**Effect of Service Quality on Customer Satisfaction and Loyalty Sultan Iskandar Muda International Airport Aceh Indonesia as the World’s Best Airport for Halal Travellers**

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Abstract

**Purpose -** This paper aims to identify and analyze the effect of service quality on customer satisfaction and customer loyalty. This journal analyzing the influence of the quality of existing services to customer satisfaction on the quality of such services and simultaneously to test the influence of the service quality on customer loyalty.

**Design methodology / approach** - The tools used to collect information on this research is the survey addressed to the respondent who has been to Sultan Iskandar Muda International Airport. The analysis tool used is a simple linear regression service quality to customer satisfaction and customer loyalty.

**Findings -** The findings in this paper confirm that the quality of service has positive and significant influence on satisfaction and in terms of customer loyalty. Based on the theoretical view, the meningkatnyaa quality of service will improve customer satisfaction and customer loyalty Sultan Iskandar Muda International Airport as the World’s Best Airport for Halal Travellers

**Limitation of the study** - the main limitation of this study is that the sample used only of visitors who have been to Sultan Iskandar Muda International Airport as the World’s Best Airport for Halal Travellers without considering variables in addition to service quality, customer satisfaction and customer loyalty.

**The practical implications** - From this journal can be concluded that, by improving service quality factors can increase customer satisfaction and customer loyalty. This is consistent with research that shows the quality of service has a positive and significant impact on customer satisfaction and customer loyalty.

**Social Implications** - In this journal, are finding that to make a product both goods and services, quality of service has a great influence in improving customer satisfaction and loyalty. The Company shall have the right strategy to meet customer needs in order to create customer satisfaction so that also create customer loyalty for repeat purchases ensued and recommend products to other customers so that marketing can be said to be effective.

***Keywords: Service Quality, Customer Satisfaction, Customer Loyalty***

**Theoretical Framework**

**1. Quality of Service**

Stemvelt (2004: 210) states that the concept of quality of service is a perception of revolution overall quality is unthinkable and became an idea that should be formulated (formulation) so that its application (implementation) could be tested again (evaluation), to be a dynamic process, ongoing, continuous in customer satisfaction.

In comparing between Expectations and Performance created kesejangan (discrepancies). This gap is called the GAP. There are 5 GAP with respect to service quality issues.

GAP 1 is a gap between customer expectations - Perception Management. Relative GAP 1, the three filed Proposition 1: "The gap between customer expectations and perceptions (performance) management on such expectations will have an impact on customer service quality assessment."

GAP 2 is the gap between Perception Management - Service Quality Specifications. GAP 2 in connection with this, the three filed Prosposisi 2: "Gap between management perception about customer expectations and specifications kualitan services will have an impact on the quality of service from the customer's perspective."

GAP 3 is a gap between the specification Quality Services - Implementation Services. GAP 3 in connection with this, the three filed Prosisi 3: "Gap between service quality specifications and actual service delivery will have an impact on the quality of service from the customer's perspective."

GAP 4 is the gap between the Implementation Services - External Communication. In connection with this 4-GAP, the trio filed Proposition 4: "The gap between the actual service delivery and external communications ministry will have an impact on the quality of service from the customer's perspective."

GAP 5 is the gap between the performance Expected (Expected Service) - Services Received (Perceived Service). GAP 5 in connection with this, the three filed a Proposition 5: "Quality and customer teriman in service is a function of the magnitude and direction of the gap between the expected service and the service received."

Based on GAP GAP 1 to 5, the three filed Proposition 6 that "GAP 5 = f (GAP1, GAP2, GAP3, GAP4).

**Components Service Quality**

Through a series of focus group discussions they held, Parasuraman, et. al. filed 10 categories of Quality of Service. All 10 category they call "Service Quality Determinants." All 10 categories --menurut mereka-- they may be overlapping because they build it through exploratory studies which incidentally uses a qualitative approach. They summarize all the 10 determinant into a table, which is more as follows:

1. **Reliability**

include consistency of performance and reliability. That is, the organization showed immediate service. It can also mean the organization honor its promises. In detail include:

1. **Responsiveness**

is the desire or readiness of employees to provide services, includes:

* Delivery slip immediate transactions;
* Addressing customer feedback quickly;
* Providing service introduction (eg designing an appointment quickly).

**3. Competence**

means mastering the skills and knowledge required to perform services, including:

* Knowledge and expertise in contact personnel;
* Knowledge and expertise in operations support personnel;
* Ability to research organizations.

**4. Access**

is easy and close contact. He means:

* Services are easily accessible by phone (path not Sibut and not telling wait);
* The wait time is not long services;
* Hours of operation are convenient;
* Location convenient service facilities.

**5. Courtesy**

includes hospitality, respect, tolerance, and friendship in the contact personnel (including receptionists, telephone operators, etc.), include:

* Tolerance for personal belongings of customers;
* Display a clean and tidy the room service.

