

The Influence of Safe, Perceived Price and Timelessness on the Use of Flight Services Reviewed from Social Status and Purpose of Passenger Travel

ZAINUR HIDAYAH¹, MAYA MARIA¹, SITI AISYAH², RAMDHAN KURNIAWAN¹

¹Manajemen Universitas Terbuka,
INDONESIA

²Ilmu Pemerintahan Universitas Terbuka,
INDONESIA

Abstract: - Currently, air transportation is the choice of the community because of the short and comfortable travel time. However, short travel times and travel comfort are meaningless when passenger safety is not guaranteed. This study aims to examine the impact of safety and punctuality in the use of flight services on the satisfaction of air transportation users. The results of the study show that social status and travel destinations are the factors in the selection of flight services. In addition, price remains the main consideration for passengers in choosing flight services. Safety and punctuality are major factors for passengers with official travel destinations where travel financing is not the passenger's responsibility. Likewise, passengers with high social status will prioritize a sense of security and punctuality in addition to the price. Meanwhile, security, punctuality, and cost are all factors that affect passenger satisfaction in using air travel transportation.

Key-Words: - safety, timeliness, customer satisfaction, flight service, social status, satisfaction

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1 Introduction

Today, the airline industry is entering a symptom of liberalization, triggered by global alliances, mushrooming airlines, low costs, privatization of state-owned airlines, and online ticket sales. This symptom has an impact on the aviation business, [1]. In addition, the development of information technology and the development of transportation modes have experienced significant developments in recent years. This situation provides opportunities for the community to determine the choice of transportation modes, [2]. Responding to developments that occur in society, namely with the increasingly open flight choices, airlines respond by setting dynamic prices, namely ticket price adjustments according to market conditions, [3]. The ticket price set by the airline depends on the service provided, whether full-service or Low-Cost Carrier / LCC.

Responding to this situation, airlines must control ticket prices offered by agents to consumers, [4]. Airfares can vary dynamically and significantly for the same flight, even for the closest seat in the same cabin. Customers are looking for the lowest prices while airlines strive for maximum profit, [5]. Intense competition in the aviation industry

demands adjustments in service quality and prices, [4]. This is because the quality of services provided for air travel and the level of passenger satisfaction with the services faced are important aspects of the aviation business, [6].

Factors that influence passenger satisfaction are cancellations, delays, tickets, boarding, responses, meals, reasons for maintenance during delays, as well as flight accidents and incidents, [7]. Flight passenger satisfaction has a direct effect on passenger loyalty, which is influenced by flight timeliness, price and speed of service, [8]. However, flight punctuality is one of the most critical factors in supporting passenger satisfaction. Companies can provide services according to a set schedule, [9]. Cancellations and delays in departure are indicators of the inaccuracy of flight times as promised by airlines, [5]

Another factor that directly affects flight consumer satisfaction is a sense of security, namely the guarantee that flights are not dangerous and do not contain high risks, [10]. A sense of security is sought by airlines through efforts to find, attract, and retain customers to satisfy their service users, which is part of the company's performance.

Airlines can ensure the safe arrival of passengers at their destination, [11]. A guaranteed sense of security for passengers can create the fulfilment of consumer wants and needs, [12].

Previous studies have only examined the factors of safety, punctuality, and price, but socioeconomic factors have not been studied much, including income, education, and travel destinations.

2 Literature Review and Hypotheses

2.1 Perceived Price

Punctuality is one of the factors that affect consumer satisfaction in the aviation industry, [8]. The definition of punctuality is the implementation of an agreement at a certain time between different parties [13]. Punctuality is a guarantee stated by airlines to improve service to consumers. Good service requires punctuality, which is the time it takes for a service to reach customers. Efficient service is fast service, and the desired time is the right service time [14].

H1: Timeliness has a positive effect on price perception.

H2: Safety has a positive effect on price perception.

2.2 Customer Satisfaction

According to consumers, maintaining accuracy in in-flight services provided by airlines is one of the factors that affect customer satisfaction. This means that arriving on time is the arrival of the aircraft at the time of arrival and departure according to the schedule stated on the flight schedule. If flights, in terms of arrivals and departures, experience delays, it will result in decreased customer satisfaction, [15]. So, in this case, timely arrival positively affects customer satisfaction. Studies on bus transportation modes also show that punctuality is one of the factors that affect passenger satisfaction, [16]. Passenger experience in punctuality and safety is also a predictor of service quality that has an impact on passenger satisfaction, [17].

Another factor that affects consumer satisfaction is a sense of security. A sense of security is a form of safety guarantee that will be given to consumers in connection with the use of aviation transportation services. These services can be in the form of protection while on board, baggage security, and availability of safety equipment, [18], [19], [20].

