



The Effect of Ticket Prices and Service Quality on Consumer Satisfaction and Customer Loyalty (Air Transport Literature Review)

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Abstract: Literature Review Article The Effect of Accuracy of Flight Schedules, Ticket Prices and Service Quality on Consumer Customer Satisfaction (Air Transport Literature) is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Financial Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are: 1) Knowing the effect of flight ticket prices on consumer satisfaction; 2) Knowing the effect of the quality of flight services on customer satisfaction; 3) Knowing the effect of flight ticket prices on customer loyalty; 4) Knowing the effect of the quality of airline services on customer loyalty; and 5) Knowing the impact of customer satisfaction on customer loyalty

Keywords: Ticket Prices, Service Quality, Customer Satisfaction, Consumer Loyalty

INTRODUCTION

Every student, both Strata 1, Strata 2 and Strata 3, is required to conduct research in the form of theses, theses and dissertations. Likewise for lecturers, researchers and other functional staff who actively conduct research and make scientific articles for publication in scientific journals.

Based on the empirical experience of many young students and lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being studied, to see the relationship between variables and build hypotheses, are also very necessary in the discussion section of research results. This article discusses the Influence of Accuracy of Flight Schedules, Ticket Prices and Service Quality on Consumer Customer Satisfaction (Air Transport Literature).

Based on the background, it can be formulated the problems to be discussed in order to build hypotheses for further research, namely:

1. How is the effect of flight ticket prices on consumer satisfaction?
2. How does the quality of aviation services affect customer satisfaction?
3. How do flight ticket prices affect customer loyalty?
4. How does the quality of airline services affect customer loyalty?
5. What is the impact of customer satisfaction on customer loyalty?

LITERATURE REVIEW

Service quality

Service quality is an effort to provide delivery that meets consumer needs and requirements and meets consumer expectations, (Tjiptono, 2007). The definition of service quality is a form of consumer assessment of a service level compared to the expected level of service. If the service received or provided meets expectations, then the quality of service is considered good and satisfactory (Kotler, 2019). Service quality is the expected service and perceived service. If the service received or recommended meets expectations, then the quality of service is considered good and satisfactory. If possible, the quality of service you expect is considered low. Quality must start with customer needs and end with customer awareness (According to Fandy Tjiptono, 2015).

Service quality is a dynamic condition related to products, services, people, processes, and the environment where the quality assessment is determined at the time of the delivery of the public service (Ibrahim Hardiyansyah, 2011).

Service Quality has been studied by previous researchers, including: (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ekaprana et al., 2020), (Ali et al., 2022), (Sasongko, 2021).

Price

Price is one of the most important aspects of marketing mix activities. Price is the amount of money spent in exchange for goods and services (Kasmir and Jakfar, 2010). Price is the ownership of goods and services. Units of currency or other means (including other goods and services) that are exchanged to obtain a right or use, (Tjiptono, 2008).

Prices have been studied by previous researchers, including: (Ilhamalimy & Ali, 2021), (Setyadi & Ali, 2017), (Ismail et al., 2022), (Octavia & Ali, 2017), (Larasetiati & Ali, 2019).

Consumer Satisfaction

Consumer satisfaction is one of the reasons consumers choose to shop anywhere. When consumers are satisfied with a product, they tend to buy it, continue to use it, and talk to others about the comfortable experience of the product (Danang Sunyoto, 2015). Consumer satisfaction is defined as a condition where consumer expectations for a product are in line with the reality they receive. If the product is far below expectations, you will be disappointed. On the other hand, if the product meets expectations, consumers will be satisfied (Sangdji and Sopiah, 2013).

Customer Satisfaction has been studied by previous researchers, including: (Fahmi & Ali, 2022), (Tjahjadi & Limakrisna, 2022), (Hernikasari et al., 2022), (Wahono & Ali, 2021).

Customer loyalty

Customer loyalty is defined as those who make purchases, especially those who make regular and repeat purchases. A customer is someone who always comes to the same place repeatedly to fulfill their needs by having a product, receiving a service or paying for a product or service (Ali Hasan, 2008). Customer loyalty is the arrangement of five factors,

namely: (1) overall customer satisfaction, low or inconsistent customer satisfaction makes customers invalid so that companies can maintain customer loyalty. (2) the customer's obligation to make repeat purchases with respect to the entity (3) I want to be a repeater. (4) The desire of customers to recommend the company to others. (5) The resistance of customers to switch to competitors, (According to Timm, 2001).

Customer loyalty means not only repurchasing goods and services, but also active involvement and action with service companies, for example using recommending others to buyers (Gremler and Brown Ali Hasan, 2008).