**6. Communication**

means to ensure customers receive information in a language they can understand and listen to them. Also it means that the organization must adapt the language to different customers. It includes:

* Explanation of the service itself;
* Explanation of how the cost of a service
* Explanation of how the regular service and exchanged;
* Convincing customers that the problem will be addressed.

**7. Credibility**

includes trust, confidence, honesty. It includes the appearance of the condition that the interests of customers is everything. Contributor's credibility is:

* The name of the organization;
* The reputation of the organization;
* Personal characteristics of the personnel who come into contact;

**8. Security**

is freedom from danger, risk, or doubt include:

* Physical security;
* Financial Security;
* Confidentiality.

**9. Understanding / Knowing the Customer**

includes make an effort to understand the needs of customers, including:

* Learning to understand the special needs of customers;
* Provide personal attention;
* Recognize regular customers.

**10. Tangibles**

services include physical appearance;

* The physical facilities;
* Appearance of workers;
* Tools or equipment used to carry out the service;
* Physical representative of the service, such as a plastic credit card or bank statement;
* Another customer in a care facility.

**Customer Satisfaction**

The concept of customer satisfaction by Umar (2007: 65) is the level of consumers' feelings after comparing between what is received and hopes. A customer, if satisfied with the value that is given by the product or service, it is very likely to become a customer for a long time.

According Tjiptono (2008: 169), many developing definitions for customer satisfaction five is among others

1. The feeling after evaluating the product user experience.
2. customer response to the evaluation of the perception on the difference between the initial expectations before purchase (other performance standards) and the actual performance of the product as well as the perception after using or consuming the products concerned.
3. after-purchase evaluation that compares the overall perception of the performance of the product with a pre-purchase expectations.
4. the size of the total product performance compare an organization in a series of customer needs.
5. the level of one's feelings after comparing the performance of which he perceived to his expectations.

According to Kotler (In johanes, 2009: 47) defines satisfaction as feeling happy or disappointed that comes from the comparison between the perceptions of a product results with expectations. If the performance of the product from consuming experience under his hopes, this condition shows it is not satisfied (Dissatisfied), if both satisfied (Satisfied), and if the above is very satisfied (Higly Satisfied). The consequence of this definition is based on the measurement of the satisfaction gap between expectation and experience, without question the first dimension and the indicators used as a measure of customer satisfaction. Implicitly, this concept must meet the assumption that the respondents had already had hopes of goods and services to be consumed, and this assumption is not always met.

According to Zeithaml (in Erida, 2009: 1) that the consumer satisfaction will dipenagruhi by specific features of the product or service and the perception of the quality. Quality of services basically describes the extent to which services are perceived customers can meet their expectations. Quality is the dominant element in the evaluation of customers. In cases where the service offered is a combination of the physical product, quality of service is important in determining customer satisfaction.

From the definitions above, it can disimpulakan that customer satisfaction is the result of a perceived on the products and services of equal or exceed the desired expectations.

**Customer Satisfaction Indicators**

Hawkins and Lonney cited in Tjiptono (2008: 101) attributes forming the satisfaction consist of:

**1. Compliance Expectations**

Is the degree of correspondence between the performance customers expect products with perceived by the customer, include:

* The products obtained meet or exceed expected.
* Services by employees obtained match or exceed expected.
* Supporting facilities obtained meet or exceed expected.

**2. Interests visit again**

Is the willingness of customers to visit again or re-purchase of the related products include:

* Keen to come back because the services provided by the employees satisfying.
* Keen to come back because of the value and benefits gained after consuming the product.
* Interested to visit again because adequate support facilities are provided.

**3. Willingness recommend**

Is the willingness of customers to recommend products that have been felt to friends or family, include:

* Advise friends or relatives to buy the products offered for outstanding service.
* Advise friends or relatives to buy the products offered for adequate support facilities are provided.
* Advise friends or relatives to buy the product because the value or benefit is obtained after taking a service product.

**3. Customer Loyalty**

Loyalty or faithfulness is defined as a strongly held commitment unyuk purchase or subscribe to a particular product or service again in the future even though there is the influence of the situation and the potential marketing effort menyebabkab changes in behavior (Kotler and Keller, 2007: 175).

According shert and Mittal in Tjiptono (2008: 387) suggests customer loyalty is customer commitment to a brand, stores and suppliers, based sikapyang very positive and reflected the positive repeat purchases.

Griffin (2005: 4) as the proposed definition of customer loyalty. Another concept on customer loyalty to mention that the concept of loyalty is more directed to the behavior (behavior) compared with an attitude (attitude) and a loyal customer because it shows purchasing behavior can be interpreted as a regular purchasing patterns and in a long time, which dilaukuan by unit- unit-makers or decision-makers.

