# The role of service quality, facilities, and prices on customer satisfaction in Indonesia aviation in the COVID-19 pandemic

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**A B S T R A C T**

Lion Air is an airline that has a low-cost carrier concept, which makes Lion Air an airline that has low prices. With these low prices, does it improve customer fulfillment? This study aims to determine the effects of service quality, amenities, and pricing on purchase choices. Associative quantitative research methodologies are used in this kind of study. The sample comprised 210 individuals who had taken a flight on Lion Air during COVID-19 and were at least 17 years old. The analysis technique uses Amos 24 software and SEM (Structural Equation Modelling) analysis. The results showed that service quality has a favorable and considerable impact on customer satisfaction. Facilities have a significant and positive effect on customer satisfaction. Price has a positive and substantial influence on customer satisfaction.

## 1. Introduction

By the law, Lion Air, one of Indonesia's national private airlines, was established on November 15, 1999. Still, the company didn't start operating until June 30, 2000, when it began working two Boeing 737-200 aircraft from Jakarta to Pontianak. With the tagline "We Make People Fly", Lion Air has earned a reputation as the least expensive airline. By continually prioritizing safety, security, and flight quality, Lion Air demonstrates to the public that everyone can fly with Lion Air. Increased competition, especially in the aviation industry, makes many parties obliged to step up to the maximum because the company must have advantages that attract customers who will then do business again and result in the company having competitiveness so that it can struggle in the market (Ricardiato et al., 2023a). During the COVID-19 pandemic, almost all modes of transportation experienced operational disruptions, one of which was air transportation. During this pandemic, we experienced a significant decline in passengers and various problems, resulting in flights not running smoothly. Some regulations have changed in the world of Aviation in serving passengers during COVID-19.

Talking about the quality of service at Lion Air, passengers can say that there are still shortcomings in the quality of service provided by Lion Air. For example, Lion Air has not provided security guarantees for passenger luggage deposited in the trunk of the aircraft. The high risk that passengers have to feel regarding baggage will later affect the level of customer satisfaction. Here are some news articles related to the vulnerability of damage and even loss of luggage for Lion Air passengers. Not only cases related to damage or loss of passenger goods, Lion Air needs help with the timeliness of arrivals and departures. It is no secret that Lion Air often experiences delays in both arrivals and departures.

Studies that examine the effect of service quality, facilities, and prices on service quality have been carried out by many previous researchers. The study by Zameer et al. (20125) proved that providing the best service is a strategic policy for the

company in increasing competitive advantage through customer satisfaction. Ricardiato et al. (2023b) revealed that service quality and ticket price policies positively affect passenger satisfaction. Islan et al. (2022) stated that refreshment and waiting room facilities must be prioritized because they significantly impact passenger satisfaction. Customers can see customer results in services served to customers in the form of goods or services (Fontain, 2001). If the services provided by the company can meet customer expectations, customer satisfaction can be achieved (Indrasari et al., 2022).

Apart from service quality, facilities are a factor that affects customer satisfaction. Facilities can make customers feel comfortable. Facilities and infrastructure are essential for increasing satisfaction, such as providing relief, meeting the needs, and feeling comfortable from service users. Consumers will feel satisfied if the facilities meet their needs (Zhang & Prybutok, 2005). Facilities are a measure of all services provided and significantly impact customer satisfaction because clients may find a more straightforward way to carry out their activities and feel comfortable using the available facilities due to the ranking of the facilities (Angelova & Zekiri, 2011). The study by Wahyuni et al. (2022) revealed that to increase customer satisfaction, it is necessary to increase safety facilities in the fleet to provide high safety guarantees.

Ticket prices, which are costs incurred, impact consumer satisfaction. Price is important for consumers because it determines their perception of the product they consume (Susanti et al., 2022). Price is also a reference in consumer expectations of product performance and perceived level of satisfaction. Customer perceptions of price are customer manifestations of the products offered by the company (Martin-Consuegra et al., 2007). Yunanto and Astini (2020) found that ticket rates affect customer satisfaction. Paramita et al. (2018) found that the primary determinant of passenger satisfaction with modes of transportation is train fares. Each customer has a unique opinion regarding the cost of a service they utilize. Customers may get unsatisfied if a service is delivered slowly and, comes at a high cost and with poor quality.