Customer Loyalty has been studied by previous researchers, including: (Pusparani et al., 2021), (Masruhin et al., 2021), (Richardo et al., 2020), (Zahran & Ali, 2020), (Fardinal et al., 2022), (Haitao & Ali, 2022), (Gusfa et al., 2017).

Table 1. Relevant Previous Research Results

No.	Author (Year)	Previous research results	Similarities with articles	Difference with this articles
1	Hartono Subagio and Robin Saputra (2012)	"the influence of perceived service quality, perceived value, satisfaction and imagine on customer loyalty"	"Impact of service quality on satisfaction with transportation services	"The effect of perceived service on consumer satisfaction"
2	Rini Sugiarsih Duki Saputri (2019)	"The impact of service quality and the use of information technology on customer satisfaction and loyalty for online transportation services in Jakarta"	"The impact of service quality on customer satisfaction and loyalty in transportation services	"The impact of using technology on customer satisfaction in transportation services"
3	Fifin Anggraini& Anindhya Budiarti (2020)	"customer trust through the impact of service quality and price on the loyalty of Gojek application users to the company, and attention to prices with and without uptime and customer promotions, and further strengthen relationships"	"The impact of price and quality improvement on customer satisfaction in transportation services	"Modes of transportation used as research material"
4	Denny Erica& Harun Al Rasyid (2018)	"The impact of service quality and the use of information technology on customer satisfaction and loyalty of Jakarta transportation services"	"The influence of service quality on customer loyalty"	"The impact of using technology on customer satisfaction in transportation services"
5	Sylvie Wulandari, Sri Rakhmawati & Budiasih(2020)	"customer satisfaction as a service marketing activity at Go-Jek to increase customer retention. The service is further improved, in order to provide a strong and positive image for customers in increasing satisfaction and loyalty"	"The impact of service quality on customer satisfaction and loyalty in transportation services	"Modes of transportation used as research material"
6	Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas, (2018)	"customer trust through the impact of service quality and price on the loyalty of Gojek application users to the company, and attention to prices with and without uptime and customer promotions, and further strengthen relationships"	"The impact of service quality on customer satisfaction and loyalty in transportation services	"The influence of customer trust on customer satisfaction in transportation services"

7	Victorya Rut Mekel, Silcyljeova Moniharapon & Jeffry L.A. Tampenawas (2022)	"the impact of service quality on consumer loyalty to the company by providing services that generate consumer interest in using Gojek as a means of transportation "	"The impact of service quality on consumer loyalty to the company by providing services that generate consumer interest in using Gojek as a means of transportation"	"the impact of service quality on consumer loyalty to the company by providing services that generate consumer interest in using transportation means"
8	Hana Indria Ramadhani & Saino (2020)	"the impact of price differences and service quality on customer loyalty to online transportation that helps people move faster and more efficiently"	"Impact of price and service quality on customer retention for various online travel services"	"The impact of inequality on customer loyalty in online transportation services to accelerate activities"
9	(Sugianto & Ginting, 2020)	Price, product quality, location, facilities, and promotions have a significant effect on purchasing decisions	Price, product quality, location, facilities, and promotions have a significant effect on purchasing decisions	Facilities and location affect purchasing decisions
10	(Aulia, 2016)	Price, product quality and location have a significant effect on purchasing decisions	Price, product quality and location have a significant effect on purchasing decisions	Location affects purchasing decisions

METHODS

The method of writing scientific articles is by using qualitative methods and literature studies (Library Research). Examining theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Scholar Google and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013) This is further discussed in depth in the section entitled "Related Literature" or Literature Review ("Review of Literature"), as the basis for formulating hypotheses and subsequently will be the basis for making comparisons with the results or findings revealed in the study, (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the formulation of the problem, relevant theoretical studies and previous research, the discussion of this literature review article is:

1. The effect of flight ticket prices on consumer satisfaction

Before using a transportation service, prospective customers must consider various factors that are the driving force for determining their choice in deciding which company to use, in this case price is one of the influential factors in the selection, the price itself also

affects customer satisfaction where the dimensions or price indicators (affordability of prices, suitability of prices with product quality, price competitiveness, and suitability of prices with benefits), (P. Kotler & Armstrong, 2008). If consumers are interested in using the product/service, it will lead to market demand (Evelina et al., 2012).

2. The influence of the quality of aviation services on customer satisfaction.

Quality affects purchasing decisions, where the dimensions or indicators of purchasing decisions (performance, features, reliability, conformance to Specifications, durability, serviceability, esthetics, perceived quality) affect the dimensions or indicators of purchasing decisions (stability in a product, habits in buying products, provide recommendations to others, and make repeat purchases), (P. Kotler & Keller, 2012). To improve purchasing decisions by paying attention to product quality, the company must be able to market the goods or services produced to consumers in order to survive and compete with other companies.