Loyal customers is an invaluable asset for the company, because of the characteristics of a loyal customer according to Griffin (2005: 33), among others:

1. To purchase a regularly repeating Customers who are satisfied with the products or services are bought and will buy back.
2. Purchase antarlini products and services In addition to the purchase of the main product or service and the service also purchase the product beyond the wishes of the most anyway.
3. Refer to other people. Provide recommendations to others regarding the purchase of products and services of the company.
4. Shows immunity against competitors pull Customers do not easily switch to other companies that offer similar products or services.
5. Customer demonstrated their loyalty to a company or brand to buy repeatedly, purchase additional products such companies, and recommend it to others.

Tabel 1.1 Operasional Variabel

|  |  |
| --- | --- |
| **Variabel** | **Indikator** |
| Kualitas Layanan | 1. *Reliability* 2. *Responsiveness* 3. *Competence* 4. *Access* 5. *Courtesy* 6. *Communication* 7. *Credibility* 8. *Security* 9. *Understanding/knowing the customer* 10. *Tangibles*   **Parasuraman, et. al. (2001:162)** |
| Kepuasan Pelanggan | 1. Kesesuaian harapan 2. Minat berkunjung kembali 3. Kesediaan merekomendasikan   ***Tjiptono (2004:101*** |
| Loyalitas Pelanggan | * 1. Melakukan pembelian berulang secara teratur   2. Pembelian antarlini produk dan Jasa   3. Mereferensikan ke orang lain.   4. Menunjukkan kekebalan terhadap tarikan pesaing   5. Pelanggan mendemonstrasikan loyalitas mereka   ***Griffin (2005:33)*** |

**Gambar 1. Paradigma Penelitian**

**KEPUASAN**

**PELANGGAN**

**KUALITAS LAYANAN**

**LOYALITAS**

**PELANGGAN**

**Hypothesis:**

• H1: Quality of Service and Significant Positive Effect on Customer Satisfaction

• H2: Quality Service and Significant Positive Effect on Customer Satisfaction

**Research result**

**Validity test**

Test the validity of using factor analysis in order to determine the validity of the questions for each variable or to determine the construct validity (Chenhall and Morris, 1986). Test equipment used to measure the level of intercorrelation is the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA). The instrument must have a value of KMO MSA (Measure of sampling adequacy) more than 0:50 so that the collected data is said to be appropriate for factor analysis (Hair et al., 2006).

**Validity of Test Results Table**

| **Variabel** | **Item** | ***Anti-image Correlation*** | ***KMO Measure of Sampling Adequacy*** | **Ket** |
| --- | --- | --- | --- | --- |
| Kualitas Layanan (X1) | 1 | 0,814 | 0,793 | valid |
| 2 | 0,717 | Valid |
| 3 | 0,797 | Valid |
| 4 | 0,895 | Valid |
| 5 | 0,717 | Valid |
| 6 | 0,755 | Valid |
| 7 | 0,811 | Valid |
| 8 | 0,872 | valid |
| 9 | 0,775 | Valid |
| 10 | 0,771 | Valid |
| Kepuasan (Y1) | 1 | 0,864 | 0,747 | Valid |
| 2 | 0,841 | Valid |
| 3 | 0,739 | Valid |
| 4 | 0,744 | Valid |
| 5 | 0,886 | Valid |
| 6 | 0,730 | Valid |
| 7 | 0,627 | Valid |
| 8 | 0,704 | Valid |
| 9 | 0,669 | Valid |
| 10 | 0,736 | Valid |
| Loyalitas (Y2) | 1 | 0,697 | 0,758 | Valid |
| 2 | 0,833 | Valid |
| 3 | 0,870 | Valid |
| 4 | 0,705 | Valid |
| 5 | 0,697 | valid |
| 6 | 0,714 | Valid |
| 7 | 0,750 | Valid |
| 8 | 0,730 | Valid |
| 9 | 0,876 | Valid |
| 10 | 0,712 | Valid |

The above table shows all the items Variable Quality of Service, Customer Satisfaction and Loyalty Consumers are demonstrating the value of the instruments is not less than 0.5 so declared valid and can be processed to the next step.

