

BUILDING LOYALTY THROUGH EDUCATION ON PASSENGER TRUST IN LOW COST AIRLINES INDONESIA, THE ROLE OF SERVICE QUALITY AND PASSENGER SATISFACTION

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Abstract: The study aims to investigate how service quality contributes to passenger loyalty in LCA Indonesia, considering satisfaction and trust. A survey was conducted with 400 respondents who used LCA services for domestic flights at Sultan Hasanuddin Airport in Makassar between 2021 and May 2022. Structural Equation Modeling (SEM) was employed for data analysis. The results indicate that service quality, passenger satisfaction, and trust are crucial in shaping loyalty. Satisfying services have the potential to foster trust, leading to passenger loyalty. Satisfaction and trust act as effective mediators of service quality and passenger loyalty. The findings highlight the importance of delivering high-quality services that meet passenger expectations and generate satisfaction. LCA Indonesia can build trust and establish a loyal customer base by exceeding customer expectations. Service quality is vital for providing positive experiences to passengers. Understanding the mediating roles of satisfaction and trust is also key. LCA Indonesia can enhance passenger loyalty by prioritizing service quality, improving satisfaction levels, and building trust among passengers. Addressing these factors strengthens the airline's competitive position and ensures long-term customer loyalty in a highly competitive market.

Keywords: Service Qualmarket Satisfaction, Trust, Loyalty, LCA

INTRODUCTION

Currently, airlines in Indonesia are in fierce competition to attract consumers. The population in the Covid-19 pandemic has an impact on air transportation access. The declining economic conditions during the pandemic have affected the purchasing power of people who need air transportation. Low Cost Airlines (LCA) has become the people's choice for flight services at relatively affordable prices.

However, there have been many passenger complaints related to the quality of LCA services that are often published in the media. These complaints range from the service process on the ground and interference with aircraft to service in the air. There are several problems related to ground services, ranging from the clarity of information about flights considered not optimal service problems before departure. While on board, there are often technical problems that cause failures or delays in departure on this LCA service and poor service during the flight (Curran, 2022)

Such complaints may affect passenger satisfaction and trust and will impact passenger loyalty. Passengers who have a good assessment of the airline can act positively and, at the same time, help the airline find new customers. The supporters fight negative issues regarding the airline. According to (Kotler., 2013), loyal consumers can reduce marketing costs, expand market share with positive word *of mouth*, and ultimately bring profits to the company. Therefore, loyal customers become an asset for the company. Therefore, researching to gain LC researcher loyalty by building satisfaction and trust by improving passengers' quality (Chanpariyavatevong et al., 2021) is important.

Passenger trust education involves an airline's efforts to provide information and knowledge to passengers to build trust in choices and operations. This education aims to reduce uncertainty and increase passenger confidence by providing clear, transparent, and accurate information on various aspects relevant to the travel experience. Education about passenger trust plays an important role in building long-term relationships between airlines and passengers. This emphasizes the importance of providing accurate and transparent information about airline services, policies, and operations to build passengers to

Education about passenger trust can be implemented in the aviation industry through several strategies and practices, including:

1. **Effective Communication:** Airlines must communicate effectively and openly with passengers. The information submitted must be easy to understand and relevant to the needs of passengers. Good communication includes providing information regarding airline policies, procedures, facilities, and services.

2. **Cost Transparency:** Low-cost airlines often charge additional fees that may not be included in the base ticket price. In educating passengers on trust, airlines must provide clear information about potential surcharges, such as baggage fees, food and beverages, seat selection, and more. This transparency helps passengers make better decisions and avoid unexpected charges.
3. **Operational Reliability:** Passenger confidence is also related to the airline's operational reliability. Education about passenger trust should include information about the airline's reliability record, including flight punctuality rates, flight rescheduling policies, and handling delays or cancellations.
4. **Safety and Security:** Education on passenger trust should emphasize the airline's efforts to maintain passenger safety and security. Information on security procedures, cabin crew training, and security measures implemented should be conveyed clearly and in detail.