According to (P. Kotler & Armstrong, 2003) product quality is a potential strategic weapon to beat competitors. Tests have shown that service quality is caused by customer satisfaction and value. From this we can conclude that service quality has a crucial effect, as a result it has a crucial effect on customer satisfaction.

And these results are in line with previous research that has been done (Rini Sugiarsih Duki Saputri 2019), (Fifin Anggraini & Anindhyta Budiarti 2020), (Denny Erica & Harun Al Rasyid 2018), (Sylvie Wulandari, Sri Rakhmawati & Budiasih 2020), (Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas 2018), (Victorya Rut Mekel, Silcyljeova Moniharapon & Jeffry L.A. Tampenawas 2022) and (Hana Indria Ramadhani & Saino 2020) this shows that service quality has a crucial influence that determines, positive and significant to customer satisfaction.

3. The effect of flight ticket prices on customer loyalty.

Price is the most important component that can attract customers and make customers decide in every exchange, purchase or service of goods or services, therefore price can be said to be a crucial influence on increasing customer loyalty, customer satisfaction quality assurance is a top priority for customers, because it is known that customers can take decisions based on the quality of the product or service they want.

But not a few customers leave or stay because of the price factor that affects it. For customer satisfaction with service, there are two main things that are closely related, namely expectations of service quality (expected quality) and customer placement of service quality (perceived quality). In addition, customers continue to rate the service they receive in comparison to what they expected or wanted.

The promotion of the price of goods or services offered has an important effect on customer satisfaction in relation to increasing customer loyalty. In addition, previous research (fifin anggraini & anindhyta, budiarti 2020) found that the impact of price, advertising, and service quality on customer loyalty is mediated by consumer satisfaction, with the higher the advertisement, the higher the customer loyalty becomes expensive. Between advertising and customer satisfaction. Hopefully more actions have a positive effect on customer satisfaction

4. The influence of the quality of airline services on customer loyalty.

Tests have shown that service quality is caused by customer satisfaction and value. From this we can conclude that service quality has a crucial effect, as a result it has a crucial effect on customer satisfaction.

And these results are in line with previous research that has been done (Rini Sugiarsih Duki Saputri 2019), (Fifin Anggraini & Anindhyta Budiarti 2020), (Denny Erica & Harun Al

Rasyid 2018), (Sylvie Wulandari, Sri Rakhmawati & Budiasih 2020), (Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas 2018), (Victorya Rut Mekel, Silcyljeova Moniharapon & Jeffry L.A. Tampenawas 2022) and (Hana Indria Ramadhani & Saino 2020) this shows that service quality has a crucial influence that determines, positive and significant on customer satisfaction. The results of the study above, that the quality of air transportation services affect customer satisfaction on air transportation services in Indonesia.

Similar to research (Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas 2018), "the quality and price of services will affect the loyalty of Indonesian Gojek application users," he said. This is also with research from (Sylvie Wulandari, Sri Rakhmawati & Budiasih 2020) that the influence of service quality, promotion, price, and brand image on customer satisfaction of air transportation services.

Customers also expect departures to arrive on time that are faster and safer to their destinations. Air transportation service customers expect security guarantees when using air transportation services during the trip and polite and friendly speech also provides comfort for customers and passengers. There is a guarantee of cost certainty in the service.

5. The effect of consumer satisfaction on customer loyalty.

Tests have shown that service quality is caused by customer satisfaction and value. From this we can conclude that service quality has a crucial effect, as a result it has a crucial effect on customer satisfaction.

And these results are in line with previous research that has been done (Rini Sugarsih Duki Saputri 2019), (Fifin Anggraini & Anindhyta Budiarti 2020), (Denny Erica & Harun Al Rasyid 2018), (Sylvie Wulandari, Sri Rakhmawati & Budiasih 2020), (Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas 2018), (Victorya Rut Mekel, Silcyljeova Moniharapon & Jeffry L.A. Tampenawas 2022) and (Hana Indria Ramadhani & Saino 2020) this shows that service quality has a crucial influence that determines, positive and significant to customer satisfaction.

The results of the research above, that the quality of online transportation services has an effect on customer satisfaction with online transportation services in Indonesia. Similar is the case with research (Paulus A. Pangaila, Frederik G. Worang & Rudy S. Wenas 2018), as well as research from (Sylvie Wulandari, Sri Rakhmawati & Budiasih 2020) that the influence of service quality, promotion, price, and brand image on customer satisfaction. Transportation service customers really want the service provider in this case to be a driver who can always provide the necessary equipment for clean and odorless helmets, and raincoats to anticipate when it rains. Customers also expect that they can arrive on time, which is faster and safer to their destination.