**Test Reliability**

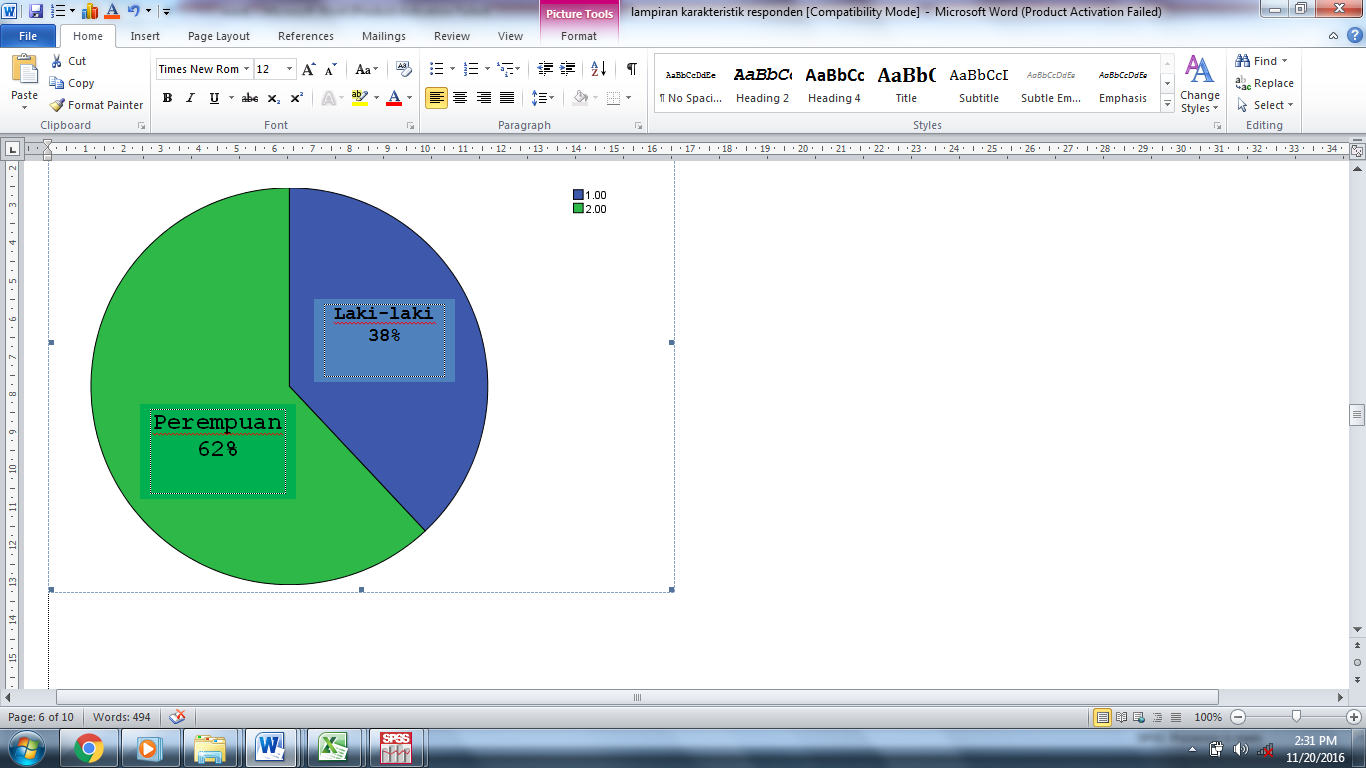
Reliability testing using the coefficient Croanbach's Alpa with SPSS 20.0. Reliability testing is done by looking at the reliability test results with Croanbach's Alpa value> 0.6 = Reliable.

|  |  |  |
| --- | --- | --- |
| **Variabel** | **Cronbach's Alpha** | **Keterangan** |
| Kualitas Layanan (x1) | 0,896 | Reliabel |
| Kepuasan  Pelanggan (Y1) | 0,889 | Reliabel |
| Loyalitas  Pelanggan (Y2) | 0,893 | Reliabel |

The above table shows the value Croanbach Alpha variables of service quality, customer satisfaction, and customer loyalty is greater than 0.6. Based on these results in this study Reliable instrument so as to continue the process of further

