

The Effect of Service Quality, Service Marketing Mix and Customer Value on Consumer Satisfaction and its Impact on the Loyalty of the Consumer Industry of the Low-Cost Carrier Flight in Indonesia

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Abstract:- The objectives of this research is to analyze impact service quality, service marketing mix, and customer value on customer satisfaction and customer loyalty in low-cost carrier airline industry, in Indonesia. The research design used in the study is explanatory design which explains the causal relationship among variables and scoring all indicators for each variables. The study location is in Terminal-2 Soekarno-hatta Airport, Tangerang, Banten Province. Object of airlines researched are Citilink, Lionair, Air Asia dan WingsAir. The dissertation used primary data from questionnaire filled out by the 200 respondents. The sample selection used judgment sampling. The analysis tool used of research used descriptive statistics such as percentage, mean, and chi-square, and Structural Equation Modeling (SEM) using Lisrel. The descriptive analysis shows that the level of service quality, service marketing mix, customer value, customer satisfaction and customer loyalty is well perceived. The results of relationship among variables stated that the Service Quality has significant impact on customer satisfaction and loyalty, marketing mix has no significant impact on customer satisfaction and loyalty; Customer value has significant impact on customer satisfaction and loyalty, and customer satisfaction has significant impact on customer loyalty,

Keywords:- Loyalty , Service Quality, Marketing Mix, Value, Satisfaction.

I. INTRODUCTION

At present almost all airlines have programs to make loyal customers, where all of them have similar programs. Travelers collect points by taking personal trips or business trips with their partners using airlines, which then points can be exchanged for air travel or other prizes. The entire loyalty program is designed for the simple purpose of giving a reason for passengers to continue using certain flight services. And now loyalty program users are a very profitable source of revenue for airlines - in fact, they have also been adopted by low-cost carriers (LCCs) such as AirAsia, Jetstar and Cebu Pacific. How can airlines be able to get greater loyalty from today's travelers who are increasingly diverse, have to influence, and are faced with more choices than ever before? Building customer loyalty is not easy with the increasing number of airlines.

With the characteristics of an aviation services business with high levels of product risk and timeliness being important for consumers, finding the ideal model is difficult to build without combining the variables of service quality, marketing mix, and customer value into an inseparable part as a management effort in increasing customer satisfaction (customer satisfaction).

The low passenger satisfaction with airlines, one of the main problems caused by several flights often delay, this was stated by the Ministry of Transportation about the on time performance (OTP) of six airlines in Indonesia for the period January-June 2013 or Semester I The OTP value of an airline is fairly good if the value is above 80%, if the value is above 70% then the OTP of the airline is fairly normal, whereas if the OTP value of the airline is below 70% then it is considered bad. From this evaluation, several factors were found to cause flight delays, namely technical, non-technical and weather factors. Operational technical factors are factors of delay caused by airport conditions (outside of airline management) such as airports cannot be used, runway cracks, delays in refueling, and queues of aircraft that will take off or landing at the airport.

Second, non-technical operational factors, namely flight delays caused by airline management such as flight crew delays, catering delays, delays due to waiting passengers who will check-in, aircraft unpreparedness and late handling on land. These factors accounted for 49.63% or as many as 36,702 flights. Third, the weather factor with a percentage of 15.84% or as many as 11,713 flights. Fourth, other factors, namely flight delays caused by outside airline management, operational techniques, and weather, such as riots or demonstrations in the airport area. These factors accounted for 2.57% or as many as 1,902 flights.

While the factors causing flight cancellations include: First, operational technical factors with a percentage of 0.50% or as many as 370 flights. Second, operational non-technical factors 2% or as many as 1,481 flights. Third, weather factors are 7.74% or as many as 5,726 flights, and fourth, other factors are 0.13% or as many as 94 flights. From the data above shows that the problem of flight delays caused by the biggest factor is non-technical operations caused by airline management, it will affect the performance of the service and the assessment of consumers.

From the identification of the problems above, there are several factors that affect the satisfaction and loyalty of airline customers, including the quality of service they feel, the products of the airline, the promotions they do and the customer value they get. Based on the formulation of this problem, the following research questions were asked.

- Is there an effect of service quality on consumer satisfaction in the domestic low-cost-carrier flight service industry in Indonesia?
- Is there an influence on the service marketing mix on the satisfaction of the low-cost-carrier domestic aviation services industry in Indonesia?
- Is there an influence of customer value on customer satisfaction in the domestic low-cost-carrier flight service industry in Indonesia?
- Is there an effect of service quality on consumer loyalty in the low-cost-carrier domestic aviation industry in Indonesia?
- Is there an effect of the service marketing mix on consumer loyalty in the low-cost-carrier domestic aviation industry in Indonesia?
- Is there an effect of customer value on consumer loyalty in the low-cost-carrier domestic aviation service industry in Indonesia?
- Is there an influence of customer satisfaction on consumer loyalty in the low-cost-carrier domestic aviation service industry in Indonesia?