Service quality and safety are predictors of passenger satisfaction, [21]. Meanwhile, safety and certainty of time are attributes of passenger

satisfaction with services from public transportation, [22]. However, it is also stated that there is no strong interaction between these attributes, and they do not affect each other stated that prospective passengers' perceptions of drivers and means of transportation affect passenger satisfaction, [12]. Passenger satisfaction is influenced by the perception of security in airport environmental conditions, from the entrance to the cleanliness of toilets, [23]. Another study found that perceptions of safety and flight frequency had an impact on passenger loyalty, although not significantly on customer satisfaction. However, belief is strongly influenced by satisfaction, [24].

H3: Timeliness has a positive effect on passenger satisfaction.

H4: Safety has a positive effect on passenger satisfaction.

H5: The perceived price has a positive effect on passenger satisfaction.

3 Method

3.1 Sample and Data Collection

This study is quantitative research. The respondents of this study were domestic flight passengers from various airlines in Indonesia. Data was collected by convenience sampling technique in 3 cities in Indonesia, namely Banten, Medan, and Semarang. The number of research respondents was 270, 100 from Medan, 100 from Semarang City, and 70 from Jakarta City.

3.2 Measures

The research instrument was compiled from the results of previous research. Price perception variables are adopted from the results of, [25], and [26], while timeliness refers to studies conducted by [27]. The security variables were compiled from the survey results by, [22], [23], [24]. Likewise, consumer satisfaction variables use indicators from the research of, [15], [16]. All of these variables were measured using 5 Likert scales, namely Scale 1: Strongly Disagree, Scale 2: Disagree, Scale 3: Neutral, Scale 4: Agree, and Scale 5: Strongly Agree.

3.3 Analysis Techniques

Measurement of instrument validity and reliability in the form of internal consistency and convergent validity. Measures of validity using confirmation factor analysis, Composite Reliability (CR), and Average Variance Extracted (AVE, [28].

Meanwhile, internal consistency is measured by measuring Cronbach's alpha and using PLS in hypothesis testing models. The demographics of respondents were analyzed descriptively, and t-tests were carried out to see differences in each demographic group of research respondents.

4 Results and Discussion

4.1 Profile of Respondent

The respondents of this study are prospective passengers, either with business purposes or with family interests. Respondents' profiles illustrate differences in social status, education level, and demographics.

Table 1. Demographic Characteristics of Respondents

No	Respondent Characteristics	Σ	%
1	Sex		
	Male	158	58,5
	Female	112	41,5
2	Ages		
	≤ 20 year	48	17,8
	21 – 25 year	46	17,0
	26 – 30 year	52	19,3
	31 – 40 year	66	24,4
	>41 year	58	21,5
3	Educatations		
	Below Senior High Schools	61	22,6
	Higher Education	209	77,4
5	Monthly Amount :		
	≤ Rp 5.000.000	85	31,5
	Rp 5.000.000 – 10.000.000	107	39,6
	≥ Rp 10.000.000	78	28,9
6	Airline Membership:		
	Garuda Platinum	116	43,0
	Silver	97	35,9
	Blue	57	21,1

In this study, demographic differences were seen in education level and income. Meanwhile, the profile

also describes whether respondents' travel destinations are a determining factor in the choice of an airline. In general, travel expenses for business purposes are paid by the company. Table 1 illustrates the respondents' profiles.

4.2 Validity and Reliability of Measurement

The test results of the validity and reliability of the questionnaire used are presented in Table 2. The test results on the instrument show that the research instrument used is valid and reliable. An indicator is valid if the factor loading of the indicator more than 0.5, [29]. An indicator is declared reliable if the Cronbach alpha value is above 0.6 and this is supported by a composite reliability (CR) value of more than 0.7, [30].

Table 2. The validity and reliability

Variable	Indi	LF	α	CR	AVE
Timeliness	TW 1	0.970	0.964	0.973	0.932
	TW 2	0.973			
	TW 3	0.954			
Safety	SF 1	0.922	0.877	9.30	0.815
	SF 2	0.866			
	SF 3	0.919			
Perceived Price	PP1	0.880	0.876	9.21	0.671
	PP 2	0.831			
	PP3	0.866			
	PP4	0.876			
Passenger Satisfaction	CC1	0.924	0.890	9.25	0.804
	CC2	0.937			
	CC3	0.824			

Based on validity and reliability tests, as shown in Table 2, it is known that all indicators have loading factor values above 0.5, Cronbach Alpha values above 0.6, and Average Variance Extracted (AVE) values greater than 0.5. Thus all instruments are declared valid and reliable.

4.3 Finding

The results of model testing can be seen in Table 3. Based on the results of the Q-square calculation, a value of 0.460 is obtained. This value shows that the model can explain the relationship between variables in the research model by 46%. The R Square value indicates that the model is moderate, [31].

