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Literature Study on the Effect of Price, Facilities, and Service Quality on Airline Customer Satisfaction

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Abstract: Aviation is one of the important industrial sectors in the global economy, so it is important to understand what factors affect customer satisfaction in the aviation industry. The effect of price, facilities, and service quality on customer satisfaction is a scientific article of literature study within the scope of the aviation field. The purpose of this article is to build hypotheses about the effect of price, facilities, and service quality on airline customer satisfaction for future research. Research objects on online libraries, Google Scholar, Mendeley and other academic online media related to the influence of price variables, facilities, and service quality on customer satisfaction. The research method library research and systematic literature review (SLR) sourced from e-books and open access e-journals. The analysis method is qualitative descriptive analysis. The results of this article indicate that the hypotheses that can be built for further research are: 1) price affects airline customer satisfaction; 2) facilities affect airline customer satisfaction; and 3) service quality affects airline customer satisfaction.

Keyword: Customer Satisfaction, Price, Facilities, Service Quality, Airline

INTRODUCTION

Aviation is one of the most important industrial sectors in the global economy, with airlines as the main players. In the midst of increasingly fierce competition, customer satisfaction is a key factor that determines the success and sustainability of operations in an airline, including airlines. Customer satisfaction as a consumer response in evaluating the perceived gap between previous expectations and perceived product performance (Cahyani et al., 2024). Therefore, it is important to understand what factors affect customer satisfaction in the aviation industry.

Flight ticket prices have long been a major concern for customers. Dynamically, air or plane ticket prices can change, so it is important to know the impact felt by consumers (Rahman & Maulana, 2023). Affordable or competitive prices are often associated with higher levels of customer satisfaction. However, research also shows that low prices alone are not enough to

guarantee customer satisfaction if they are not balanced with adequate service quality and facilities.

The facilities provided by airlines also have a significant impact on customer satisfaction. Facilities such as seat comfort, in-flight entertainment, food and beverage options, and special facilities for customers with special needs can affect customer perceptions of service quality and their level of satisfaction. Yuliana et al. (2020) mentioned that to get a pleasant travel experience for passengers at the airport, it is necessary to have facilities that are integrated smoothly and passengers are in control, or at least feel that they are in control, interaction with airlines, airports and companies in the aviation sector.

In addition to price and facilities, service quality is also a key factor that affects customer satisfaction. Service quality covers various aspects, from the friendliness and competence of cabin crew to airport waiting times and flight accuracy, as well as an efficient *check-in* process. Customers tend to be more satisfied with airlines that provide friendly, responsive, and efficient service. Aligning prices with the quality of service provided can create an impression of positive value and support customer satisfaction (Ilmi & Zulkarnain, 2023).

Often students and researchers face difficulties in finding supporting articles that fit their research topic. This can be due to limited access to information sources, limited time, or lack of skills in conducting effective literature searches. To overcome this challenge, students and researchers can take advantage of various sources of information available, such as scientific journal databases, digital libraries, institutional repositories, and academic search engines. Thus, this study will review strong supporting articles to support research related to the effect of price, facilities, and service quality on airline customer satisfaction in the field of aviation, to produce quality scientific work.

Based on this background, this study aims to build a hypothesis about the effect of price, facilities, and service quality on airline customer satisfaction for further research, namely to formulate: 1) The effect of price on airline customer satisfaction; 2) The effect of facilities on airline customer satisfaction; and 3) The effect of service quality on airline customer satisfaction.

METHOD

The method of writing *literature review* articles in this study involves two main approaches, namely the library research method and *systematic literature review* (SLR). Through the literature review method, the author searches for information from various sources, such as scientific journals, books, and other scientific publications, which are relevant to the research topic being discussed. The research is then analyzed qualitatively to identify important findings, trends, and different viewpoints related to the topic. Furthermore, *systematic literature review* (SLR) involves a more structured and organized approach in collecting and evaluating relevant literature (Kitchenham et al., 2007). This research usually involves systematic steps, such as the development of search protocols, selection of inclusion and exclusion criteria, and assessment of the quality of studies that have been selected. The *systematic literature review* approach has the advantage of obtaining valid findings and can be applied from several previous research sources to a specific phenomenon (Latifah & Ritonga, 2020).