II. LITERATURE REVIEW

One important factor that is considered by consumers in buying a flight service product is the service factor, which is related to the service or information provided by the flight attendant to passengers. Service is reflected in the five dimensions of service quality, namely employee attitudes and behavior, Access, Reliability, Recovery, and Reputation, according to Fathi and Farahmand (2013) the better the staff's ability to provide services, the more satisfied consumers will be. In addition, the consumer's decision to choose to use aviation service product or the reason consumers switch to competitors is inseparable from the influence of the marketing mix (7P), namely product, price, place, and promotion, people, process, physical evidence. Thus, the right strategy is needed in making a 7P combination so that the products offered by the company can produce levels of customer satisfaction that have implications for customer loyalty. This statement is supported by Raj and Arokiasamy (2012) who found that consumer loyalty is determined by the marketing mix that has been done by the company. Cengiz (2007) also states that the marketing mix affects the level of consumer satisfaction, which in turn will affect consumer loyalty. In addition to service quality and marketing odors, according to Cengiz (2007) Customer Value also influences consumer satisfaction and customer loyalty as reflected in 4 dimensions, namely transparency, comfort, social value, monetary value.

A. *Effect of Service Quality on Consumer Satisfaction*

The relationship between service quality and consumer satisfaction according to the thoughts of Hui, Kandampully and Juwaheer (2009) along with the thoughts of Lai, Griffin, and Babin (2009) which states that service quality has a positive effect on customer satisfaction. According to Schnaars in Hasan (2009) satisfied consumers can provide a good basis for repeat purchases and the creation of consumer loyalty. Sanka (2012) revealed that there is a positive and significant correlation between dimensions of service quality and customer satisfaction. According to Bedi in Ming et al. (2010) providing high quality services is a must for achieving consumer satisfaction. The research is in line with Naem and Saif (2009) who find that consumer satisfaction is the result of service quality.

Bahar et al. (2009) state user satisfaction is a major factor in assessing service quality, where consumers assess the performance of services received and that are felt directly to the product of service. Munawaroh's research results (2005) state that good service quality is very important in creating customer satisfaction. Other research shows that unlike Hu's (2012) findings, Wardhani's (2006) study found that to be able to survive and win the competition in the aviation services industry, airline companies need to have excellent service quality compared to competitor companies because consumers will only be loyal if the quality of services provided in accordance with consumer expectations. The results of Wardhani's research (2006) confirm that it is not enough for aviation service companies to be able to exist in the aviation industry only to promote the marketing mix strategy but it is necessary for companies to implement integrated marketing and service mix in an effort to increase perceived value and customer satisfaction.

Based on the results of these studies, the following hypotheses can be established:

H₁: Service quality affects customer satisfaction

B. *The Effect of Marketing Mix on Consumer Satisfaction*

According to Kotler and Armstrong (2012) product quality is a characteristic of a product related to its ability to meet stated or implied consumer needs. Quality has a direct impact on product performance so that it is closely related to Customer Value and satisfaction. Prices affect the level of sales, profits, and market share that can be achieved by a company. According to Xia, Yang, Jackson, Stoffa, and Sen (2004) price justice refers to the consumer's judgment whether the price set by the seller is reasonable or not, acceptable to the consumer or not. The results of the study of Xia, et al. (2004) price factors influence consumer satisfaction and customer loyalty, the findings of this study are reinforced by the results of Herrmann et al. (2007) who found that consumer satisfaction was directly affected by price perceptions.

Widagdo (2011) states that one of the factors that can influence consumers in purchasing a product is intensive promotion. Promotion is essentially a form of marketing communication aimed at driving demand. What is meant by marketing communication is marketing activities that seek to disseminate information, influence and or remind target markets for companies and their products to be willing to accept, buy, and be loyal to the products or services offered by the company concerned.

Distribution here is related to efforts to facilitate and facilitate the delivery of products from producers to consumers so that their use is as needed. Companies must determine what methods and channels will be used to deliver products to consumers, this will certainly form the selection of distribution channels that can work well so that products can reach consumers and meet their satisfaction.

Asgharpoor (2012) states that distribution factors provide facilities for consumers; or provide access to a product. Asgharpoor's research results (2012) found that the distribution intensity had a significant positive effect on customer satisfaction.

Based on the results of these studies, the following hypotheses can be established:

H₂: Marketing Mix influences Consumer Satisfaction

C. *Effect of Costumer Value on Consumer Satisfaction*

Value is an estimate of consumers about the total ability of a product to meet their needs. The value of each product actually depends on how far the product can approach the ideal product, including the price. Management must be able to know where and how to offer high value. A high value will result in customer satisfaction. This is supported by research Tam (2004) which shows the fact that perceived value has a positive effect on customer satisfaction.