## 2. Literature Review and Hypothesis

### 2.1. Customer Satisfaction

Customer satisfaction is an improvement from purchase; in this case, what determines is the thought of the performance of alternative products/services used in satisfying expectations before purchase (Yuksel & Yuksel, 2001). Customer satisfaction is an improvement from buying and selling transactions, which has a reserve used less to present results that are the same or exceed customer thinking. At the same time, dissatisfaction arises because the results do not match customer thinking (Hoover et al., 2002). Satisfaction will arise if the needs of the facilities available by tourists can be met while they are staying in that place (Hailuddin et al.,2022). Keiningham et al. (2007) stated that four indicators determine consumer satisfaction Indicators to determine customer satisfaction, namely: 1) Creation of consumer expectations, 2) Behavior and willingness to use products, 3) Service quality, and 4) Loyalty.

### 2.2. Service Quality

A service is a form of treatment carried out free of charge from one party to another to provide assistance so that the other party iswilling to help the needs sincerely (Suryawan et al., 2023). Service is an action performed by a person or group of people based on tangible variables under the guidance of a predetermined system, guidelines, and techniques for efforts to satisfy the interests of others based on their rights. (Marina et al., 2023). Service is a series of activities. Therefore, service is astage, so it must take place in an orderly and sustainable manner, covering the entirety of life in society.

Service quality can directly affect customer satisfaction because the quality of personnel describes the physical condition, attitude, behavior, experience, and ability of the airline employees concerned in providing services to consumers. Ricardianto et al. (2022) proved that service quality affects passenger loyalty through passenger satisfaction. Passengers satisfied with the employee services provided will be satisfied with this airline. Ng et al. (2011) found that in-flight services with friendly and polite flight attendants will affect passenger satisfaction. The quality of the service can be deemed reasonable if the service consumers see it as meeting their needs or preferences when using an airline.

Conversely, the perceived service quality can be characterized as being subpar if it is lower than the desired outcome or point of view (Brady & Robertson, 2001). Service quality is typically regarded as an antecedent of customer satisfaction; therefore, if airline firms want to obtain high levels of customer happiness, they must offer high levels of service quality (Adeola & Adebiyi, 2014). Service quality has indicators using the theory, namely: 1) *tangible,* 2) *reliability,* 3) *responsiveness,* 4) *assurance,* and 5) *empathy* (Hamming et al., 2019)

### 2.3. Facilities

Facility is a physical or invisible trait the company presents that provides a sense of comfort to consumers, which is indicated by a sign that it is by consumer desires or is higher than their desires (Bishop et al., 2005). Facilities are a benchmark of all services provided and have a high influence on satisfaction because the available facilities allow customers to carry out activities and feel comfortable using the facilities. Facilities in the aviation industry are indispensable and affect customer comfort and ultimately create a sense of fasting in using these services. Namukasa (2013) found that *in-flight service,* which

includes aircraft facilities, food, seat comfort, the distance between seats, and *in-flight entertainment, a*ffect customer satisfaction. Passengers satisfied with the *in-flight service* provided will be satisfied with the airline. Facilities are a measure of all services provided and significantly impact customer satisfaction; customers may find it simpler to complete their tasks and more comfortable when utilizing the available facilities due to the amenities' ranking. Airlines that prioritize passenger comfort by providing facilities according to standards will affect customer satisfaction (Rahmanita et al., 2023). The facility indicators in the research that has been done are 1) Space plan, 2) Equipment or supplies, 3) Graphics that are delivered as messages, 4) Place considerations, 5) adjusting colors for lighting, and 6) supporting facilities.