Research by combining literature review methods and *systematic literature review* conducted by the author can produce an informative, comprehensive, and current arrangement of literature review articles on certain research topics. Both approaches provide a solid framework for exploring the existing literature, evaluating the evidence, and presenting a clear and organized synthesis of previous research findings. The analysis was conducted qualitatively, sourced from *Google Scholar online applications*, *Mendeley* and other online

academic applications. In qualitative analysis, literature review should be used consistently with methodological assumptions. One of the reasons for conducting qualitative analysis, that is, the research is exploratory,

RESULTS AND DISCUSSION

Result

Based on the background, objectives and methods, the results of this article are as follows:

Airline Customer Satisfaction

Satisfaction is a function of perceptions or impressions of performance and expectations. If the performance is below expectations then the customer is not satisfied. If the performance meets expectations then the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy (Andrian & Fadillah, 2021). Satisfaction is an assessment related to the privileges or characteristics of services or products that provide a level of customer pleasure that concerns meeting customer consumption needs (Irwansyah, 2022). Thus, it can be concluded that the definition of customer satisfaction is an evaluation or assessment based on customer perceptions or impressions of the performance of a product, service, or service compared to the expectations they have.

Factors that affect customer satisfaction such as personal factors, situation factors or circumstances experienced by consumers, price factors, product quality, and service or service quality (Irwansyah, 2022). Customer satisfaction has five indicators, namely the quality of the product that is assessed after being owned or enjoyed, the price according to segmentation, the quality of service in the form of human resources and technology, emotional factors derived from brand image and finally relatively young to enjoy or obtain the product or service (Nasruddin & Saragih, 2022).

Airline customer satisfaction has been widely researched by previous researchers, including research conducted by (Firmansyah & Sari, 2023), and (Sulistia & Ambarsari, 2022), and (Andrian & Fadillah, 2021).

Price

According to Toru in Sulistia & Ambarsari (2022), ticket prices are a number of values exchanged by consumers who benefit from owning or using products or services whose value is set by the seller for one price that is the same to all buyers. Price according to is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service (Kotler & Armstrong, 2003). Thus, it can be known that the price shows the value of the product or service exchanged by consumers.

According to Tjiptono in Almuthahar (2023), the indicators used in pricing include selling prices, price elasticity, and competitor price comparisons. There are factors that cause airline ticket prices to change, namely the dynamics of avtur prices, improving the airline's service system to consumers, competition with other airlines, and aircraft maintenance by airlines (Lubis & Simbolon, 2019).

Price variables have been widely researched before. Some of these studies have been conducted by (Phaksi, 2022), (Almuthahar, 2023), and (Maulana et al., 2023).

Facilities

Facilities are defined as physical resources that must exist before a service is offered to consumers (Tjiptono, 2017). Facilities are physical signs of service encompassing all aspects of an organization's physical facility or service environment, including the built, man-made, and physical service environment (Immamah et al., 2023). Thus, it can be concluded that facilities are everything related to physical resources and the environment in which services are provided to consumers.

According to the Regulation of the Director General of Civil Aviation Number SKEP / 77 / VI / 2005 concerning Technical Requirements for the Operation of Airport Engineering Facilities (2005), passenger terminal facilities are a building provided by airports to serve all activities carried out by passengers from departure to arrival. The passenger terminal is divided into 3 parts, namely departure, arrival, and airport supporting equipment.

Research on facilities has been done a lot before. Some of these studies include (Firmansyah & Sari, 2023), (Laksono Aji, 2021), (Hadju & Sitohang, 2020) and (Faisal et al., 2024)

Quality of Service

Service quality is the ability of a business to provide the best and quality service compared to its competitors (Tjiptono, 2017). Kotler in Susandy et al. (2023) said that service quality must start from consumer needs and end at consumer perceptions of service quality to consumers is one of the determinants of marketing success. Thus, service quality can be defined as a business effort to provide high-quality service and meet consumer expectations.

Service quality is a concept that includes several key indicators that influence consumer perception. Service Quality with indicators of reliability, responsiveness, assurance, care, and physical form. All of these indicators together shape consumers' overall perception of the quality of service provided by a business or organization (Violin et al., 2021).

The quality of airline service has been widely researched before. Some of these studies include (Syahputra et al., 2019), (Violin et al., 2021) and (Susandy et al., 2023).