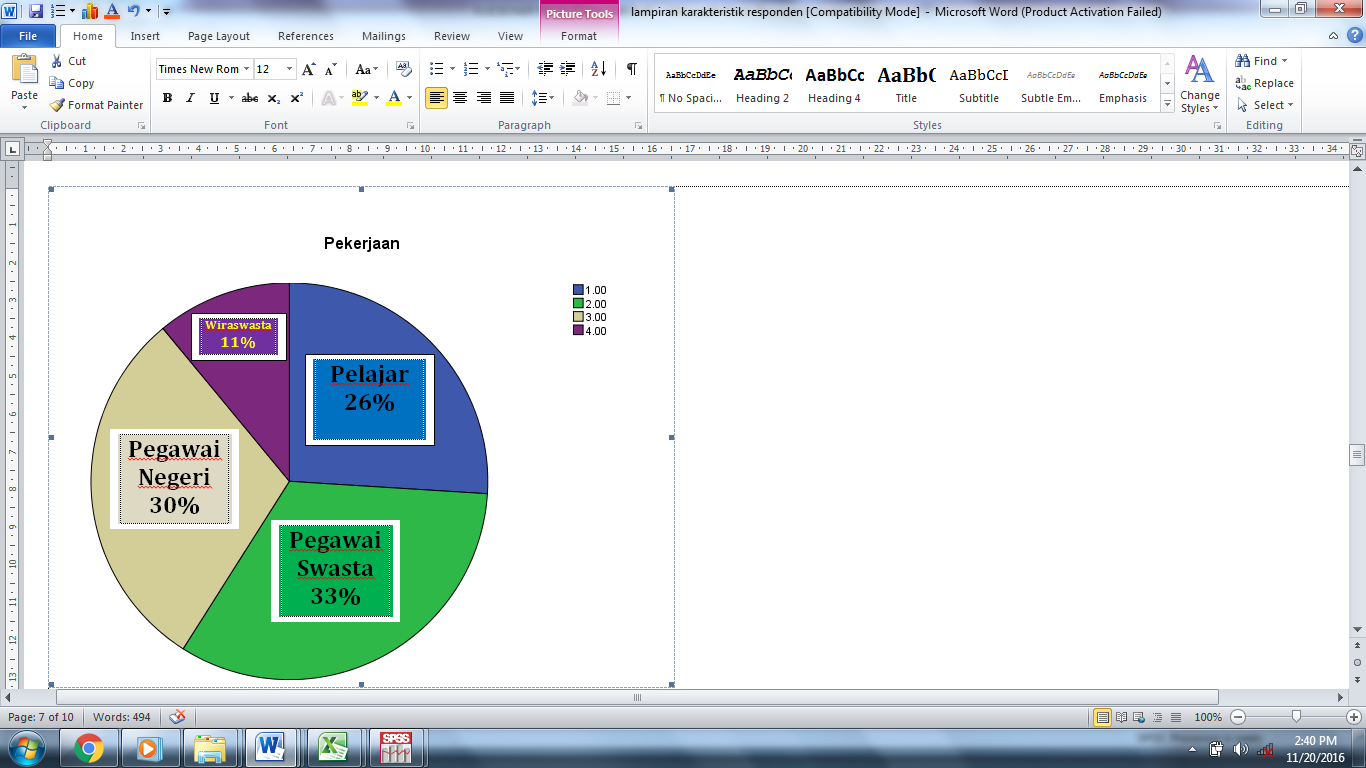
**1. Characteristics of Respondents**

**a. Gender**



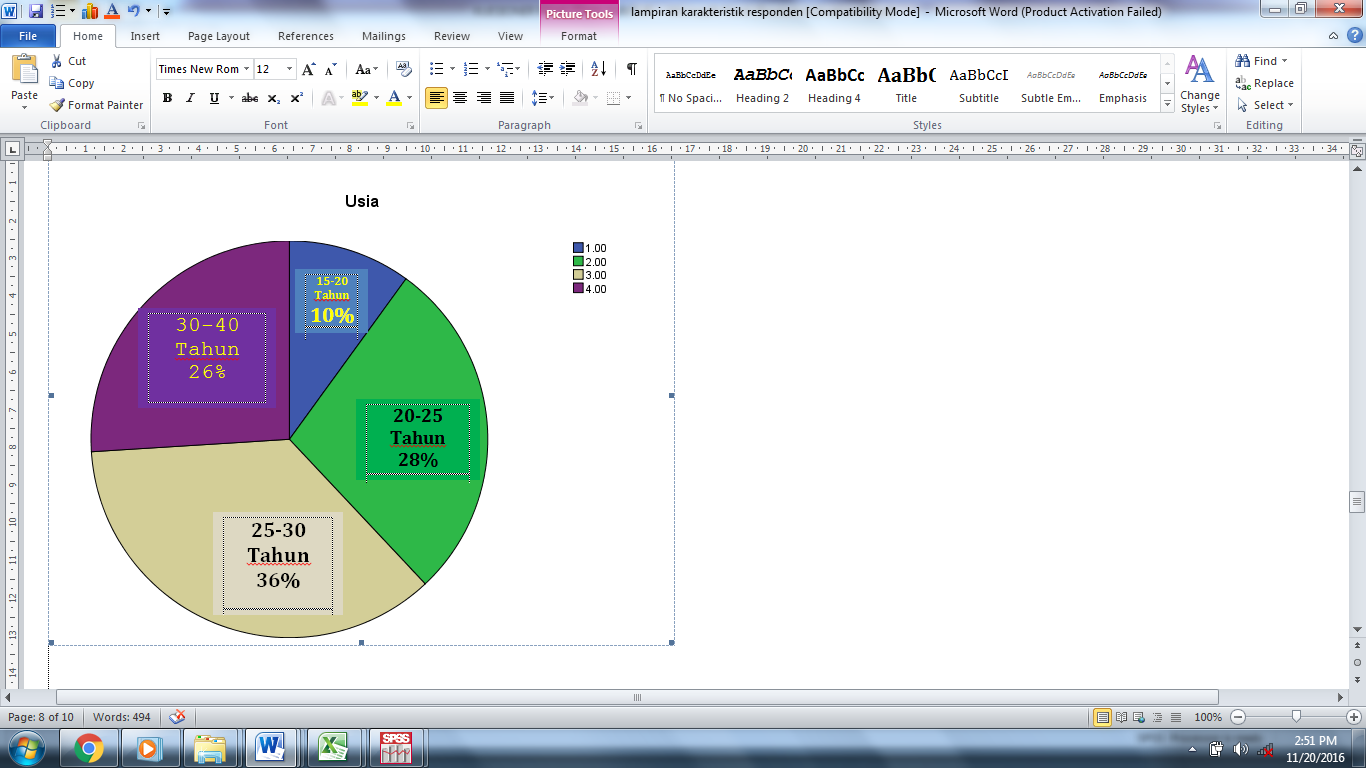
Based on the above table shows the number of visitors to the male sex by 38% and women by 62%. Entire shows most visitors come to Sultan Iskandar Muda International Airport is female.