Based on the results of these studies, the following hypotheses can be established:

H₃: Costumer Value affects Consumer Satisfaction

D. *Effect of Service Quality on Consumer Loyalty*

Research by Manjunath and Aluregowda (2013) shows that service quality is an important element in creating customer satisfaction and loyalty. Siddiqi (2011) states consumer loyalty results from high-quality service and customer satisfaction. Akbar and Parves (2009) explained that service quality and loyalty have a positive and significant relationship.

In making policies to increase loyalty, service quality needs to be considered because it affects customer loyalty (Yani, 2004).

Based on the results of these studies, the following hypotheses can be established:

H₄: Service Quality influences Consumer Loyalty

E. *Effect of Marketing Mix on Consumer Loyalty*

The marketing mix can be used as a marketing tool that makes it easy for companies to achieve their marketing goals. The components in the marketing mix include product, place, price, promotion. The results of Maulindah's (2011) research found that there was a significant positive effect on product, place, price, promotion on consumer loyalty. Meanwhile, Cengiz and Yayla (2007) formed a research model by hypothesizing that the marketing mix as a single variable has many implications both directly and indirectly on customer satisfaction, perceived value, customer loyalty, and word of mouth. The results of the study prove that the marketing mix influences both directly and indirectly on customer satisfaction, perceived value, customer loyalty, and word of mouth.

In contrast to Cengiz and Yayla (2007), the findings of Alfin and Alhabsji (2013) found that service quality and product quality have a significant effect on corporate image and customer satisfaction, and proven corporate image has a significant effect on customer satisfaction and customer trust, but the corporate image has no effect on customer satisfaction. If the findings of Cengiz and Yayla (2007) find four elements of the marketing mix have a significant effect on customer satisfaction, perceived value, customer loyalty, and word of mouth, in contrast to Owomoyela and Olasunkanmi's (2013) research which found that the price element has no significant effect on customer loyalty. From the several studies conducted above, it is seen that each research has a different model framework and the implications for loyalty and word of mouth are also different.

Based on the results of these studies, the following hypotheses can be established:

H₅: Marketing Mix influences Consumer Loyalty

F. *Effect of Customer Value on Consumer Loyalty*

Yang and Peterson (2004) found the perception of customer value has a positive effect on customer loyalty, customer satisfaction has a positive effect on customer loyalty, the perception of customer value has a positive effect on customer satisfaction. Novianti et al (2019) and Pan et al (2011) found that customer satisfaction has a positive effect on consumer loyalty. Atalik and Arslan (2007) examined the effect of customer value on consumer loyalty in the aviation service industry in Turkey, the study departed on the thought that there has been a shift of marketing activities that only focus on issues of quantity, quality, functionality, availability, accessibility, delivery, price shifts to Costumer Value creation. The results found that Costumer Value had a significant positive effect on consumer loyalty.

Based on the results of these studies, the following hypotheses can be established:

H₆: The Value of the Customer influences Consumer Loyalty

G. Effect of Consumer Satisfaction on Consumer Loyalty

In the research of Molina et al. (2007), Molaei et al. (2013) and Anggraeni and Kerti Yasa (2012) stated that there is a positive and significant influence between customer satisfaction and customer loyalty. Anton in Singh (2006) states that repurchase intentions, recommending products or services, loyalty and profitability have a positive relationship with satisfaction. Hallowell (1996) which states that customer satisfaction is a prerequisite for consumer loyalty. Loyal consumers have a lower tendency to switch brands, are less price-sensitive, buy more and

more often, become the strong word of mouth, create business referrals. Based on the theoretical review above, the framework of this research can be elaborated as follows:

H7: Consumer Satisfaction influences Consumer Loyalty

Based on the results of the hypotheses above, the conceptual model of this study can be described as in Figure as follows:

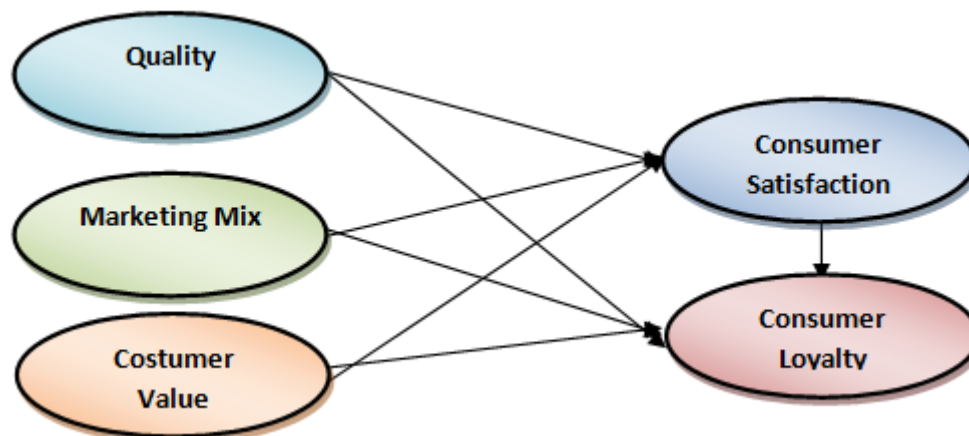


Fig 1:- Conceptual Framework

❖ Hipotesis

Based on the framework in the picture above can be used for research models, then the research hypothesis can be formulated as follows:

