

Correlations Between Perception of Quality Service with Customer Loyalty to Users Lion Air Flight services

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Abstract. This study to determine relationship perceptions of service quality customer loyalty Lion Air flight service users. A total of 80 students from the University of Ahmad Dahlan who use the services of airlines Lion Air to participate in this study. The perception of service quality scale and the scale of consumer loyalty to collect the data, and data analysis techniques using the technique of Pearson Product Moment Correlation with SPSS 16 for windows. The results of data analysis showed there was a significant positive correlation between perceptions of service quality and customer loyalty, perception of the quality of service more higher, high customer loyalty. Conversely, the lower the perception of the quality of service will be followed by a lack of loyalty. This is indicated by the correlation coefficient (r) of 0.423 with $p = 0.0001$ ($p < 0.01$), and the effective contribution of the variable perception of service quality by 18% on consumer loyalty. Research has found that the majority of survey respondents have a perception of service quality and loyalty in the medium category (95%).

Keywords: Customer, quality service, loyalty.

Introduction

Air transport is one of the transportation demand by users of transport services in Indonesia. Total airline is currently quite a lot and offer a variety of services for access by the user. Indonesian archipelago country has a very large area access to reach the region, and air transportation that can serve whole need space.

The Directorate General of Civil Aviation Ministry of Transportation Republic of Indonesia in 2014 Statistics Indonesia released information about number of passengers, 72.6 million and increased by 5.6% in 2013. The increase occurred in all airports in Indonesia, for domestic and international passengers (Dirjenhub 2014), It show more people to choose air transport services.

Today currently there are 15 airlines operating in Indonesia, and 19 local and international airline serving domestic and international routes (Bandara Soekarno Hatta.com, 2015). One airline that well known public is Lion Air have flight routes in Indonesia, from big cities to small areas. Consumers Lion Air from various groups including students who use this service to fly from their home to city where they studies for other purposes.

Yogyakarta is famous city for student purpose, from primary school to university. Universities in Yogyakarta has a large number of students, from various regions in Indonesia, for example, University of Ahmad Dahlan. Based on survey interviews 20 students University of Ahmad Dahlan who use Lion Air, found things interesting. Some of them used Lion Air airline more than two times, but after that they did not recommended this airline to others. when students need flight transportation, they choose the airline Lion Air for prices reason and available routes, although they has been known service not satisfactory.

Interview results showing low loyalty to Lion Air airlines, but to use services of airline again need consideration. from service providers, low loyalty is less favorable for inhibiting operations and financial. Consumers who are not loyal will switch to other airlines, or not recommended. Schiffman & Kanuk (2004) said that loyal consumers called when including aspect loyalty factor not switch to other brands, tendency to positive communicate, willingness to recommend and more willingness to buy.

Low loyalty related to other factors, perception of users service quality. Sviokla said (2013), services quality of company can create a positive perception of the company and shown customer satisfaction and customer loyalty. so, important at the link consumers' perceptions of service quality and loyalty. This research reasonable to contribute theoretical development of Consumer Psychology and give recommendation to air transportation services provider.

Consumer Loyalty

Wright & Lovelock (2007) define the willingness of customers to subscribe to the company, buying and using goods and services repeatedly and better exclusive, voluntary recommend products or services to friends and colleagues. Loyalty is a behavioral response continuously with purchasing decision, consider one and more alternative brands of similar brand is a function of psychological processes (Dharmayanti, 2006). Griffin (2005) said Loyalty is results to devote attention needs to be done to retain customers and continue to do. Consumer loyalty based on the purchase of non-random behavior from time to time with decision-making some unit.

Schiffman & Kanuk (2004) is consumer loyalty as consumer preferences consistently to make a purchase same brand on a specific product or a specific service category. User loyalty means people loyalty on a product, goods and services. According to Johnson (Kaihatu 2008) customer loyalty is a tendency use product or service to buy more. It is important to win the satisfaction consumers competition. In terms of customer loyalty as a strong commitment from consumers to subscribe a company in the long term, buy, use and continuously make a purchase of a product or service and recommend it to others voluntarily.

Loyalty has an important aspect, the tendency to not switch other brand, communicate positively, willingness to recommend, and repeat the willingness to buy. Griffin (2005) added a few traits loyal consumers of buying a regularly repeating, linear buy products and services, refer to others, and show resistance to competitors.

Tjiptono (2005) customer loyalty influenced by many things, such as customer satisfaction, service quality, image and moving obstacles. how providers package their service, have influence perception of users. that's way Perceptions of services related to consumer loyalty.

Perception of Service Quality

Perception is the sensing process, where's the process of stimulus received by individuals through sensory processes. The continuous process become perception, associated sensing process because it is the first process of perception (Walgito, 2010). Robbins & Judge (2008) said perception is arranged of individual process interprets sensory impressions involve environmental meaning..

Perception purposes to various issues including when consumers have experience of services. They perceives what is seen and felt, so as to produce ratings. Service quality is object of perception. Lupiyoadi (2013) mentions quality of service is a match using products or services to fulfill customer needs and satisfaction and it is a powerful tools in excellence group in service companies.

service quality can compare by consumer perceptions from service consumers wanted with attributes of company service (Tjiptono, 2007). If perceived service as expected, so perceived service quality is good, if perceived service received exceed then consumer expectations, perceived service is highly qualified. Otherwise, if perceived service is lower then expected, perceived poor quality service.