Review of Relevant Articles

Review relevant articles as a basis for establishing research hypotheses by explaining the results of previous research, explaining similarities and differences with the research plan, from relevant previous research such as table 1 below.

Table 1: Relevant Research Results

No	Author (Tahun)	Previous Results	Research	Similarities with this article	with	Differences with this article	with	H
1	(Phaksi, 2022)	Waiting time, price, and service quality to airline customer satisfaction	price, customer	Price affects airline customer satisfaction	affects customer	Waiting time affects customer satisfaction	time airline	H1
2	(Almuthahar, 2023)	Price and service quality have positive significant impact on airline customer satisfaction	price, service and customer	Price affects airline customer satisfaction	affects customer	No variables	facility	H1

3	(Maulana et al., 2023)	Price, service quality, and trust have a positive and significant influence on airline passenger satisfaction	Price affects airline passenger satisfaction	Trust affects airline passenger satisfaction	H1
4	(Firmansyah & Sari, 2023)	Facilities and services have a positive and significant impact on airline passenger satisfaction	Facilities affect passenger satisfaction	Not researching the effect of price variables	H2
5	(Laksono Aji, 2021)	The quality of service, price, and facilities have a positive and significant impact on airline customer satisfaction	Facilities affect airline customer satisfaction	-	H2
6	(Hadju & Sitohang, 2020)	The quality of service, price, and facilities have a positive and significant impact on airline customer satisfaction	Facilities affect airline customer satisfaction	-	H2
7	(Syahputra et al., 2019)	Service quality, brand image, and price affect airline customer satisfaction	Service quality affects airline customer satisfaction	Brand image affects customer satisfaction	H3
8	(Violin et al., 2021)	Low-cost carrier and service quality affect airline customer satisfaction	Service quality affects customer satisfaction	Low-cost carrier and service quality affect airline customer loyalty	H3
9	(Susandy et al., 2023)	There is an influence between service quality and airline customer satisfaction	There is an influence between quality Service to airline customer satisfaction	There is an influence between service quality and the quality of airline customers	H3

Discussion

Based on theoretical studies, the discussion of *this literature review* article is to review relevant articles, analyze the influence between variables and make conceptual thinking research plans:

The Effect of Price on Airline Customer Satisfaction

Price is one of the key factors in a consumer's purchasing decision because it shows the value of the product or service exchanged by the consumer. The principle or concept of price is that the price must match the value provided by the product or service to consumers. This means that prices are supposed to reflect the quality, benefits, and satisfaction provided to consumers.

Price also has a significant influence on airline customer satisfaction as previously researched. Price affects the airline's customer satisfaction according to research conducted by Phaksi (2022), Almuthahar (2023), and (Maulana et al., 2023). If the price is perceived well by consumers, then airline customer satisfaction will also increase. To improve airline customer satisfaction, it is important to pay attention to several customer satisfaction indicators, such as product quality, prices in accordance with market segmentation, quality of service including human resources and technology, emotional factors related to brand image, and ease of access or availability of such products or services.

Some of the factors that affect prices in the airline industry include avtur price dynamics, improved airline service systems to consumers, competition with other airlines, and aircraft maintenance costs by airlines. To increase customer satisfaction by paying attention to prices, airline management must pay attention to pricing strategies that are in accordance with the value provided to consumers. One step that can be taken is to conduct market research to understand the prices that are acceptable to consumers while still maintaining a decent profit for the company. In addition, management also needs to ensure that the prices offered reflect the quality of products and services provided by the airline, as well as provide added value desired by consumers.

The Effect of Facilities on Airline Customer Satisfaction

Facilities are everything related to physical resources and the environment in which services are provided to consumers. Passenger terminal facilities are buildings provided by airports to serve all activities carried out by passengers from departure to arrival. Passenger terminals are usually divided into three parts, namely departure facilities, arrival facilities, and airport supporting equipment.

Facilities have a significant effect on airline customer satisfaction. Facilities play a role in airline customer satisfaction, in line with research by Firmansyah & Sari (2023), Laksono Aji (2021), and Hadju & Sitohang (2020). If passenger terminal facilities are well perceived by passengers, airline customer satisfaction will also increase. This can be explained by that the comfort, safety, and ease of access and facilities provided at the passenger terminal will affect the passenger experience during their journey. Some indicators of airline customer satisfaction include product quality, prices in accordance with market segmentation, quality of service involving human resources and technology, emotional factors related to brand image, and ease of access or availability of the product or service.