- H1: Quality of service affects customer satisfaction in the low-cost carrier airline service industry in Indonesia.
 H2: The marketing mix affects customer satisfaction in the low-cost carrier airline service industry in Indonesia.
 H3: Customer Value influences customer satisfaction in the low-cost carrier airline industry in Indonesia.
 H4: Service quality influences consumer loyalty in the low-cost carrier airline service industry in Indonesia.
 H5: Marketing mix influences consumer loyalty in the low-cost carrier airline service industry in Indonesia.
 H6: The value of the customer influences consumer loyalty in the low-cost carrier airline service industry in Indonesia.
 H7: Consumer satisfaction influences consumer loyalty in the low-cost carrier airline service industry in Indonesia.

III. RESEARCH METHODOLOGY

The design in this study belongs to causal design, which is a design that aims to analyze the relationship between one variable with another variable. In order to fulfill the design, the research was conducted descriptively and explosively. Descriptive research to describe or describe the condition of each research variable after using empirical data, while explanation research to explain the causal relationships between research variables. For testing hypotheses used quantitative techniques with multivariate analysis methods, including the development of structured equation models (SEM).

This research was conducted from January 2017 in the form of collecting preliminary data and information in order to determine the problems indicated in the research object. This research was conducted at Terminal 2, Soekarno-Hatta Airport in Tangerang, Banten, a gathering place for people who were leaving or had arrived on a low-cost carrier. The list of names of airlines in Indonesia included in the low-cost carrier group is Citilink, Lionair, Air Asia and WingsAir. In this study, the study population was all consumers who had carried out flight activities

The sampling technique in this study uses a probability sampling technique that is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. The sampling technique in this study uses judgment sampling by selecting respondents who have just arrived at the Terminal -Final terminal:

- Soekarno-Hatta Airport, Tangerang, Banten Province;
- Juanda Airport, Surabaya, East Java Province;
- Kualanamu Airport, Medan, North Sumatra;
- Halim Perdana Kusuma Airport, Jakarta, DKI Jakarta Province, and
- Adi Sutjipto Airport, Yogyakarta.

The respondent waits at various resting places to continue the journey home. The selected respondents were users of low-cost-carrier flights from the 4 brands above that were used at least 2 times in a row. Sampling was done at the airport because passengers still experience remembering and they can feel directly tangible. In addition, guarding the objectivity of passengers who have

actually boarded a plane. This research will use 200 samples

IV. DATA ANALYSIS

❖ *The goodness of Fit Analysis*

To find out whether the proposed structural model is compatible with facts or empirical data (goodness of fit), it is carried out with various criteria, namely:

- Absolute fit indices,
- Incremental fit indices,
- Parsimony fit indices.

According to Hair et al. (2010), the use of 4-5 goodness of fit criteria is sufficient as long as each of the goodness of fit criteria is represented.

A. *Absolute fit indices criteria*

➤ *Chi-Square Probability Value*

Chi-Square probability value of at least 5% shows that empirical data has similarities with the theory. Because the probability value is 0.0 under 5%, the model is not fit.

➤ *Root Mean Square Error of Approximation (RMSEA)*

RMSEA value of less than 5% percent is a measure that the model is fit, values ranging from 0.05 to 0.08 indicate that the model has a reasonable error estimate. Therefore, because the probability value is 0.07 below 0.1, the model is fit.

➤ *The goodness of Fit Index (GFI)*

GFI value is a measure of the accuracy of the model in producing observed matrix covariance. GFI values range between 0 and 1. GFI values greater than 0.9 indicate a good model fit. Therefore, because the GFI value is 0.85, the model is not fit.

B. *Incremental fit indices criteria*

➤ *Adjusted Goodness of Fit Index (AGFI)*

AGFI values greater than 0.9 indicate a good model fit. Thus, because the AGFI value is 0.80, the model is not fit.

➤ *Normed Fit Index (NFI)*

NFI values generally above 0.9 indicate the model is fit. Therefore, because the NFI value is 0.70, the model is not fit.

➤ *Comparative Fit Index (CFI)*

CFI values generally above 0.9 indicate a fit model. Therefore, because the CFI value is 0.77, the model is not fit.

➤ *Incremental Fit Index (IFI)*

IFI values are generally above 0.9 to indicate that the model is fit. Therefore, because the IFI value is 0.77, the model is not fit.

➤ *Relative Fit Index (RFI)*

RFI values generally above 0.9 indicate the model is fit. Therefore, because the RFI value is 0.64, the model is not fit.