*2.4. Price*

The price is the value or amount of acquisition found from the sale or understanding of the product sold; in this case, it has service quality (Endri et al., 2022). The price is an element in sales that has income from costs for the company. The intended value of a company's brand or product to the market also interacts with price (Tsimonis & Dimitriadis, 2014). According to Kotler and Keller (2012), six stages must be carried out in putting prices: determining objective prices, ascertaining demand, predicting prices, analyzing costs, prices, and competitor offers, ensuring techniques in setting prices, and ensuring the final price. Endri et al. (2020) stated that pricing also plays an essential role in marketing because pricing is directly related to customer decisions. Fadhilla et al. (2019) found that price affects customer satisfaction; a fair price and what the customer gets will provide customer satisfaction. It does not stop there. Fadhilla et al. (2019) added that the satisfaction that arises from being influenced by price will create loyal customers. According to Rajasa et al. (2023), the following indicators are utilized to determine prices: 1) Affordability of prices, 2) Price consistency with product quality, 3) Price competition Pricing that affects customer purchasing power, 4) Price compatibility with production benefits, and 5) Prices.

*2.4. Hypothesis*

*2.4.1 The impact of service quality on client contentment*

An individual's view of a product or service's performance about their expectations will determine whether they are satisfied or pleased with it (Thong et al., 2006). Good service quality is an effort that entrepreneurs or companies can use to overcome competition in the service sector related to client contentment. The excellent service consumers want is complete facilities, good service, a sense of comfort, a sense of security, a sense of calm, and a profitable result. Therefore, entrepreneurs must pay attention to what kind of good service quality today can continue to grow for future prowess. Consumers who feel better service compared to their expectations will create positive service quality. Customer satisfaction will increase as service quality improves. Customer happiness is positively impacted by service quality (Dewi et al., 2021; Dam & Dam, 2021; Prityanto et al., 2023)

$H_1$: Service Quality has a positive effect on Customer Satisfaction.

*2.4.2 The Effect of Facilities on Customer Satisfaction*

Facilities are the outward appearance and functional capabilities of a company's physical facilities and infrastructure that the neighborhood may rely on to show the company's existence to outsiders. These facilities include physical facilities (buildings), equipment, and equipment used (technology), which include facilities in the form of tools, objects, equipment, money, and workspace (Wong et al., 2018). Facilities are a benchmark for all services provided and have a very high impact on customer satisfaction because the level of existing facilities also makes it very easy for customers to carry out their activities and be comfortable using existing facilities. Facilities favorably impact customer satisfaction (Greenwell et al., 2002; Zhou et al., 2014; Wahyuni et al., 2022). The research hypothesis is as follows, and it is based on the theory and earlier study that researchers have described:

$H_2$: Facilities have a positive effect on consumer satisfaction.

*2.4.3. The Effect of Price on Customer Satisfaction*

Price is the value / nominal income obtained from the marketing or introduction of products related to price; there is a price and service quality (Bei & Chiao, 2001). Pricing also plays a vital role in sales because pricing directly links to customer decisions. If a service has poor quality and a high price, slow service delivery can disappoint customers (Yang et al.,2003). The price affects customer happiness. Many studies have proven that the right price can increase consumer satisfaction, including Marina et al. (2023), Mansur et al. (2021), and Tannady (2023). The research hypothesis is as follows, and it is based on the theory and earlier work that the researcher has described:

$H_3$: Pricing positively influences customer satisfaction.

## 3. Research Methodology

The research design used is quantitative. This research uses a causal survey design.The place of this research was carried out in Yogyakarta. The object of research is PT Lion Mentari Airlines, as the object of the author. This research was conducted for five months, from July 2022 until November 2022. The population in this research is Lion Air airlineusers who take flights during the COVID-19 pandemic. Purposive sampling is a method of non-probability sampling that is utilized. The criteria found in this study are: a) respondents over 17 years old and b) respondents who have used Lion Air flights during the COVID-19 pandemic. Referring to some statisticians suggest a data range between 5-10 times the number ofitems used in the scale. So, concerning the total number of indicators of 21, the researcher multiplies it by ten so that $21 \times 10 = 210$ respondents. Structural Equation Model (SEM) is the tool used in the data analysis process.

## 4. Results

*4.1 Data Analysis*

*4.1.1 Validity Test*

The validity test is used in measurement to obtain the validity of the questionnaire. A questionnaire can be considered valid if the questions from the questionnaire help disclose something that is measured based on the questionnaire. Data is legitimate if the quantity of loading factors is more significant than 0.5. The validity test's findings demonstrate that every question indicator covering four variables is valid and has a score greater than 0.5. These results obtained from the instrument quality test using the CFA validity test with AMOS version 22 can be seen in Table 1.