To increase customer satisfaction by paying attention to facilities in the passenger terminal, airport management needs to take several strategic steps. First, management must ensure that all facilities provided at the passenger terminal meet the quality standards expected by passengers. This includes comfort, cleanliness, safety, and availability of facilities such as seats, toilets, dining areas, and rest areas. In addition, it is necessary to carry out regular maintenance and repairs if needed to maintain the physical condition of the facility remains good. Second, management needs to pay attention to feedback from passengers through surveys or evaluations to continue to improve and improve the facilities provided. Thus, by

paying attention to passenger needs and preferences, management can identify areas that need improvement or improvement to improve customer satisfaction.

The Effect of Service Quality on Airline Customer Satisfaction

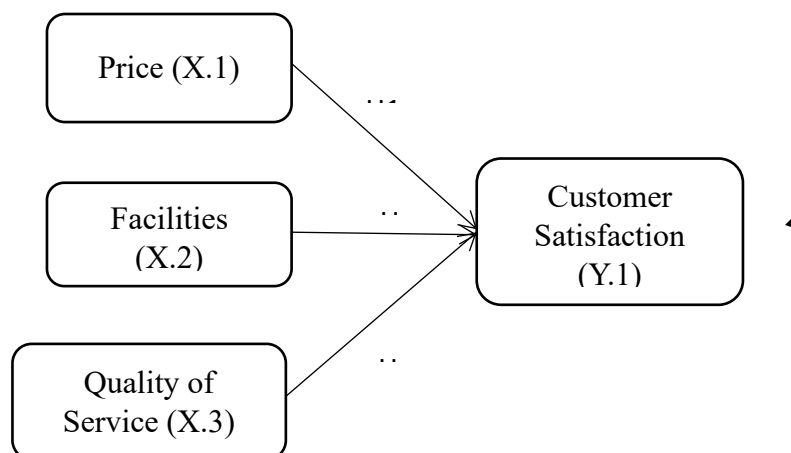
Quality of service is a business effort to provide high quality services and meet consumer expectations. This concept includes several key indicators that influence consumer perception of the services provided. Reliability indicators refer to a service provider's ability to provide consistent and reliable service. Responsiveness shows how quickly and effectively a service provider responds to consumer needs and demands. Assurance involves the ability to provide assurance of quality and service satisfaction to consumers. Concern includes the attitude and attention of the service provider to the needs and problems of consumers. While physical form relates to the visual and physical aspects of the environment or service products that give an impression to consumers.

Good service quality has a significant effect on customer satisfaction. If the quality of service is perceived well by consumers, then customer satisfaction will increase. As research has been conducted by Syahputra et al. (2019), Violin et al. (2021), and Susandy et al. (2023). This can be explained by that airline customer satisfaction is also influenced by several other indicators, such as the quality of products that are assessed after being owned or enjoyed, prices that are in accordance with segmentation, quality of service involving human resources and technology, emotional factors related to brand image, and ease of access or availability of these products or services.

Thus, to increase airline customer satisfaction, companies must ensure that the quality of service provided covers all these indicators and is well perceived by consumers. This requires investment in the development of human resources, technology, and infrastructure that can improve the overall quality of service. In addition, companies must also pay attention to other aspects such as brand image and market segmentation to ensure that the products and services offered are in accordance with consumer needs and preferences.

Research Conceptual Framework

Based on the problem formulation, relevant research and discussion, the conceptual framework of this article is as shown in figure 1.



Gambar 1: Rerangka Konseptual

Based on the conceptual framework above, prices, facilities, and service quality affect airline customer satisfaction. Apart from the three exogenous variables that affect customer satisfaction, there are many other variables that can affect airline customer satisfaction, including:

- 1) Waiting time;
- 2) Belief;
- 3) Brand image;
- 4) Low-cost carrier
- 5) Customer loyalty

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate hypotheses in future research related to airline customer satisfaction, namely:

- 1) Price affects airline customer satisfaction;
- 2) Facilities affect airline customer satisfaction; and
- 3) Service quality affects airline customer satisfaction.

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