

The Influence of Satisfaction, Trust and Price on Garuda Indonesia Passenger Loyalty at Sultan Hasanuddin Makassar International Airport

Shadli Rolaskhi (shadlirolaskhi155@gmail.com)
Universitas Muhammadiyah Kupang

Abstrak

This research was conducted with the aim of: (1) To determine and analyze the influence of satisfaction on passenger loyalty; (2) To determine and analyze the influence of Trust on passenger Loyalty; (3) To find out and analyze the effect of price on passenger loyalty. This research uses data collection techniques through observation by distributing questionnaires to respondents. The sample in this study was 100 people representing all Garuda Indonesia passengers who traveled through Sultan Hasanuddin Makassar International Airport. This research was conducted from 15 December 2023 to 15 February 2024. The data was analyzed using the Statistical Program of Social Science version 25. The results of this research show that: (1) Satisfaction has a significant positive effect on passenger loyalty; (2) Trust has a significant positive effect on passenger loyalty. Price has a significant positive effect on airline passenger loyalty; (3) Price has a positive and significant effect on increasing sales volume.

Keywords : Satisfaction, Trust, Price, Loyalty

Introuction

The world community's need for air transportation services continues to increase in line with increasing development and tourism in each country. There are around twenty-three thousand six hundred air carriers in the world providing transportation services for transporting people and goods between one airport to another. Air transportation is increasingly developing, encouraging every airline to also develop services and human resources to meet customer needs and comfort. According to Adisasmitha & Sakti, (2012), air transportation (flight) services which have the advantage of high speed have attracted the attention of the public who use aviation services. Everyone wants faster, more efficient and smoother results, including when developing a service company. In the era of globalization and increasingly tight competition in the aviation industry, airlines such as Garuda Indonesia are faced with big challenges to maintain and grow market share and maintain customer loyalty. As demand for aviation industry services continues to increase, the Company continues to develop its flight network to cities with economic growth and new tourism in the western and eastern regions of Indonesia. Increasingly fierce competition will make business people more enthusiastic in providing services to consumers, with the aim of providing a sense of satisfaction to customers and being able to have a competitive edge compared to competitors.

Competition in the business world, especially airline companies, is not only caused by globalization factors, but this condition is also triggered by consumers who are increasingly smart and demanding. From a company's perspective, there are many ways that companies do this. One effective way to differentiate (change) is through improving the quality and quality of services provided. A company that is able to compete in the business world is a company that can provide quality products. So that the company has made improvements, especially in the quality of its service. This can make the company quite good in a company's main business. Consumer satisfaction is a strategic target so that companies can grow and develop and continue to exist in the face of change. They can grow and develop and continue to exist in the face of changes in intense competition like now (Semmaila, 2020).

In general, a product or service that is trustworthy and satisfying is usually desired by consumers. Competition with increasingly high intensity triggers companies to be more focused on consumer desires in a more careful, thorough manner and not putting it solely from the company's point of view (Harumi, 2016). The number of loyal consumers marks the success of a company. When consumers are loyal to

a company, they will shop and use it repeatedly. The role of business as a provider of quality services to the community is one of the keys to business success. Every company tries hard to be able to win the sympathy of potential customers to use their services due to increasingly competitive business competition (Hariyatningsih, Suddin, & Ernawati, 2016).

Pan, Sheng, and Xie (2012) created a conceptual framework with a larger viewpoint, in which consumer loyalty is defined as being loyal not just to visible items, but also to services or service providers. Customer loyalty is defined as the strength of a customer's positional connection to a brand or service provider, as well as his or her intention to repeatedly repurchase the brand or patronize the service provider in the future. Pan et al. (2012) divide the elements that influence loyalty into two groups. The first group includes customer-related criteria including as satisfaction, trust, psychological commitment, and loyalty program membership. The second group includes product-related characteristics such as perceived value, quality, fairness, switching costs, and brand reputation.

Customer satisfaction and trust are important variables in determining an airline's performance, in addition to price and service quality. Airlines that want to keep their consumers must grasp the value of fostering happiness and trust in their relationships. In this scenario, Garuda Indonesia has the chance to increase customer loyalty by providing a high level of satisfaction through quality service and building confidence through strict adherence to safety and consistency in service. Both play an essential part in developing long-term relationships with travelers and turning them into loyal clients. According to the data, the number of users of Garuda Indonesia airline services may be shown in Figure 1.