**Table 1**
Validity Test Results

| Variables | Indicator | Factor Loading | Limit | Description |
|---|---|---|---|---|
| Service Quality | KUP1 | 0.777 | | Valid |
| | KUP2 | 0.78 | | Valid |
| | KUP3 | 0.723 | | Valid |
| | KUP4 | 0.794 | | Valid |
| | KUP5 | 0.745 | | Valid |
| | KUP6 | 0.784 | | Valid |
| | KUP7 | 0.787 | | Valid |
| | KUP8 | 0.759 | | Valid |
| | KUP9 | 0.773 | > 0.5 | Valid |
| Facilities | F1 | 0.815 | | Valid |
| | F2 | 0.731 | | Valid |
| | F3 | 0.643 | | Valid |
| | F4 | 0.874 | | Valid |
| | F5 | 0.833 | | Valid |
| | F6 | 0.805 | | Valid |
| Price | H1 | 0.795 | | Valid |
| | H2 | 0.666 | | Valid |
| | H3 | 0.779 | | Valid |
| | H4 | 0.699 | | Valid |
| | H5 | 0.814 | | Valid |
| Customer Satisfaction | KP1 | 0.737 | | Valid |
| | KP2 | 0.727 | | Valid |
| | KP3 | 0.842 | | Valid |
| | KP4 | 0.755 | | Valid |
| | KP5 | 0.826 | | Valid |
| | KP6 | 0.716 | | Valid |
| | KP7 | 0.779 | | Valid |
| | KP8 | 0.807 | | Valid |
| | KP9 | 0.762 | | Valid |
| | KP10 | 0.778 | | Valid |
| | KP11 | 0.682 | | Valid |
| | KP12 | 0.832 | | Valid |
| | KP13 | 0.836 | | Valid |
| | KP14 | 0.731 | | Valid |

Source: Processed data (2023)

Table 1 shows the factor loading score obtained from each variable statement item, which includes Service Quality, Facilities, Price, and Customer Satisfaction. This variablehas a factor loading score> 0.5, so it can be stated that all statements used in this research arevalid.

*4.1.2 Reliability Test*

Reliability testing aims to prove the expertise of a measuring instrument. In  this research, C.R. (*Construct Reliability*), because it has properties if the C.R. score> 0.7, then the variable can be declared reliable. In testing reliability, namely using the formula:

$$\text{Construct Reliability} = \frac{\left(\sum Factor\ Loading\right)^2}{\left(\sum Factor\ Loading\right)^2 + \sum Measurement\ Error}$$

**Table 2**
Reliability Test Results

| Variables | C.R. | Limit | Description |
|---|---|---|---|
| Service Quality | 0.929 | | Reliable |
| Facilities | 0.906 | 0.7 | Reliable |
| Price | 0.867 | | Reliable |
| Customer Satisfaction | 0.954 | | Reliable |

Source: Processed data (2023)

Test findings are deemed credible if their construct reliability score exceeds 0.7. The test's findings demonstrate that the four research variables have a C.R. score of less than 0.7. These findings support the conclusion that all research tools are trustworthy and appropriate for this study. The skewness and kurtosis scores of the data set are used to assess the data set for normalcy using the z value (critical ratio, or C.R., in AMOS 22.0 output). The critical score is 2.58, with a significant level of 0.01. The results of the data normality test are presented in Table 3 below:

**Table 3**
Normality Test Results

| Variable | Min | Max | Skew | C.R. | Kurtosis | C.R. |
|---|---|---|---|---|---|---|
| Multivariate | | | | | -14.576 | -2.135 |

Source: Processed data (2023)

*4.1.3. Structural Model Identification*

The score of -2.135 is within the range of 2.58, as shown in the table above, indicating that the multivariate normality test of the data has been satisfied based on standard assumptions. The data are, therefore, presumed to be regularly distributed.

**Table 4**
Structural Model Identification

| Several distinct sample moments: | 595 |
|---|---|
| Number of distinct parameters to be estimated: | 74 |
| Degrees of freedom (595 - 74): | 521 |

Source: Processed data (2023)

A model of the value of 521 is displayed in the AMOS output findings. Due to its positive df value, this suggests that the model belongs to the over-identified group. So, the data analysis process can move on to the next phase.