**b. Work**



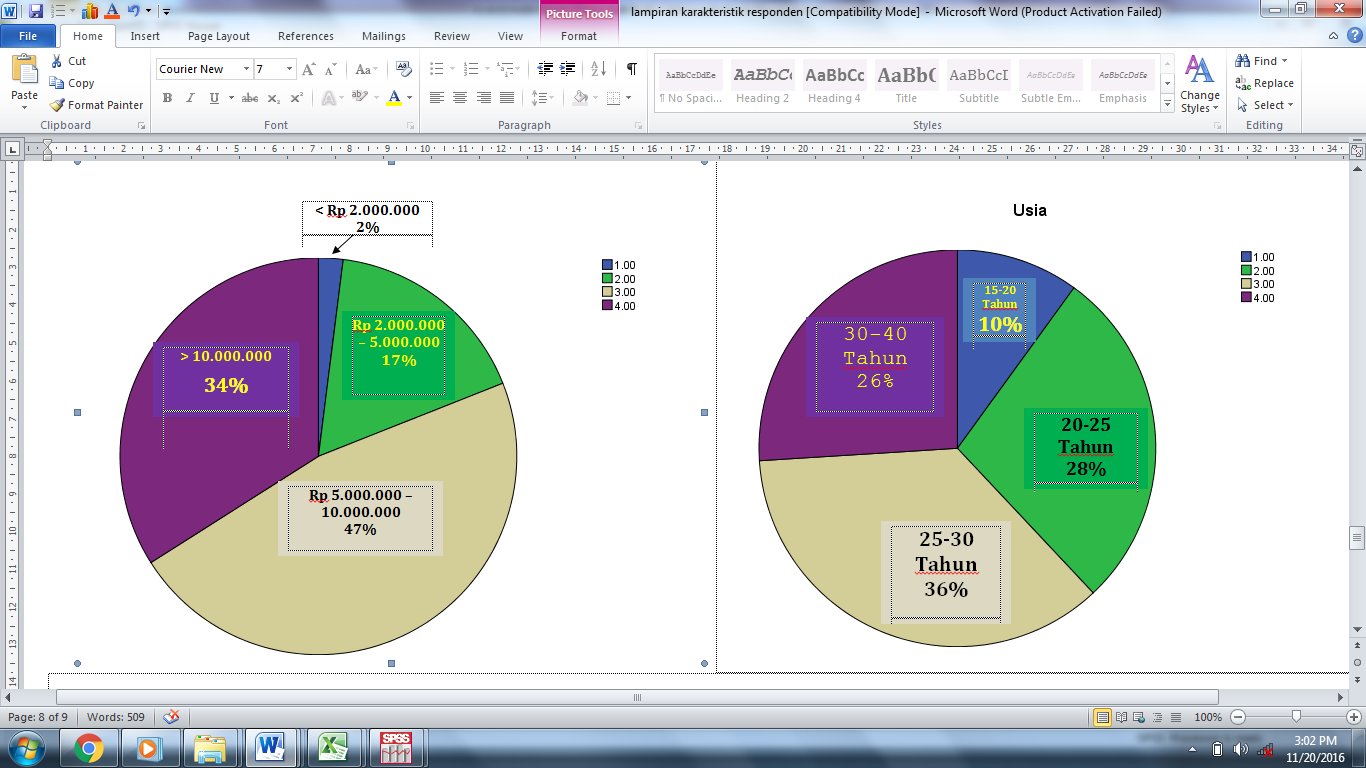
Based on the results of the study showed the number of visitors is still a student by 26%, visitors who work privately by 33%, visitors work of State employees by 30%, and entrepreneurs as much as 6.7%. This means most visitors Sultan Iskandar Muda International Airport status / had a job as private employees.