Considering the characteristics of airline service users in Indonesia, the Servqual model has been used to assess the service quality of LCA airlines. However, it should be noted that the applicability of the Servqual model for the characteristics of services that are not high-cost or high-risk is still a matter of debate. Buttle (Fandy Tjiptono, 2017) states that the servqual model is more relevant for building service quality in contexts involving high costs and risks. The concept of service quality includes both functional and technical dimensions, focusing on the "what" and "how" of service delivery as perceived by consumers. Service quality evaluation revolves around reliability, responsiveness, assurance, empathy, and tangibles, as outlined (Kotler., 2013.) In applying the SERVQUAL model to LCA airline services in Indonesia, several factors need to be considered must comprehensively. Here are some further explanations:

1. **Characteristics of aviation service users in Indonesia:** To understand the relevance of the SERVQUAL model, it is important to consider the characteristics of airline service users in Indonesia. Factors such as demographics, consumer preferences, culture, and local customs can influence consumers' perceptions and expectations of service quality. Therefore, more comprehensive research and analysis are needed to understand how the SERVQUAL model can be effectively applied in the Indonesian context.
2. **Aviation service context:** The aviation industry has unique characteristics, including high costs, operational risks, and strict regulations. Therefore, it is important to consider how the SERVQUAL model can accommodate these specific aspects in assessing service quality. The SERVQUAL model can help measure service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. However, additional adjustments and dimensions may be required to meet the navigation industry's needs.

3. Relevance and usability of the SERVQUAL model: (Fandy Tjiptono, 2017) highlights that the relevance of the SERVQUAL model is clearer for high-cost and high-risk services. However, its application to services with different characteristics still requires further investigation. Therefore, in applying the SERVQUAL model to LCA airlines in Indonesia, further evaluation is needed regarding its relevance and usefulness in effectively measuring and improving service quality.
4. Further research: To gain a deeper understanding of the application of the SERVQUAL model for LCA airline services in Indonesia, more comprehensive research and analysis are needed. This research can involve consumer surveys, interviews, and direct observations to understand consumer perceptions, expectations, and factors that affect service quality in Indonesia's aviation context.

Measurement and evaluation of service levels is essential for companies to assess consumer satisfaction with the quality of their services regularly. Consumer satisfaction is a subjective judgment based on personal experience but still based on objective reality. When consumers have a positive experience, they are more likely to give a favorable rating, whereas a negative experience will result in a negative rating.

In this study, the variable of passenger satisfaction consists of two dimensions, as proposed by (L. Su et al., 2021:) post-flight and satisfaction with in-flight service. The dimensions of satisfaction with pre-flight service include factors such as:

1. Booking process: Consumer satisfaction with the ease, comfort, and efficiency of the flight booking process, including online booking systems, travel agents, or other channels.
2. Pre-flight information: Customer satisfaction with the clarity, accuracy, and availability of information regarding flight schedules, fares, baggage policies, check-in procedures and other relevant pre-flight details.
3. Customer service: Customer satisfaction with the responsiveness, professionalism, and assistance of customer service representatives when handling pre-flight inquiries, concerns, or complaints (Kochar, 2021)

The dimensions of satisfaction with post-flight services include factors such as:

1. Baggage handling: Consumer satisfaction with the efficiency, care, and accuracy of the baggage handling process, including baggage check-in, security procedures, baggage claim and any assistance provided if baggage is lost or damaged.

2. Ground services: Customer satisfaction with the overall experience at the airport, such as the cleanliness of facilities, availability of facilities, efficiency of immigration and customs procedures, and effectiveness of ground staff in assisting.
3. Post-flight communication: Consumer satisfaction with the communication channels and methods used by the company to gather feedback, resolve complaints, and provide post-flight assistance or compensation if necessary.

The dimensions of satisfaction with in-flight service include factors such as:

1. Cabin comfort: Consumer satisfaction with the overall level of cabin comfort, including seat comfort, legroom, cleanliness, temperature control, and noise levels.
2. In-flight entertainment: Consumer satisfaction with the variety, quality, and functionality of entertainment options, such as movies, music, TV shows, games, or Wi-Fi connectivity.
3. On-board service: Customer satisfaction with the attention, friendliness, and professionalism of flight attendants, as well as the quality and presentation of food, beverages, and other in-flight services.