Parasuraman (Jasfar 2009) said the following aspects of service quality:

- a. Reliability, capability to provide services accurately and dependably, on schedule, without mistakes every time.
- b. Responsiveness, willingness employees to help and to provide consumer services. Make wait consumer without reason will give negative image. it challenge provider if something trouble quick solve could be something memorable

- c. Assurance, includes knowledge, skills, friendly, courtesy, and trust worthiness of contact personnel to impoverished consumers hesitations and out of danger and risk.
- d. Empathy, covering attitudes personnel contacts and companies to understand needs and difficulties of consumers, good communication, personal attention, good relations with customers
- e. Tangibles, available physical facilities, equipment and means of communication, and others in the service process. This Assessment aspect of the expanded form relationships with other service users

Relations Perceived of Service Quality in Customer Loyalty

Service Quality was a long-term process cognitive evaluations of customers towards company's services. Before a customer buys a service, they have expectations services quality based on personal needs, previous experience, word of mouth recommendations and service providers advertising. After purchasing and using services, customers compare expected service quality with service received. If they perceive same and higher than expected, satisfactorily can traced. Otherwise, if actual service is less than expected service, can be said unsatisfactory. (Wright & Lovelock, 2007).

Reliability in service quality providers would consider competent or no and customers will move to another provider (Parasuraman in Jasfar 2009). Responsiveness, assurance, empathy, and physical products also affects quality services into complementary customer perceived beyond level their expectations generate positive perceptions quality services provider. Loyalty will continue for customers receive better value than that obtained from other providers. If provider disappoint customers then risk of switching to competitors' customers. Customer loyalty strongly significance how to growing company and stronger vision in the future, therefore, service provider have to give sense of customer satisfaction then allow customer will loyal to their provider.

Consumer being loyal when they get quality services which give rise to a positive perception of the quality of service companies. When consumers perceive positive have demonstrated that it can impact consumer choice. when the consumer desires can be fulfilled, consumer confidence in the company. When consumers believe findings that past behavior had direct effects on future behavior but has received surprisingly little application to the exploration of theoretical constructs in consumer research. (Tjiptono, 2005).

Customer satisfaction related with quality of relation corporate. In longitudinal periode, used in corporate the exploration of theoretical constructs in consumer research knowing consumer need. so company can create consumer perception to be positive improvement customer satisfaction-maximizing consumer experience less enjoyable. consumer satisfaction can create customer loyalty to company that provide satisfactory quality.

Hypothesis

As mentioned above, have proposed that there is a positive relation between perception of service quality and customer loyalty. when perception of service quality higher, can also impact consumer loyalty. Also when perception of service quality lower, can also impact consumer loyalty.

Procedure and Research Method

Eighty student University of Ahmad Dahlan- additional subjects took part in this research. They received criteria had using Lion airlines for customer participation at least two time. Collection data tool in this study scale perception of Service Quality and scale Customer Loyalty. Scale aspect perception of Quality Service is a tendency not switch to another brand association, tendency to communicate positively, to give recommendation, and desire to buy again. These aspects are measured through Consumer Loyalty scale from *reliability*, *responsiveness*, *assurance*, *emphaty*, and *tangibles*. Scale Perception of Service Quality 50 statement items, and scale of Consumer Loyalty 48 statement items. Validity this study with content validity, additionally techniques reliability estimation internal consistency of once present. Analysis data techniques with "Pearson Product Moment Correlation", and using SPSS version 16 on management data.

Result and Discussion

From trial instrument stage measuring, obtained information scale perception of Service Quality which 50 items, then produced 25 item valid with a reliability coefficient of 0.938, while scale of Consumer Loyalty, which had 48 items, after result analysis 20 valid items with reliability coefficient of 0.896. Based on assumption, the information obtained linear relation between both variables and data normal scale.

Result hypothesis two variables showing correlation between variable of perception service quality with variable consumer loyalty very significant, indicated correlation coefficient $r = 0.423$, $p = 0.0001$ ($p < 0.01$). this hypothesis showing there is a positive relation between perception quality service and customer loyalty have received. Determinant coefficient $r^2 = 0.179$ (18%), indicating variable perception of service quality on customer loyalty 18%, and remainder by other factors. Based on hypothetical categorization, subjects research have a perception service quality and loyalty to category medium, 95%.

If correlation coefficient, 0.423 is no strong correlation, although high significance. from effective (18%) less significant, that meaning research is factor customer loyalty still a lot, such as customer satisfaction, services image and the hurdles consumers switch to another service. However, it is generally said that perception service quality has contributed to customer loyalty. Research support conduct by Cornelia (2008) that found affect significant service quality on customer loyalty. We have demonstrated that service quality may have a significant impact on choice behaviour effect on reliability dominant. More importantly, positive impact of aspects service quality, as consumer confidence to company, comfort impacted loyal consumers re-purchase. Tjiptono said (2005) one of factors customer loyalty is trust, company give effect loyal consumer behavior. Other studies that corroborate hypothesis this study is research conducted by Sawitri, Kertayasa and Jawas (2013) that service quality has a positive and significant impact on customer loyalty. This means service quality better, increasing customer loyalty..

Closing.

This study showing there is a positive relation between perception service quality and consumers loyalty "services Lion Air flight" . Good perception and positive towards a service, followed a high rate loyalty, We intend to elevate current knowledge if perception service quality low or negative, followed low consumer loyalty. The study also found perception service quality 18% on consumers loyalty. Advise to airline Lion Air improving service quality for consumers loyalty.

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