C. *Parsimonious fit indices criteria*

➤ *Expected Cross-Validation Index (ECVI)*

The model is fit if the ECVI is smaller than the ECVI independence value. Therefore, because the ECVI value is 2.11 and ECVI independence is 8.54, the model is fit.

➤ *Akaike Information Criterion (AIC)*

The model is suitable if the AIC value is smaller than the independence AIC value. Because the AIC value is 457.52 and the Independence value of AIC = 1698.73, the model is fit.

➤ *Consistent Akaike Information Criterion (CAIC)*

The model is suitable if the CAIC value is smaller than the saturated and independence CAIC values. Therefore, because the CAIC value is 672.44, the Saturated CAIC value is 1322.65 and Independent CAIC is 1784.7, the model is fit.

➤ *Parsimonious Goodness of Fit Index (PGFI)*

If the PGFI value is > 0.60, then the model is fit. Therefore, because the PGFI value is 0.65, the model is fit.

➤ *Root Mean Residual (RMR)*

RMR value below 0.1 will be better. Thus, because the value of the RMR is 0.084, the model is fit. Based on the results of the Goodness of Fit test, it is known that from the Incremental fit indices criteria there is not a single benchmark that states the fit model. Therefore it is concluded that there will be at least one test of influence between variables that are not significant.

❖ *Structural Model Analysis*

After analyzing the measurement model, so does the analysis of goodness of fit, next is the structural model analysis to determine the effects of variables in the research model. As a starting point, if the statistical value of t is greater than the statistical value of t (table) of 1.96, the magnitude of the effect is significant or real.

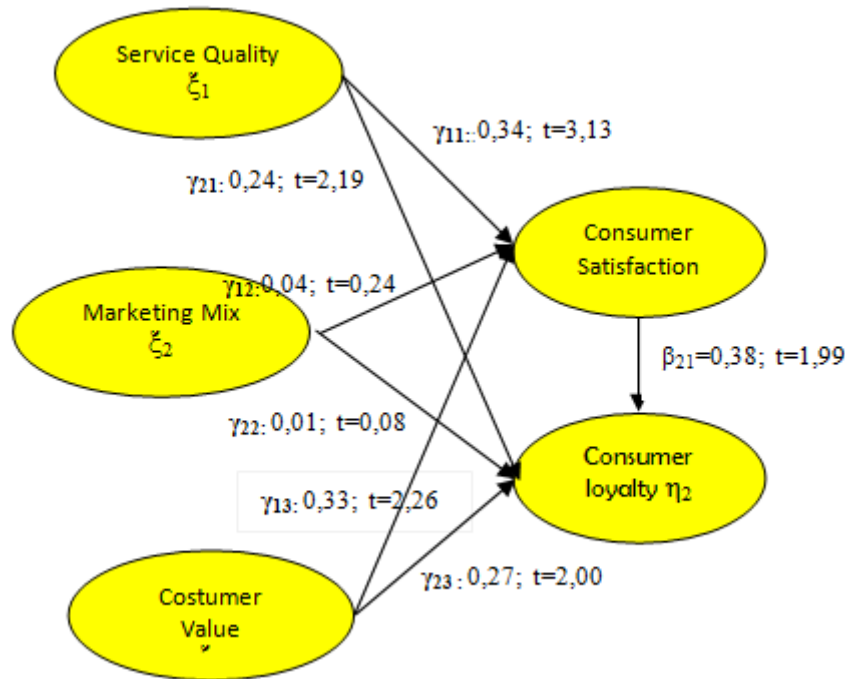


Fig 2

❖ Evidence of the Research Hypothesis

- The influence of Service Quality on Consumer Satisfaction is 0.34. Statistical value of t arithmetic = 3.13 above the value of t table ($n > / = 30; \alpha 5\%$) = 1.96. Thus, the null hypothesis is rejected, so that Service Quality influences Consumer Satisfaction.
- The magnitude of the influence of the Marketing Mix on Consumer Satisfaction is 0.04. Statistical value $t = 0.24$ under 1.96. Thus, the null hypothesis is accepted, so that the Marketing Mix does not significantly influence Consumer Satisfaction.
- The influence of Customer Value on Consumer Satisfaction is 0.33. The statistical value of t arithmetic = 2.26 above 1.96. Thus, the null hypothesis is rejected, so that Customer Value influences Consumer Satisfaction.
- The influence of Service Quality on Consumer Loyalty is 0.24. The statistical value of t arithmetic = 2.19 above the value of 1.96. Thus, the null hypothesis is rejected, so that Service Quality influences Consumer Loyalty.
- The magnitude of the influence of the Marketing Mix on Consumer Loyalty by 0.01. Statistical value $t = 0.08$ below 1.96. Thus, the null hypothesis is accepted, so that the Marketing Mix does not significantly influence Consumer Loyalty.
- The influence of Customer Value on Consumer Loyalty is 0.27. The statistical value of t arithmetic = 2.00 above the value of 1.96. Thus, the null hypothesis is accepted, so that Customer Value influences Consumer Loyalty.
- The effect of Consumer Satisfaction on Consumer Loyalty is 0.38. The statistical value of t arithmetic = 1.99 above the value of 1.96. Thus, the null hypothesis is rejected, so that Consumer Satisfaction influences Loyalty