*4.1.4 Assessing Goodness of Fit Criteria*

**Table 5**
Assessing *Goodness of Fit*

| The goodness of fit index | Cut-off value | Research Model | Model |
|---|---|---|---|
| Chi-square | Expectedly small | 668.236 | Fit |
| Significant probability | $\geq 0.05$ | 0 | Not Fit |
| RMSEA | $\leq 0.08$ | 0.037 | Fit |
| GFI | $\geq 0.90$ | 0.845 | Marginal |
| AGFI | $\geq 0.90$ | 0.823 | Marginal |
| CMIN/DF | $\leq 2.0$ | 1.283 | Fit |
| TLI | $\geq 0.90$ | 0.966 | Fit |
| CFI | $\geq 0.90$ | 0.969 | Fit |

Source: Processed data (2023)

The description of the total *goodness of fit* measurement above indicates that the research's suggested model is accepted.

*4.1.5. Hypothesis Testing*

The purpose of testing hypotheses is to provide a response to the research issue or to examine the model's structural entanglement. The standardized regression weight score, which demonstrates how the coefficients influence the variables in the following table, provides a glance into the hypothesis analysis of the data:

**Table 6**

Relationship between variables

| | | | Estimate | S.E. | C.R. | P_Value | Description |
|---|---|---|---|---|---|---|---|
| Service Quality | → | Customer Satisfaction | 0.154 | 0.065 | 2.352 | .019 | Positively Significant |
| Facilities | → | Customer Satisfaction | 0.418 | 0.085 | 4.948 | *** | Positively Significant |
| Price | → | Customer Satisfaction | 0.188 | 0.076 | 2.461 | .014 | Positively Significant |

Source: Processed data (2023)

## 5. Discussion

### 5.1 The Effect of Service Quality on Customer Satisfaction

The findings of testing the first hypothesis (p = 0.05) justify the probability score of 0.019. The coefficient value of 0.154 and the positive symbol confirm the hypothesis (H1), which states that service quality positively and significantly impacts customer satisfaction. This demonstrates how improving the standard of service Lion Air offers will raise consumer satisfaction with the airline. If there is a one-point improvement in service quality, the coefficient score is 0.154, and customer satisfaction will increase by 0.154. Conversely, if service quality drops by 1 point, customer satisfaction will decrease by 0.154. The findings in this research presented in Table4.4, in this case proving the average score of the nine service quality question items, show that the quality of service enjoyed by consumers at Lion Air Airlines is neutral or can be said to have reasonably good service quality.

Because these are intangible goods, organizations in the service sector need to concentrate on the quality of service they provide. If customers can identify the service as meeting their needs or preferences as consumers of airline services, then the service can be considered high quality (Sultan & Simpson, 2000). On the other hand, a service might be deemed lousy if its perceived quality is lower than the opinion or want. (Hailuddin et al., 2022). Service quality is a measurement of how closely the level of service provided matches the customer's reality (Rahayu, 2019). According to the preceding idea, consistently delivering in contact with customers' wants and demands will result in high-quality service. Studies by Naik et al.(2010) found that service quality positively affects customer satisfaction. Another study by Dam and Dam (2021), Hsieh et al. (2012), and Indrasari et al. (2022) found that customer satisfaction is positively impacted by service quality.

### 5. 2 The Effect of Facilities on Customer Satisfaction

The two variables are associated, as evidenced by the probability score of 0.000 (p0.05), a coefficient score of 0.418, and a positive symbol, which supports the hypothesis (H2) that facilities have a positive and significant impact on customer satisfaction. Lion Air's facilities should get better when customer satisfaction with its services increases because facilities favorably impact it. The coefficient value of 0.418 and a positive symbol means that if the facility increases by 1 point, customer satisfaction will increase by 0.418. Conversely, ifthe facility drops by 1 point, customer satisfaction will decrease by 0.418.