Figure 1: Number of Garuda Indonesia Airline Service Users.

In terms of service, Garuda Indonesia has three service standards: maximum service standards (full service), which includes free snacks and drinks for flights under 90 minutes and heavy meals for flights longer than 90 minutes. Additionally, 20 kilograms of checked baggage is free of charge. Medium standard (medium service) airlines provide snacks and mineral drinks at no additional cost, as well as free checked baggage up to 15 kilograms. Food, drinks, and luggage are available for an additional cost with minimal service standards. Consumer satisfaction plays a significant role in developing consumer loyalty. Customers who are satisfied with their service and experience are more inclined to return to the same airline on their future trip. To attain high levels of satisfaction, airlines must first understand their customers' preferences and expectations, and then attempt to meet or surpass them. Aside from that, trust is quite vital in developing consumer loyalty. Customers' faith in airlines fosters strong, mutually beneficial relationships. Trust refers to a customer's idea that an airline will give continuous and dependable service.

Customers who feel trusted are more likely to remain loyal to the airline. Customer satisfaction refers to the good thoughts and amount of satisfaction that customers have after using a product or service from a company or airline. In the case of Garuda Indonesia, this covers travel experience, cabin service, ground service, punctuality, and other variables that affect customer satisfaction. Customers who are satisfied with their airline services are more likely to return and provide positive comments, which can boost the company's reputation and market share. According to Oliver (1999), customer satisfaction results from a comparison of consumer expectations and views of the company's performance. Oliver further claimed that customer happiness has a substantial impact on customer behavior, such as repeat purchases and good discussions about the brand. Morgan and Hunt (1994) argue that trust is essential in

customer-company partnerships. They define trust as the confidence that another party (in this case, Garuda Indonesia) would keep its promises and act in accordance with expectations.

PT Garuda Indonesia, a state-owned enterprise (BUMN) in the aviation sector, prioritizes service excellence (Hariyatningsih et al., 2016). Garuda Indonesia is a firm primarily engaged in commercial aviation, with the Indonesian national airline flying to over 40 domestic and 36 international locations. As a result of this tragedy, customers formed Garuda Indonesia as a business support facility. Garuda Indonesia is an airline that offers full service through the experience service concept, which is a novel service concept designed to bring comfort to passengers. This concept is centered on the five senses and encompasses all client touch points, from pre-journey to post-flight and post-journey services. The aviation services they provide prioritize customer comfort and safety during travel. Garuda Indonesia wants to achieve customer satisfaction and a positive brand image in the hopes that customers would remain loyal and continue to use their services (Hariyatningsih et al., 2016). However, rivalry in the aviation business has become increasingly strong, both domestically and internationally. To retain client loyalty, businesses must continue to give exceptional service. The current dilemma stems from airlines' increasingly strong battle for passenger attention. Lion Air, one of Garuda Indonesia's main competitors, is renowned for its concentration on cheap fares (Hariyatningsih et al., 2016).

Faced with this, Garuda Indonesia's management remains committed to increasing service quality with a full-service strategy targeted largely at retaining loyal customers. Garuda Indonesia Airlines, particularly at Sultan Hasanuddin International Airport in Makassar, which is a civil enclave airport and one of the busiest on Sulawesi Island, should strive to provide maximum satisfaction to its passengers while also strengthening the company's image by comparing its services to those of other airlines. This approach will undoubtedly strengthen Garuda Indonesia's reputation among its passengers.

Method

This study method takes a quantitative approach. Quantitative research methods involve studying the correlations between variables to evaluate certain theories. Quantitative research is based on the positivist philosophy and is used to study specific populations or samples, collect data using research instruments, and analyze quantitative or statistical data with the goal of testing predetermined hypotheses (Sugiyono, 2018:15). To determine the level of explanation between variables, specifically through associative study. Associative research investigates the relationship between two or more variables, focusing on roles and causal relationships, specifically between the independent variable oxygen and the endogenous dependent variable. This research is designed as a survey, with the goal of analyzing facts and data that support the information required to support the research debate, as well as solving and answering the main problem stated, which is the influence of satisfaction and trust on the loyalty of Garuda Indonesia airline passengers.

Results and Discussion

The Impact of Satisfaction on the Loyalty of Garuda Airlines Passengers in Bandar Sultan Hasanuddin Makassar International Airlines.