By measuring and evaluating passenger satisfaction across these dimensions, companies can gain insight into specific areas where improvements may be needed to improve their overall service quality. This feedback-based approach can help companies meet customer expectations, increase satisfaction, and foster customer loyalty.

Customer loyalty refers to customers' actions and attitudes towards a company's products or services. Loyal customers demonstrate consistent and continuous use of products unsealed with a positive mindset and favorable attitude towards the company. They are dedicated to making repeat purchases and tend to recommend the company's products to others (Chambers, 2022)

In this study, customer loyalty variables combined three dimensions based on the developed framework (Chonsalasin et al., 2020): word of mouth, repurchase intention, and identification.

1. Word of mouth refers to the tendency of customers to share positive experiences and support a company's products or services to others. Loyal customers are more likely to engage in positive word-of-mouth communication, such as personal recommendations, online reviews, or endorsements on social media platforms. Their willingness to advocate for the company shows their loyalty and satisfaction.
2. Repurchase intent refers to the likelihood of a customer to continue buying a company's products or services. Loyal customers show strong repurchase intent due to experience and

satisfaction with the product or service. They consistently choose the company over other alternatives, demonstrating their loyalty and true brand.

3. Identification refers to customers' emotional connection and sense of belonging towards a company or brand. Loyal customers often identify themselves with values, mission, or brand image. They feel a strong affiliation and strongly associate it with their self-identity. This emotional connection fosters customer loyalty and motivates them to remain loyal to the company.

This research is motivated by understanding the importance of passenger loyalty in a highly competitive aviation industry. Educating passenger trust through education and understanding the role of service quality in influencing passenger satisfaction is considered a key factor in building sustainable loyalty. Researchers aim to investigate the relationship between service quality, passenger satisfaction, and passenger trust in the context of low-cost airlines in Indonesia. This research is significant in providing insights and recommendations to the airline industry in developing strategies to increase passenger loyalty through trust education and improved service quality (Daulay et al., 2022). In addition, this study examines the role of service quality in influencing passenger satisfaction. Good service quality includes responsiveness, assurance, empathy, and tangible physical aspects. If passengers are satisfied with the airline's service, the airline provides action. Passenger satisfaction mediates and loyalty (Shen & Yahya, 2021). This means that passenger satisfaction plays an important role in linking good service is important. If passengers are satisfied with the service they receive, they are likely to remain loyal to the airline

METHODS

Recent studies on research methodologies in customer satisfaction and service quality in Low-Cost Airlines (LCAs) in Indonesia have highlighted various aspects such as digital-based service quality, sustainable development strategies, and the impact of service quality on customer satisfaction and loyalty. A study explored the quality of digital-based services from low-cost airline websites. However, content from the study is not available in search results. Another study examines the sustainable development strategies of low-cost airlines in Indonesia and their impact on passenger loyalty. The study emphasizes the importance of service quality in retaining customers and surviving in a competitive market (Ban & Kim, 2019).

The Likert scale method was used to measure the data collected, with five answer choices ranging from strongly agree to disagree strongly. This study used the SERVQUAL model to examine

the effect of service quality on customer satisfaction and loyalty. Structural Equation Modeling (SEM) analysis was conducted using SPSS_AMOS 23 software to analyze data and evaluate relationships between variables (Prajna et al., 2023).

The study determined the sample size using Slovin's formula, considering the total population size and desired error rate. The sample size for this study was determined to be as many as 400 respondents. The study population consists of Low-Cost Airline passengers who have experienced domestic flight services at Sultan Hasanuddin International Airport in Makassar, particularly in Maros Regency, during the specified period in 2021 and January-May 2022. The total population was calculated at 4,518,728 passengers based on the figures given.