**c. Age**



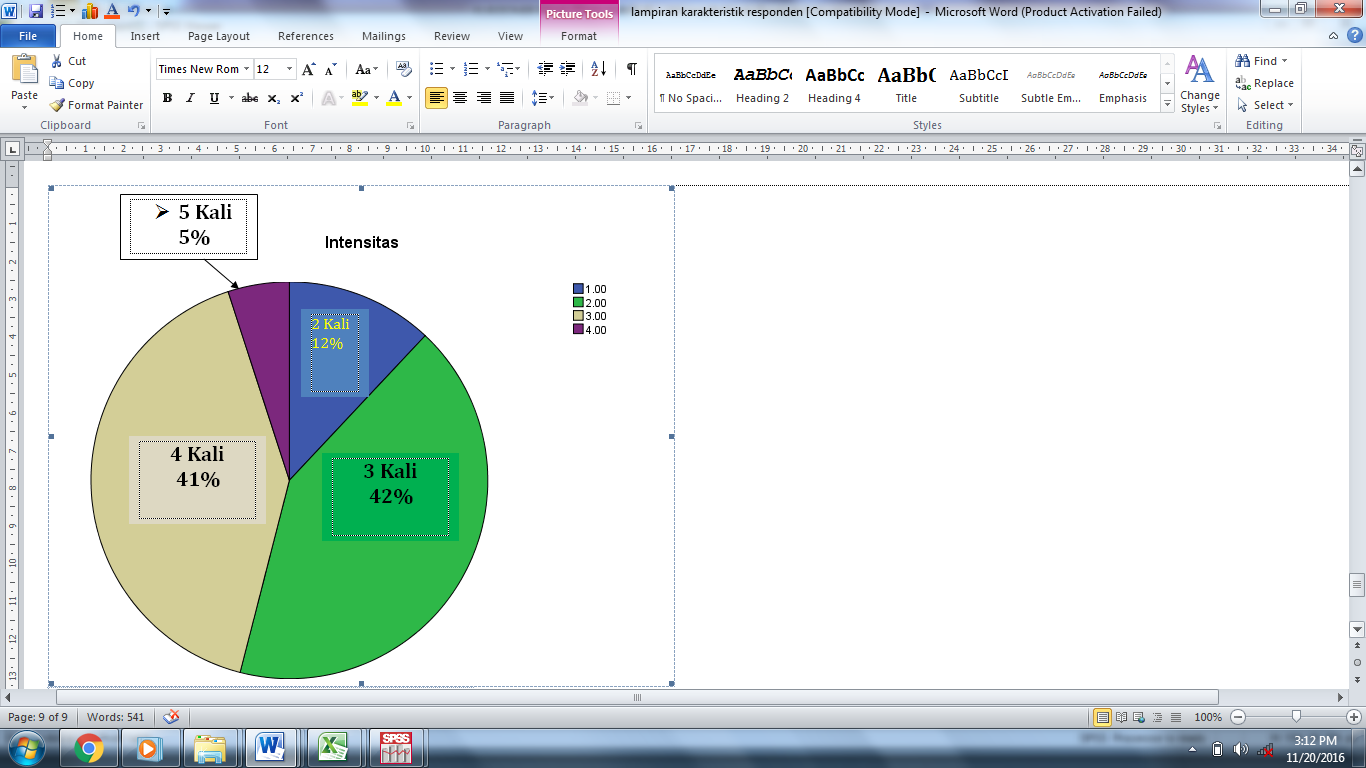
The results of the above table shows respondents aged 15-20 years at 10%, of respondents aged 20-25 years by 28%, of respondents aged 25-30 years by 36%, and respondents over the age of 30-40 years by 26 %. It shows most of the respondents who visited the Sultan Iskandar Muda International Airport aged 25-30 years.

**d. Outcome**



The results showed that the respondents have less than 2 million expenditure by 2%, respondents who had 2-5 million expenditure by 17%, respondents who had 5-10 million expenditure by 47%, and the outgoings> 10 million by 34%. It shows most of the respondents who visited the Sultan Iskandar Muda International Airport has the expenditure of 5-10 million per month.

**e. intensity Been**



The above data indicates respondents who had visited during the two times is equal to 12%, of respondents who had been for 3 times is at 42%, of respondents who have visited 4 times by 41%, and respondents who have been for more dar 4 times by 5%. It shows the majority of respondents had been for 3 times to Sultan Iskandar Muda International Airport.

**2. Results Respondents answer**

**a. Tanulasi Answers on Quality of Service**

| **Kualitas\_Layanan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 18 | 1.8 | 1.8 | 1.8 |
| N | 129 | 12.9 | 12.9 | 14.7 |
| S | 442 | 44.2 | 44.2 | 58.9 |
| SS | 411 | 41.1 | 41.1 | 100.0 |
| Total | 1000 | 100.0 | 100.0 |  |

The above data shows that respondents answered Disagree 1.8%, of respondents who answered Neutral 12.9%, of respondents who answered Agree amounted to 44.2%, and respondents who answered Strongly Agree 41.1%. It showed most respondents responded well to the revelation of Quality of Service.