The findings of statistical testing show that contentment has a considerable positive impact on Garuda airline passengers' loyalty at Sultan Hasanuddin International Airport. client satisfaction has a significant impact on client loyalty in the aviation business, especially Sultan Hasanuddin International Airport. Customers are likely to be satisfied if Garuda Airlines meets or exceeds their expectations for service, comfort, and flight experience. This happiness will have a beneficial impact on loyalty, as customers will prefer to utilize Garuda Airlines again for their next trip. Customer satisfaction enhances Garuda Airlines' reputation at Sultan Hasanuddin International Airport. When consumers are pleased with the service and experience they receive, they are more likely to offer good feedback and refer the airline to friends and family. This good reputation can increase consumer loyalty since people trust brands that have proved to give a positive experience. Customers who are satisfied with Garuda Airlines are more likely to make repeat purchases. They may choose the same airline for their future vacation without evaluating alternative options. This indicates a high level of brand loyalty. Customer pleasure is one of the most important aspects in brand loyalty. Satisfied consumers are more inclined to stick with Garuda Airlines, even if other options are available. They may reject offers or promotions from other airlines since they are satisfied with Garuda's services. High customer satisfaction can assist Garuda Airlines improve its business operations. Satisfied consumers may be more likely to acquire additional

services, such as class upgrades or airline merchandise. This can lead to increased revenue and long-term business expansion. This study is consistent with that conducted by Arif Fahrudin, 2020, on the Influence of Satisfaction and Trust on Garuda Indonesia Passenger Loyalty at AdiiSoemarmo Airport. The study will look at how satisfaction and trust affect the loyalty of Garuda Indonesia airline passengers at Adi Soemarmo Airport in Boyolali, Central Java, Indonesia. This is considered quantitative research. This study's response rate was 68%, with 100 questionnaires delivered to respondents. This study used multiple linear regression analysis with SPSS version 25 as the data processing tool. The research findings suggest that Garuda Indonesia airline passengers' loyalty is highly influenced by their happiness and trust, both partially and concurrently. Thus, customer satisfaction plays a critical part in developing customer loyalty to Garuda Airlines at Sultan Hasanuddin International Airport. By offering a satisfactory experience to customers, the airline may improve customer connections and reap long-term rewards in the form of loyalty and commercial growth.

The impact of trust on the loyalty of Garuda Airlines passengers in Bandar Sultan Hasanuddin Makassar International Airport.

The findings of statistical testing show that contentment has a considerable positive impact on Garuda airline passengers' loyalty at Sultan Hasanuddin International Airport. Customer trust in airlines like Garuda Indonesia can have a big impact on their level of loyalty. At Sultan Hasanuddin International Airport, trust can be a powerful motivator for passengers to choose and remain loyal to Garuda. Trust can influence passenger loyalty in numerous ways, including:

- 1) Service level: Customer trust in Garuda Indonesia is typically based on the level of service they receive. If passengers perceive that the airline provides dependable, safe, and comfortable service, they are more likely to choose Garuda for their future flight. This conviction can be based on personal experience or testimonials from others.
- 2) Customer confidence in Garuda's compliance with aviation safety requirements is a concern. Important element. Passengers want to be sure that their airline prioritizes safety and security in all parts of its operations. If consumers believe Garuda has a strong reputation in this area, they may be more likely to stay loyal to the airline.
- 3) Transparency and Communication: The airline's transparency and communication are also important factors in building trust. Passengers want to believe that they are receiving clear and accurate information on flight schedules, changes, and other policies. If Garuda Indonesia succeeds in establishing a reputation for transparency and effective communication with passengers, it will gain their confidence and loyalty.
- 4) Meeting Promises: A trustworthy airline is one that keeps its promises to customers. This could be a promise to be on time, provide services, or solve problems swiftly and efficiently. If Garuda continually meets or exceeds consumer expectations, trust in the airline will increase, and customers will be more willing to use their services again in the future.
- 5) Reputation and Testimonials: Garuda's reputation in the airline industry might affect customer trust. Positive testimonies from former passengers, as well as positive assessments of Garuda flying experiences, can help to establish trust in the airline. In contrast, if Garuda has a terrible reputation or a bad experience, it may erode trust and weaken customer loyalty.

Arif Fahrudin, 2020, conducted the same research. Where are the results?