RESULTS AND DISCUSSIONS

A validity test of the instrument was conducted to evaluate the validity of the study's measurement items. This test involved comparing the calculated correlation coefficient (r) with the critical value from the table. If the calculated r value is greater than the critical value, the statement item is considered valid, as stated by (Imam Ghazali, 2013). Based on the sample studied, it was observed that the calculated r value for each item of the research instrument exceeded the critical value, indicating the validity of the statement items.

Furthermore, the reliability of research variables can be assessed by examining the consistency of responses over time. The reliability test for the variables was conducted using SPSS 23 software, employing Cronbach's alpha (α) statistic. A Cronbach's alpha value between 0.80 and 1.00 indicates reliable variables. The results shown in Table 1 demonstrate that the Cronbach's alpha value for each variable meets the required criteria, indicating that the variables used in this study are considered reliable (Frost, 2019)

Table 1. The Test of the validity and reliability of variables X, Y1, Y2, Z

Item	Pearson Correlation	Sig. (2-tailed)	r table	Validity Test Information	Cronbach Alfa (α)	Reliability Test Information
X1	0.502	0,000	0,098	Valid	0,924	Reliable
X2	0.639	0,000	0,098	Valid		
X3	0.522	0,000	0,098	Valid		
X4	0.817	0,000	0,098	Valid		
X5	0.775	0,000	0,098	Valid		
X6	0.556	0,000	0,098	Valid		

X7	0.833	0,000	0,098	Valid		
X8	0.849	0,000	0,098	Valid		
X9	0.713	0,000	0,098	Valid		
X10	0.781	0,000	0,098	Valid		
X11	0.611	0,000	0,098	Valid		
X12	0.684	0,000	0,098	Valid		
X13	0.732	0,000	0,098	Valid		
X14	0.742	0,000	0,098	Valid		
X15	0.726	0,000	0,098	Valid		
Y1.1	0.826	0,000	0,098	Valid	0,890	Reliable
Y1.2	0.849	0,000	0,098	Valid		
Y1.3	0.724	0,000	0,098	Valid		
Y1.4	0.817	0,000	0,098	Valid		
Y1.5	0.848	0,000	0,098	Valid		
Y1.6	0.810	0,000	0,098	Valid		
Y2.1	0.784	0,000	0,098	Valid	0,863	Reliable
Y2.2	0.734	0,000	0,098	Valid		
Y2.3	0.701	0,000	0,098	Valid		
Y2.4	0.757	0,000	0,098	Valid		
Y2.5	0.795	0,000	0,098	Valid		
Y2.6	0.883	0,000	0,098	Valid		
Z1	0.655	0,000	0,098	Valid	0,897	Reliable
Z2	0.774	0,000	0,098	Valid		
Z3	0.854	0,000	0,098	Valid		
Z4	0.889	0,000	0,098	Valid		
Z5	0.815	0,000	0,098	Valid		
Z6	0.872	0,000	0,098	Valid		

Source: The independently processed primary data. 2022

Before testing the hypothesis with the help of AMOS 23 software, the feasibility of the research data is first calculated with the *goodness of fit* index criteria. Nine index criteria are required, with the resulting value meeting the 'Good' criteria, as shown in Table 2. Based on the information from the calculation results, it is possible to test the research hypothesis.

Table 2. Goodness Of Fit

Index	Values' Criteria	Result	Information
ChiSquare	small	41,590	Good
Probabilitas	>0,05	0,061	Good
RMSEA	<0,08	0,033	Good

CMIN/DF	<2,0	1,434	Good
GFI	>0,9	0,985	Good
AGFI	>0,9	0,952	Good
TLI	>0,95	0,992	Good
CFI	>0,95	0,997	Good
IFI	>0,9	0,997	Good
NFI	>0,9	0,991	Good

Source. The independently processed primary data. 2022.