**b. Tabulation Answers to Customer Satisfaction**

| **Kepuasan\_Pelanggan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 7 | .7 | .7 | .7 |
| TS | 32 | 3.2 | 3.2 | 3.9 |
| N | 145 | 14.5 | 14.5 | 18.4 |
| S | 443 | 44.3 | 44.3 | 62.7 |
| SS | 373 | 37.3 | 37.3 | 100.0 |
| Total | 1000 | 100.0 | 100.0 |  |

The above data show respondents who answered Strongly Disagree 0.7%, the answer Disagree 3.2%, of respondents who answered Neutral 14.5%, of respondents who answered Agree 44.3%, and respondents who answered Very agree 41.1%. It showed most respondents responded well to the revelation of Customer Satisfaction.

**c. Tabulation answers Customer Loyalty**

| **Loyalitas\_Pelanggan** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 6 | .6 | .6 | .6 |
| TS | 33 | 3.3 | 3.3 | 3.9 |
| N | 157 | 15.7 | 15.7 | 19.6 |
| S | 547 | 54.7 | 54.7 | 74.3 |
| SS | 257 | 25.7 | 25.7 | 100.0 |
| Total | 1000 | 100.0 | 100.0 |  |

The above data show respondents who answered Strongly Disagree 0.6%, the answer Disagree 3.3%, of respondents who answered Neutral 15,7%, of respondents who answered Agree 54.7%, and respondents who answered Very agree 25.7%. It showed most respondents responded well to the revelation of Customer Loyalty.

**Regression Results Effect of Service Quality on Customer Satisfaction**

| **Model Summary** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .738a | .544 | .539 | 2.75112 |
| a. Predictors: (Constant), Kualitas\_Layanan | | | | |

The above data shows the variable quality of the service is worth 0,544. This means the quality of service to give effect to Customer Satisfaction by 54.4%, while the remaining 45.6% is influenced by other factors not examined in this study.

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 11.090 | 2.820 |  | 3.933 | .000 |
| Kualitas\_  Layanan | .715 | .066 | .738 | 10.812 | .000 |
| a. Dependent Variable: Kepuasan\_Pelanggan | | | |  |  |  |

The results showed the effect of quality of service is equal to 10.812> 1.984 t table. Significance value of 0.00 is lower than 0.05 so it was significant. It contained positive and significant impact on customer satisfaction Quality of Service Sultan Iskandar Muda International Airport.

**The regression results influence the Service Quality of Customer Loyalty**

| **Model Summary** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .701a | .491 | .486 | 2.72925 |
| a. Predictors: (Constant), Kualitas\_Layanan | | | | |

The above data shows the variable quality of the service is worth 0.491. This means the quality of service to give effect to Customer Loyalty of 49.1%, while the remaining 50.9% is influenced by other factors not examined in this study.

| **Coefficientsa** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 13.068 | 2.797 |  | 4.672 | .000 |
| Kualitas\_  Layanan | .638 | .066 | .701 | 9.732 | .000 |
| a. Dependent Variable: Loyalitas\_Pelanggan | | | |  |  |  |

The results of the research can show the value t Quality of service is equal to 9.732> 1.984 t. This means there is positive. Significant value of 0.000 less than 0.05. this means that there is a positive influence on the Service Quality of Customer Loyalty. Sultan Iskandar Muda International Airport. So the hypothesis is accepted.

**CONCLUSION**

Based on the results of the study showed:

1. Quality of Service has a positive and significant impact on the Customer Satisfaction Sultan Iskandar Muda International Airport.
2. there is no positive effect on the Quality of Service Customer Loyalty Sultan Iskandar Muda International Airport.

**IMPLICATIONS**

Some things that can be done by the manager of Sultan Iskandar Muda International Airport is:

1. Should the manager of Sultan Iskandar Muda International Airport further improve matters related to improving the quality of service Overall. This is because of the overall quality was still needs to be improved by efforts such as improving airport capacity, increase the number of information centers, availability of support facilities such as prayer rooms, a canteen, and souvenir shopping. Hopefully, by the increase of this sort will also improve the overall service quality of Sultan Iskandar Muda International Airport.
2. Should the manager of Sultan Iskandar Muda International Airport further improve matters related to customer satisfaction on the intensity of a visit to the Sultan Iskandar Muda International Airport because the view presented is very interesting. This means the overall lay-out interior indoors airports need to be repaired. Repairs done for example with the repair facility must comply with standard international airport, ranging from services, facilities, friendliness. Expected by these improvements will enhance customer satisfaction.
3. Should the manager of Sultan Iskandar Muda International Airport further improve matters related to invite others to come and see the beauty of the Sultan Iskandar Muda International Airport. In this regard, of course, closely related to the improvement of the quality of existing services, meaning that when these services are satisfying, will also increase customer satisfaction and loyalty. An effort in order to attract customers to encourage other customers to come for example leave a promo for customers who recommend and bring new customers to visit the Sultan Iskandar Muda International Airport.

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