The study's findings reveal that customer happiness and trust have a substantial influence on Garuda Indonesia airline passenger loyalty, both partially and simultaneously. In general, trust is a major factor influencing passenger loyalty to airlines like Garuda Indonesia at Sultan Hasanuddin International Airport. Building a strong, consistent, and trustworthy reputation allows Garuda to strengthen ties with clients and reap rewards in the form of long-term loyalty.

Price Influence on Garuda Airlines Passenger Loyalty at International Sultan Hasanuddin Makassar Airport.

The findings of statistical testing show that contentment has a considerable positive impact on Garuda airline passengers' loyalty at Sultan Hasanuddin International Airport. The impact of price on passenger loyalty to Garuda Airlines at Sultan Hasanuddin International Airport can be enormous. Passengers frequently examine ticket rates across multiple airlines before making a purchase. Customers may prefer Garuda if it offers competitive or even lower pricing than its competitors for the same route. Competitive prices can influence passenger loyalty since they believe they are receiving a fair deal for

their money. Garuda Indonesia frequently provides promotions, discounts, and special deals to travelers. Offers like these can be a powerful incentive for passengers to pick.

Garuda outperformed other airlines. Passengers who believe they received a good bargain or additional perks from a lesser ticket may choose Garuda again for their future journey. Ticket costs may have an impact on airline loyalty programs. Passengers who earn points or prizes based on their ticket purchases may choose to continue with Garuda in order to accumulate more points or advance in the loyalty program. Commitment programs like this have the potential to impact travelers' long-term commitment to Garuda. Ticket pricing can also shape passengers' opinions of airline service quality. Relatively high ticket costs can lead passengers to believe that Garuda Indonesia provides better or more lavish services than other airlines with lower prices. However, too low ticket costs may cause some passengers to question the quality of service. Titis Kurnia Aziz Ma'ruf and Nuning Agustina Ambarsari conducted research into the impact of pricing on airline passenger loyalty. This study looked at the impact of ticket prices and brand image on Citilink Airline passenger loyalty at Adi Soemarmo Solo International Airport.

The study's goal is to determine whether pricing and brand image have a partial or simultaneous impact on passenger loyalty to Citilink airline at Adi Soemarmo Solo International Airport. This data collection strategy involves distributing questionnaires to a sample of Citilink airline customers, namely 100 responders. The research results show that there is an influence of ticket prices on passenger loyalty with a calculated T value of $3.059 > T \text{ table } 1.984$; there is an influence of brand image on customer loyalty with a calculated T value of $2.97 > T \text{ table } 1.984$; and there is an influence of ticket prices and brand image concurrently on customer loyalty to Citilink airline at Adi Soemarmo Solo Airport with a calculated F value of $61.088 > F \text{ table } 3.09$. Most travelers choose an airline based on the balance of ticket price and service quality. If Garuda can give a great experience at a reasonable price, consumers will likely be satisfied and more likely to stay loyal to the airline. Thus, ticket pricing might have a considerable impact on Garuda Airlines' passenger loyalty at Sultan Hasanuddin Makassar International Airport. Garuda can sustain and develop customer loyalty in the aviation business by providing competitive prices, appealing promotions, and striking a balance between price and service quality.

Conclusion

Satisfaction has a major beneficial impact on Garuda Indonesia passenger loyalty at Sultan Hasanuddin Makassar International Airport. Customers will be satisfied if Garuda Indonesia airline meets or exceeds their expectations for service, comfort, and flight experience. As a result, customers are more likely to choose Garuda Indonesia for their future trip. Trust has a major positive effect on Garuda Indonesia airline passenger loyalty at the International Sultan Hasanuddin Makassar Airport. Customer trust in Garuda Indonesia airlines has a substantial impact on passenger loyalty, which can play an important part in convincing passengers to choose and stay loyal to Garuda Indonesia. The price has a major beneficial impact on Garuda Indonesia passenger loyalty at Sultan Hasanuddin Makassar International Airport. This is because travelers frequently research ticket rates from multiple airlines before making a purchase choice. Customers will prefer Garuda Indonesia if it offers competitive or even cheaper pricing than its competitors for the same route. Competitive prices can influence passenger loyalty since they believe they are receiving a fair deal for their money. Relatively high ticket costs can lead passengers to believe that Garuda Indonesia provides better or more lavish services than other airlines with lower prices.

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