moderating variable to alter the relationship between customer satisfaction and purchasing behavior. Additionally, Mittal and Kamakura (2001) used moderating variables to examine the relationship between customer satisfaction and purchasing behavior.

Impact of Service Quality on Behavior and Intentions

Maintaining customers involves boosting performance and maintaining a company's continuity over time. Intention Customer Behavior Own Role Important in a H Company. this has become the primary motive for a business to draw in and keep customers. It takes time and work to build a devoted customer base; it must be done in stages, starting with subscriber recruitment and ending with customer acquisition. Griffin (2002) claimed that loyalty primarily refers to the manner in which intake units decide to make repeated purchases of the goods or services of a certain organization. Griffin (2002) also points out that devoted consumers are a company's greatest asset. This is evident from one of the traits, specifically (1). Purchase on a regular basis, (2). Purchase an off-line good or service, (3). recommend further products (4). Show resistance to the allure of comparable products from rival companies.

Observations And Suggestions

1. Customer happiness is directly influenced by quality of service. This demonstrates that customer service flight has taken into account what they anticipate from quality service service flight already in accordance with how they feel. As a result, customers' satisfaction appears to come from within, and quality service has less of an impact on their purchasing decisions than do customers who are satisfied. It implies that providing exceptional service has a greater impact on customer satisfaction. In other words, despite judged to be less than expected, quality service nevertheless falls into the category of medium quality on tangible, reliable, responsiveness, assurance, and empathy dimensions.
2. Customer satisfaction has a direct impact on consumer behavior and flight. This is because customer service flight believes that their level of loyalty to party service flight is a direct outcome of the satisfaction they have with those services. consumer satisfaction is a level of feeling that the product met the expectations of the consumer. Customers who are satisfied with their purchases will do so in line with their expectations and the performance of the

goods. Customers have many types of satisfaction. If a product fulfills a customer's expectation, the customer will feel extremely satisfied. if applicable, in the hopes that the client would be content. Conversely, if it falls short of expectations, the customer will be unsatisfied. High levels of satisfaction or pleasure foster an emotional bond with the good or service, not merely a reference based on logic. Customer loyalty is very high as a result. Contrarily, unsatisfied clients will feel uncomfortable and eventually become disloyal to the business.

3. Customer behavior and intention are directly influenced by quality of service. this statement shows that they have a loyal mindset at the time. This comes from the positive feedback they receive regarding the parties' quality services. One of the key determinants of excellent service is element competency from everyone within a firm that possesses the abilities and information required to provide a certain service.

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