Table 3. *R Square, R Adjusted dan Q-Square*

Variable	R^2	Adjusted R^2	Q - $Square = 1 - (1 - R_1^2) / (1 - R_2^2)$
Perceived Price	0.268	0.263	0.460
Customer Satisfaction	0.292	0.284	

Testing the hypothesis of the relationship between research variables using a structural equation model with the Partial Least Square (PLS) application is shown in Figure 1 and Table 4 below. Of the five hypotheses, three hypotheses were accepted, namely H1, H3, and H5, where the statistical t value was more significant than 1.96 and P was less than 0.05. At the same time, H2 and H4 have a statistical t-value of less than 0.96 and a P-value of more than 0.05, so they are rejected.

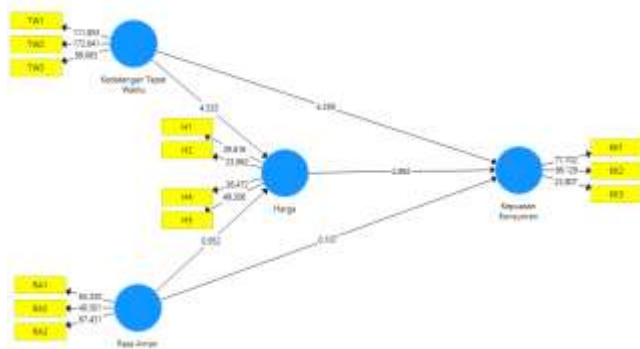


Fig. 1: Constructs and Indicators of Research Models

Table 4. Hypothesis Test Result

Hypothesis	Independent Variable	Dependent Variable	T	P value	Result
H1	Timeliness	Perceived Price	4.535	0.000	support
H2	Safety	Perceived Price	0.952	0.342	not support
H3	Timeliness	Passenger Satisfaction	4.359	0.000	support
H4	Safety	Passenger Satisfaction	0.107	0.915	not support
H5	Perceived Price	Passenger Satisfaction	2.892	0.004	support

While the results of the t-test of passenger satisfaction related to the demographics of the research respondents obtained the following results, differences in the level of passenger satisfaction occur in groups based on the level of income and the

purpose of the trip. Meanwhile, there is no difference in the level of passenger satisfaction based on the level of education. The T-test of passenger satisfaction levels based on socioeconomic respondents is presented in Table 5.

Table 5. T-Test of Passenger Satisfaction Levels Based on Socioeconomic Respondent

Demographic	t-Value	Significant	Result
Travel Destination	-2.194	0.030	Different
Education	0.472	0.637	Not Different
Amount Monthly	-2.635	0.009	Different

5 Discussion

This research supports research which states that travel costs incurred by passengers are in accordance with the services received, namely punctuality and safety during the trip, [7]. This study proves that the timeliness of both the arrival and departure of the aircraft will have an impact on the travel costs that passengers can receive. This study also proves that punctuality will have an impact on aircraft passenger satisfaction. Meanwhile, differences in passenger satisfaction are also influenced by the socioeconomic conditions of passengers and the flexibility of travel time owned by passengers, [32].

Meanwhile, the results of this study indicate that the level of safety does not have a positive and significant effect on the perception of the price paid, in contrast to previous studies which stated that passenger safety would impact travel costs [34]. Safety behaviour is strongly influenced by age. Older passengers will act more carefully to ensure their safety, [33].

The results of this study also support the results of previous studies, which state that the price perceived by passengers will impact the level of passenger satisfaction. However, airlines with low travel costs or full-service levels, customer satisfaction is determined more by the quality of service than by the price level offered, [35].

This study shows that the socioeconomic differences between passengers, both in terms of economy and travel destinations, have different satisfaction levels. The purpose of the trip for work will impact the flexibility of a limited time than the purpose of a vacation trip. On the other hand, the purpose of business travel is not sensitive to the

price to be paid because all travel costs are the organization's responsibility. For this reason, the level of service, safety, and punctuality are the main things.

On the economic side, higher-income passengers tend to pay more attention to safety and punctuality. Generally, passengers with higher incomes have a higher age and less time flexibility. Meanwhile, passenger satisfaction with safety, punctuality, and travel costs did not differ at the level of education.

6 Conclusion

From the results of this study, it can be concluded that price perception is strongly influenced by the timeliness of both arrival and departure. However, the perception of the price paid is not affected by the perception of safety in travel. Passenger satisfaction is not influenced by the perception of safety during the trip but is more determined by the timeliness and perception of the price to be paid. The difference in passenger socioeconomic, both from the purpose of the journey and the socioeconomic level, has a difference in passenger satisfaction. However, it does not differ based on differences in education levels. These findings support the theory of punctuality and safety [7], [32].

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- Zainur Hidayah and Siti Aisyah, responsible for harmonizing and optimizing the manuscript.
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