V. DISCUSSIONS AND FINDINGS

Based on the results of descriptive analysis and causality analysis, there are analysis results that need to be discussed further because they are not in line with expectations. The results of the analysis are summarized in the following sub-chapters, namely:

❖ Influence test

A. Service Quality affects Consumer Satisfaction.

The results of this study indicate that service quality affects customer satisfaction. One factor that determines customer satisfaction is the customer's perception of the quality of services provided. Customer perception of service influences:

- The level of customer interest
- Customer satisfaction
- Score

The process of perception of a service does not require the customer to use the service first. The factors that influence customer perception or service are:

- Price
- Imagery
- Service phase

❖ Moment of service

This is in line with research conducted by Jangdish, N Sheth (1991). Airlines need to pay attention to factors that influence customer perceptions of the service industry.

According to Michael Porter a company is also influenced by the industrial environment. The strength of the competition is

- The threat of new entrants (barriers to new entry)
- The threat of substitution products
- Bargaining power of suppliers (bargaining power of suppliers)
- Bargaining power of buyers (bargaining of customers)
- Fighting between members of the industry (rivalry among exiting firms)

From the consumer side, consumers have influence or bargaining power. Consumers demand better service quality and also want lower prices.

B. The marketing mix has no significant effect on consumer satisfaction.

In this study, the result is that the Marketing Mix does not significantly influence consumer satisfaction. The marketing mix is a set of tools that marketers can use to shape the characteristics of services offered by customers (Keller, 2009). This study shows that the marketing mix does not affect satisfaction, it shows that all the sets of tools used do not all affect. The findings in this study are that facilities such as comfortable seats have little value and the service for quite a lot of delays but other indicators almost all have high values, so indicators that have low values will be covered with other values. Consumers have the choice of several low-cost carrier airlines that provide competitive offers starting from price, products offered, promotions, and location. In the porter, theory states a low-cost leadership strategy (overall cost leadership) (Porter, 1985). In this theory, the characteristic is that the company concentrates its attention on the selling price of cheap products to reduce production costs, promotion and research. In this study, all airlines put forward low prices

C. Customer Value influences Consumer Satisfaction.

In this study shows that customer value affects customer satisfaction, consumers will see how much value is issued with the benefits received. This is in line with the theory of Keen (2003: 273) which states that Cost-Benefit Analysis as an analysis that describes the business reasons, why or why specific investment is not chosen. According to Remenyi (2007: 152), defining Cost-benefit Analysis (CBA) is to evaluate whether the effectiveness of benefits is greater than the cost or easily meets the needs of the community. In line with this theory, the consumer will evaluate the costs he incurred.

D. Service Quality affects Consumer Loyalty.

In this research, it is shown that service quality influences consumer loyalty. This is in line with this research, according to the theory from Griffin, Jill (2012), in building customer satisfaction an airline must pay attention to one of them variable service quality. Good service quality will affect customer satisfaction. Customer satisfaction will have an impact on consumer loyalty. In this study, customer satisfaction is an intervening variable. The results of this study indicate that the customer satisfaction variable as an intervening variable strengthens

the consumer loyalty variable. The quality of services starting from the airline's physical facilities used by consumers such as bus facilities, check-ins, aircraft conditions need to be considered by the airline

E. The marketing mix does not significantly influence Consumer Loyalty.

In this study shows that the marketing mix does not significantly influence consumer loyalty, it shows that the airline needs to innovate to strengthen consumer loyalty. In accordance with Kim's theory (2017; 44) it is necessary to raise. Airlines need to improve services and expand market share and expand market segments. The quality of services provided must focus on consumers by providing improvements including by:

- Improve facilities such as wider seat spacing.
- Continuously communicating with customers, one of them is by creating loyalty programs, for example with the LLCC (Loyalty Low-Cost Carrier) program.

In order to expand market segments, it is necessary to create new programs to increase consumer loyalty. Loyalty programs that can be developed are loyalty programs that penetrate the family. This program can be called the Low-Cost Carrier Family Loyalty

F. Customer Value influences Consumer Loyalty.

In this study, it was found that customer value affects consumer loyalty. In this study in line with research conducted by Kim (2017) new innovations and creativity are needed. Companies need to create value innovation to their customers, namely by providing the maximum benefit but by reducing costs as low. This requires innovation and creativity. In this study, researchers suggest that airlines make innovations that can provide more benefits for consumers including trimming the check-in process, consumers who already have tickets directly get a seat, consumers will be faster in the check-in process, so that consumers will be more efficient in time. Other strategies that can be used to increase customer value by reducing costs include reducing in-flight entertainment, operating second-hand aircraft, and using airports that are not playing airports. If costs can be reduced, it is hoped that there will be units that can be improved in quality such as service processes and other marketing mix strategies.