Framework of thinking

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework for thinking in this article is as follows:

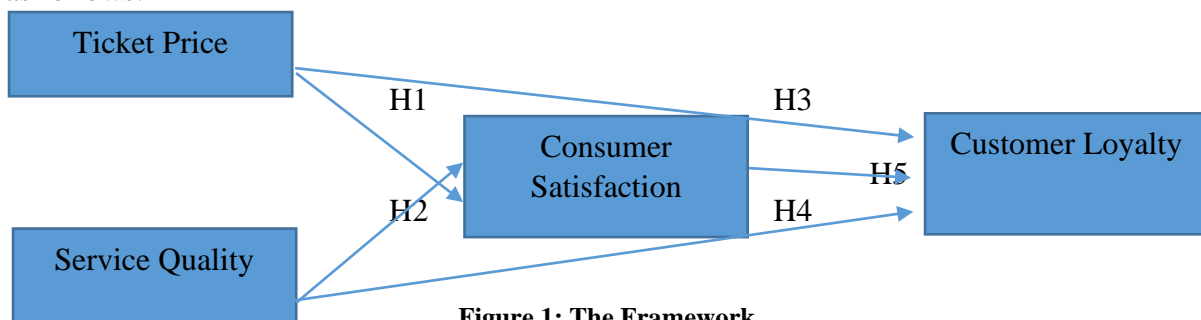


Figure 1: The Framework

The conclusions of the hypothesis that can be interpreted from the conceptual picture above are as follows:

H1 : It also means that ticket prices have an influence on consumer satisfaction.

H2 : It also means that the quality of flight services has an influence on customer satisfaction.

H3 : It also means that ticket prices have an influence on customer loyalty.

H4 : It also means that the quality of flight services has an influence on customer satisfaction.

H5 : Means also that the satisfaction of aviation service consumers has an impact on customer loyalty.

In addition to the framework of thinking that has been described above, there are other variables that influence, including:

- 1) Brand Image: (Darwisyah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020), (Putra, 2021), (Hazimi Bimaruci Hazrati Havidz, 2020), (Pandiangan et al., 2021).
- 2) Brand Awareness: (Agussalim et al., 2016), (Sivaram et al., 2019), (Mahaputra & Saputra, 2021), (Amanah & Harahap, 2018), (Watajdid et al., 2021), (Aprinta, 2016).
- 3) Service Quality / Service Delivery: (Sudiantini & Saputra, 2022), (Anggita & Ali, 2017), (Ridwan et al., 2020a), (Munawar & Mahaputra, 2022), (Ridwan et al., 2020b).
- 4) Customer Loyalty: (Novansa & Ali, 1926), (Naki, 2017), (Panday & Nursal, 2021), (Wydyanto & Rafqi Ilhamalimy, 2021), (Hermawan, 2022), (Gunawan et al., 2022).

CONCLUSIONS AND SUGGESTION

Conclusion

Based on the discussion above, it can be concluded that:

1. Ticket prices affect the variable, because the price is seen from the customer for air transportation services, and is determined by the quality of the services and satisfaction of the air transportation services provided (Air Transportation Literature), therefore the promotion offered will increase the number of customers which causes the price to increase so that it affects the increase in customer satisfaction (Air Transport Literature).
2. Services have an effect on the variable. Consumer satisfaction with the air transportation services provided (Air Transportation Literature), is very important and there are ways to serve, and good attitudes, interact, then customers will have a sense of satisfaction with the services provided. provided by (Air Transport Literature).
3. Ticket prices affect the variable. Because the price is seen from the customer for air transportation services, and is determined by the quality of the services and satisfaction of the air transportation services provided (Air Transportation Literature), therefore the promotion offered will increase the number of customers which causes the price to increase so that it affects the increase in customer loyalty.
4. Services influence the variable. Consumer satisfaction with the air transportation services provided (Air Transportation Literature), is very important and there is a way to serve, and have a good attitude, interact, so that customers feel loyal to the services provided by (Air Transport Literature).

Suggestion

This article suggests that factors such as ticket prices, and services have a significant influence on customer satisfaction and customer loyalty (Air Transport Literature). The author suggests that the company can maintain flight punctuality performance in order to increase the interest and image of the company.

Ticket prices are also one of the factors that attract prospective passengers to use air transportation services, at this point the author suggests that Garuda Onesiesia can provide competitive prices to prospective passengers. Finally, the author suggests that (Air Transportation Literature) can maintain the quality of air transportation service providers

with high and stable standards, service improvements can also be developed by making several new innovations for customers which are expected to increase customer satisfaction.

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