The findings in the study can be seen in Table 4.5 that the six question items have an average value that falls into the neutral category. This means that respondents feel that the facilities provided by Lion Air to consumers are pretty good. Respondents felt that theplacement of cabins, seats, and toilets on Lion Air aircraft made consumers comfortable. Because the facilities' quality can make it easier for customers to carry out activities, generating a sense of comfort in using the facilities available, facilities are an assessment of the whole service given and have a very substantial influence on customer satisfaction (Prentice et al., 2020). Berners-Lee et al. (2023) assert that consumers will feel content if services are offered to their needs. The findings of this study concur with those of Ilyas and Mustafa (2022) and Harisman et al. (2021) found that facilities positively affect customer satisfaction.

### 5.3 The Effect of Price on Customer Satisfaction

The hypothesis (H3), which claims that price has a positive and significant effect on customer satisfaction, is supported by a probability score of 0.014 (p 0.05), a coefficient score of 0.188, and a positive symbol. The correlation between price and customer satisfaction shows that the better the price Lion Air Airlines offers, the greater the customer contentment. The coefficient value is 0.188 and is positive; therefore, if the price goes up by one point, customer satisfaction will go up by that same amount; conversely, if the price goes down by one point, customer happiness will go down by that same amount. Based on Table 4, the average of the five price variable question items is 3.679,which, if interpreted, shows that respondents agree that the price offered by Lion Air can increase customer satisfaction. Further research shows that respondents agree that LionAir's airplane ticket prices are affordable. The ticket prices offered by Lion Air are based on the quality of service provided. Lion Air airplane ticket prices can compete with other airplane tickets. The price of Lion Airplane tickets is on the benefits I get. The price of Lion Air plane tickets can influence buying them.

Price perception as a consumer's view or perception of a price (high, low, reasonable) substantially impacts customer satisfaction (Bei & Chiao, 2021). The customer will feel more satisfied if the pricing accurately reflects the value they will receive. Customers will be delighted if there are lower prices and excellent facilities. In agreement with the view expressed by Kostyra et al. (2016), pricing also has a significant impact on marketing because it directly impacts consumer choices. Many studies prove that price positively influences consumer satisfaction, including Radojevic et al. (2015), Jakpar et al. (2012), and Pahala et al. (2021).

## 6. Conclusion

It is decided that service quality has a positive and considerable impact on customer happiness based on data processing and research data analysis outcomes, which means that H1 is accepted. H2 is acknowledged because facilities favor and significantly impact customer satisfaction. H3 is deemed acceptable since the price positively and significantly impacts consumer satisfaction. To improve service quality, Lion Air can provide early information if the flight is delayed and apologize to passengers. This is because the question item "when delayed the Lion Air airline immediately informs the passengers and apologizes" has a low average value. This illustrates that Lion Air airlines are lacking in providing information related to delays and apologies to passengers. Furthermore, efforts can be made by Lion Air Airlines to improve service quality by increasing flight punctuality. Where the question item "Lion Air's performance is always on time" has a low average value, this illustrates that customers feel that Lion Air is not always on time in providing services. Finally, Lion Air Airlines is expected to increase the provision of security guarantees for passenger luggage because, based on the collection results, the question item "I feel safe because Lion Air provides security guarantees for passenger luggage" has a low average value. It gives the idea that passengers do not feel safe when the goods are deposited in the luggage of Lion Air Airlines.

Based on data collection on an item question, facilities with a low average value, namely "Lion Air aircraft have complete furniture or equipment for air transportation". It is expected that Lion Air Airlines, to increase customer satisfaction related to facilities, can improve equipment for air transportation; for example, the plane can add garbage bags to each passenger seat so that passengers can dispose of them comfortably. The question items with the next lowest average are "The color or light in the Lion Air aircraft makes passengers comfortable" and "Lion Air aircraft have supporting facilities such as places of worship". It is expected that Lion Air can improve the lighting in the airplane room and provide worship equipment, such as Mukenah and Sarong, for Muslim passengers. Based on the data collection results, all question items about price show that the price offered by Lion Air can raise consumer happiness. To remain competitive with other airlines, Lion Air carriers must, of course, continue to make price-related changes. Because the average value of the question item 'the ticket price offered by Lion Air is by the quality of service provided" is lower than the other question items. Lion Air airlines can raise prices in line with the quality of service offered.

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