G. Consumer Satisfaction influences Consumer Loyalty.

In this study, customer satisfaction affects customer loyalty, it shows that airline customer satisfaction must be built, from customer satisfaction will form loyalty. This theory is consistent with Griffin's theory, Jill (2005: 31), customer satisfaction is a measure for companies to get loyalty from consumers and loyalty is a reliable measure to predict growth and sales. In building consumer loyalty when it comes to flight, management needs to look at who is the market segment of the LCC. The LCC Aviation Market Segment is on average Baby Boomers, Generation X and Generation Z for which they have their own characteristics.

The loyalty of each generation is very different, if in the past loyal customers were measured by making repeated purchases regularly, buying between product lines and services, referring to others and showing immunity to competitors' attractiveness. The airline must see that the factors that affect loyalty are very segmented. Several factors affect loyalty:

- Factors that influence loyalty are internal and external factors, internal factors consist of psychological factors and personal factors. While external factors consist of social, cultural, social class factors.
- Internal factors include motivation, perception, lifestyle and the learning process
- Compilers of social factors are people's life style, work environment and friends, family environment and the media
- Personality and values is one of influencing consumer loyalty

From these factors, the airlines need to study these factors to make recommendations in decision making.

VI. IMPLICATION FOR MANAGEMENT

Summary results of the descriptive analyzes of each dimension that were rated low on each variable are restated.

- **Quality of Service.** In this variable, the Access dimension is consumer disappointment over the fact that departure is delayed and the lack of information is fast and transparent, and service rights to consumers as a result of delays outside the time limit are still low.
- **Marketing mix.** In this variable, in terms of the marketing mix offered to consumers, it turns out that complained about is the service product offered, such as a narrow seat and the type of food and drinks offered are too simple, especially expensive. In addition to products, the service process of employees at check-in locations and on hospitality aircraft as well as firmness is inadequate. Services for delays / adequate delay still do not provide satisfaction to consumers, because the airline has not provided maximum service in the event of a delay. The form of compensation given to consumers in the event of a delay still does not provide satisfaction to consumers. The departure schedule (take-off) from the assessment results still has a negative value, meaning that there are still airlines that do not match the scheduled departure. From the findings above, it is necessary to study the types of consumers today, at this time consumers do not only focus on product-based (quality products) but they need customer satisfaction, customer care, customer engagement and empowering the customer through real-time delivery.
- **Customer Value.** In this variable, the social dimension with indicators of pride felt and sense of prestige to be shown, such as those of friends/colleagues / family, does not appear.
- **Consumer satisfaction.** Consumers have tried to suppress the hopes or desires of airline services. However, even though consumer expectations are not

grandiose, the reality is that there are still disappointments.

- **Loyalty.** In this variable, there are indicators that become a barrier to consumer loyalty, namely consumers will choose the cheapest price of the available airlines, except when on the specified schedule only 1 type of airline will serve it.

Based on the results of the low assessment, further deepening is done to understand it and provide input solutions to management.

- The top management of the low-cost carrier airline periodically must evaluate the company's strategy and functional strategies related to the marketing mix of services, especially those applied to this type of aviation services. Attention especially on marketing mix that has a direct impact on consumers, so that customer satisfaction, values, and loyalty can be improved.
- In terms of the service process, namely how the airline office at the airport when helping passengers check-in, serving passengers in the cabin and exiting the plane, as well as luggage safety. In the service process, it is expected that a pleasant attitude from the officer must be maintained so that it remains in an optimal position. Therefore, the causes that make officers feel dissatisfied with work and have a bad impact when serving passengers must be known and addressed.
- In the event of a delay or departure delay. One cause of the delay is due to a series of delays that are difficult to avoid. Officers should have been able to serve passengers who seemed disappointed with the delay.
- This type of logging airline determines the frequency of departures with many time schedules, even though the number of passengers can be served with fewer time schedules. As a result, there was an intent to divert passengers' departure on the next flight. Therefore, this delay is deliberate by airlines in the field. Departure delays or advance flight departure hours even though informed by email, SMS, or WA is a disappointment for prospective passengers, because it will change the plan that was previously prepared.
- Implement a management information system as follows: Passenger Service Solution, Internet Booking Engine System, Self Service System, Cargo Integration Solution, and Network and Schedule Management System so that all can be monitored properly.

➤ *Education and Training*

As an aviation service industry, aspects of the availability of human resources both in quantity and quality, qualifications, and competencies must be possessed. Cases of the behavior of pilots, stewards or officers on the runway should not need to occur if the development of human resources goes well. Therefore, HR development through the implementation of training programs and HR development must be carried out effectively. Likewise, the monitoring and evaluation of HR performance must be able to be carried out according to high-quality standards and good SOPs.