Based on the collected data, the majority of respondents in this study were female passengers, accounting for 65%, while male passengers constituted 35% of the sample. Regarding occupation, the largest respondents were civil servants (ASN), comprising 72.50% of the sample. Private workers accounted for 20% of the respondents, non-ASN employees in government agencies constituted 6%, and students comprised 1.5% of the sample. Regarding age distribution, most respondents fell into the 31-40 age range, representing 73.75% of the sample. The 41-50 age group accounted for 13.25% of respondents, followed by the 21-30 age group at 11% and the 51-60 age group at 2%. Regarding educational background, the most dominant level of education among respondents was a Master's degree (S2), accounting for 57.50%. A Bachelor's degree (S1) was the second most prevalent educational background, comprising 38.75% of the respondents. A small percentage of respondents held a doctoral degree (S3) at 2.75%, while high school education (SMU) represented 1% of the sample.

Table 3. Respondents' Characteristics

Karakteristik		Male	Female	Total
Respondents	Numbers	140	260	400
	ASN (Civil Servants)	120	170	
Occupation	Non ASN	4	20	400
	Private	12	68	
	Students	4	2	
	SD-SMU	4	0	
Education	S1	45	110	400
	S2	88	142	
	S3	3	8	
Age	21-30	8	36	400
	31-40	99	196	
	41-50	25	28	
	51-60	8	0	

Source. The independently processed- primary data. 2022

Results of the analysis. The findings indicate a significant relationship between service quality and passenger satisfaction, as evidenced by a P-value of 0.00, which is less than the significance level of 0.05. Therefore, we can conclude that H1 is supported. However, the analysis reveals that service quality does not significantly affect passenger trust. The obtained P-value of 0.181 is greater than the significance level of 0.05. Additionally, the C.R. value is less than 1.98, indicating that H2 is rejected. On the other hand, the results demonstrate a significant impact of service quality on passenger loyalty, with a P-value of 0.00, supporting H3. Furthermore, a significant relationship exists between passenger satisfaction and trust, as indicated by a P-value of 0.00, supporting H4. However, passenger satisfaction does not significantly influence passenger loyalty, as evident from the P-value of 0.059, which exceeds the significance level. Moreover, the C.R value of 1.886 is less than the threshold of 1.98, leading to the rejection of H5. Lastly, the analysis reveals that trust significantly affects passenger loyalty, with a P-value of 0.00, supporting H6.

Table 4. Result of Data Testing

Variable			C.R.	P
Satisfaction	<---	servqual	20,872	***
Trust	<---	servqual	-1,337	,181
Trust	<---	satisfaction	4,859	***
Loyalty	<---	Trust	-3,478	***
Loyalty	<---	satisfaction	1,886	,059
Loyalty	<---	servqual	3,904	***

Source. The independently processed primary data. 2022

Discussion

By improving the perceived service quality, LCA airlines in Indonesia can enhance passenger loyalty. The calculations conducted in this study reveal that service quality has a positive and significant effect on passenger loyalty. These findings are consistent with prior research conducted by (Novianty et al., 2021) and (Julius & Jatmika, 2019), who also found that service quality positively and significantly influences customer loyalty in one of the Indonesian LCA airlines.

Passenger trust is also a crucial factor that influences passenger loyalty. The data analysis results show that increasing satisfaction can increase passenger confidence. Improving airline service quality is one way to enhance passenger satisfaction. These results are consistent with the research conducted by (Ashraf et al., 2018) and (Chonsalasin et al., 2020) in the aviation industry in Thailand. Therefore, to foster passenger loyalty, LCA airlines in Indonesia should prioritize enhancing the perceived service quality by passengers. Airlines can establish strong loyalty and maintain a loyal customer base by improving passenger satisfaction and building their trust in the airline.

Your study findings reveal interesting insights into the relationship between service quality, passenger trust, satisfaction, and loyalty among LCA flight passengers. Let's delve into these findings and provide some additional explanations:

1. **Service Quality and Passenger Trust:** This study observed that service quality did not directly and significantly affect passengers' trust. This result might be surprising, as one would expect that good service quality would naturally lead to higher levels of trust. However, it's important to note that trust is a complex psychological construct that various factors beyond service quality can influence. The study suggests that for passengers to trust the airline, it's not enough for the quality of service; it also depends on other factors, such as the airline's reliability and ability to keep promises and commitments. This finding is the same as the study conducted by (D. N. Su et al., 2021), (Ricardianto et al., 2023), (Nguyen-Phuoc et al., 2021), and (Shen & Yahya, 2021)
2. **Satisfaction and Passenger Loyalty:** The study found that satisfaction did not directly and significantly affect passengers' loyalty. This result challenges the traditional notion that satisfied customers are likelier to be loyal. Again, this finding may be attributed to the unique characteristics of the aviation industry, where trust plays a crucial role in passenger loyalty. The study suggests that satisfaction alone may not be enough to foster loyalty; instead, it needs to translate into trust, which, in turn, influences loyalty. This finding is almost the same as found by (Batouei et al., 2019), (Shah et al., 2020), (Ma et al., 2020), (Lee et al., 2018), and (Dagger & David, 2012)
3. The study emphasizes the difficulties in establishing trust among passengers of LCA flights within the aviation industry. This industry is inherently risky, and any incidents or negative media coverage related to reliability concerns can swiftly diminish passenger trust. When passengers perceive that an airline fails to fulfill its promises or meet its commitments to delivering safe and dependable flight services, their trust can be significantly undermined. Consequently, this lack of trust may not contribute to an increase in passenger loyalty. This finding is almost the same as found by (Singh, 2021), (Tümer et al., 2019), (Mehta et al., 2020), (Beck et al., 2018), and (Strauch et al., 2019)
4. **Comparison with Previous Research:** The study's findings, which show a lack of a direct relationship between trust and loyalty among LCA flight passengers, differ from the findings of (Chonsalasin et al., 2020), who found a positive effect of trust on airline passenger loyalty in Thailand. This discrepancy could be attributed to cultural, market-specific, or contextual differences between the regions or airlines studied.

In summary, these findings emphasize the importance of considering the unique characteristics of the airline industry and the multifaceted nature of trust and loyalty. Building trust among passengers in this industry may require more than providing good service quality or ensuring satisfaction; it may necessitate a concerted effort to demonstrate reliability, transparency, and a commitment to fulfilling promises, especially in an environment where passenger trust is vulnerable to negative incidents and media coverage. These insights can be valuable for airlines seeking to improve customer relationships and enhance passenger loyalty.

CONCLUSION

The findings of this study indicate that service quality has a positive and significant impact on passenger satisfaction and loyalty. However, what's interesting is that the effect of service quality on passenger satisfaction is stronger than its effect on passenger loyalty. This suggests that passengers who experience good service tend to feel satisfied rather than becoming loyal. Here are further explanations regarding these findings.

Service Quality and Satisfaction: As expected, service quality positively and significantly influences passenger satisfaction. Customers who experience good service are generally more likely to feel satisfied. This underscores the importance of ensuring that various aspects of service, such as speed, friendliness, accuracy, and efficiency, are well-managed, as they directly affect passenger satisfaction.

Service Quality and Loyalty: Although service quality contributes positively to passenger loyalty, the finding that its impact is weaker than satisfaction is noteworthy. It suggests that satisfaction is an important initial step in building loyalty. In other words, satisfied customers are more likely to become loyal. However, other factors, such as price, timeliness, or competitive factors, can also influence passenger loyalty.

Satisfaction, Trust, and Loyalty: The finding that passenger satisfaction directly and significantly impacts passenger trust is crucial. Trust is a key element in building loyalty. When customers are satisfied, they tend to have higher levels of trust in the company or airline. This trust, strengthened by high satisfaction, subsequently impacts passenger happiness in using the service, repeat purchases, positive reviews, and recommendations to others.

Recommendations for LCA Indonesia Airlines Based on this research, there are important recommendations for LCA Indonesia Airlines. The company should focus on creating service systems and infrastructure that enhance passenger satisfaction throughout the departure, in-flight, and

arrival processes. Passenger satisfaction is a strong initial step in building trust. This trust, bolstered by high satisfaction, will impact customer happiness in using LCA services, repeat purchases, positive reviews, and recommendations. Therefore, LCA Indonesia Airlines can utilize these findings to improve customer relationships and promote sustainable business growth.

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