VII. CONCLUSION

A. Conclusion of Descriptive Analysis results

All findings have been analyzed based on descriptive studies and have also been discussed. It is known that consumers judge badly for delayed departures as well as the lack of information about them; narrow seating and the type of food and drink offered is too simple; and the attitude of employees at check-in locations and on planes where friendliness and firmness are inadequate.

However, the discussion section has ended by providing input to the airline management one of the solutions that need to be considered based on the input from the respondent. With improvements in the positive direction for consumers, it is expected that the level of consumer satisfaction will increase and also have an impact on true loyalty..

B. Conclusion of Causality Analysis

Based on the results of the causality analysis in the form of influence between latent variables in the model set in chapter 3, it is concluded that not all hypotheses have a positive and significant influence.

The accepted hypotheses are:

- Quality of service to consumer satisfaction of the low-cost-carrier domestic aviation service industry in Indonesia
- Customer value for consumer satisfaction in the low-cost-carrier domestic aviation service industry in Indonesia
- Quality of service to consumer loyalty in the low-cost-carrier domestic aviation industry in Indonesia
- Customer value for consumer loyalty in the low-cost-carrier domestic aviation service industry in Indonesia
- Consumer satisfaction with consumer loyalty in the low-cost-carrier domestic aviation service industry in Indonesia

The rejected hypotheses are:

- Marketing Mix does not affect Consumer Satisfaction, whereas according to the concepts and results of previous studies there is a positive and significant effect;
- Marketing Mix does not affect Consumer Loyalty, whereas according to the concepts and results of previous studies there is a positive and significant effect.

SUGGESTION

Based on the results of research and discussion, and adjusted for the benefits of this study, the suggestions proposed are:

A. For the Government

- Public sector companies that serve the public specifically Indonesian citizens must be protected under the laws and regulations derived from it
- Specifically for government airlines, they must participate in controlling public sector services such as the formation of the Indonesian national airline association.
- The government should review the departure schedule proposed by the airline.
- Implementation of flight schedule implementation must be closely monitored by flight route supervisors.
- The addition of a new airport specifically for LCC, of course, can be a solution for the already very heavy traffic and reduce schedule delays.
- Determination of lower and upper fares must be reviewed, so that flight safety must not be reduced, because all airlines must have the same level of safety, both LCC and medium and full service.
- To reduce the level of accidents the government needs to make rules to monitor financial reports, maintenance reports and aircraft maintenance on a regular basis

B. For the company's management

Based on the results of this study the company must pay attention to the following matters:

- Management needs to review the service strategy to find out weaknesses as well as to develop better service programs including:
 - Provide better quality services such as comfortable chairs and other facilities that meet consumer comfort
 - The speed of response from the airlines to complaints.
 - Guarantees against schedule delays, airlines should adhere to the schedule according to permits and recommendations set by the Ministry of Transportation, so that consumers are not disadvantaged.
- The airline must be able to provide several alternative communications that can be used to make it easier for passengers to meet in asking for help.
- Airlines must be able to convince customers that the aircraft they are using is able to guarantee the safety of passengers so that responsibility and professionalism of work from pilots or staff of the airlines are required.
- Management needs to review departure schedules in order to minimize the risk of departure delays rather than excessive departure schedules.
- There should be a separation between LCC aircraft airports and large planes. For example, special airports to accommodate aircraft for the LCC fleet are stationed outside the city. Meanwhile, the main airport is near the city.

- Management needs to review what customer value has been given to consumers because consumers need functional, emotional and spiritual values. Today's consumers not only need quality products but already need speed. Consumers at that time were still product based, then increased customer-based, customer engagement reached empowering the customer through real-time delivery.
- Management needs to show commitment to meet the wants and needs of customers, try to be better than competitors and all elements work together to create superior customer value.
- Management needs to examine how companies see their customers, companies must be able to see their customers holistically have mind, heart, and spirit.
- Management needs to review how the ratio of loyalty measurement can be measured through Purchase Action Ratio or Brand Advocacy Ratio so that it can measure the market share of the company and the company's growth.
- The management should pay attention to the Minister of Transportation's Regulation No. 89 of 2015 concerning handling flight delays (delay management), so that consumers are not disadvantaged.
- From the results of different tests found some differences from the demographic data of respondents, this shows that the airline must better understand the characteristics of consumers, the company needs to do more market research on the characteristics of consumers.

C. For further research

The results of this study recommend that further research be carried out in the form of:

- Further research to explore why the marketing mix of low-cost carrier services does not affect passenger satisfaction and passenger loyalty
- Further research to explore this research model when examined on non-low cost carrier flight services so that it can be used as a comparison with low-cost carrier flight services.
- Further research is suggested to include elements of people mix and process mix separately to be used as variables

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