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The Influence of Service Quality and Customer Experience on Customer Satisfaction of Sultan Iskandarmuda Airport Services mediated by Perceived Value

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ABSTRACT: This research aims to examine the impact of Service Quality (Servqual) and Customer Experienceon Customer Satisfaction at Sultan Iskandar Muda Airport Services, with Perceived Value acting as a mediating factor. The target population for this study comprises all customers of Sultan Iskandar Muda Airport Services, with a sample size of 180, determined by using the minimum sample size for Structural Equation Modeling (SEM) analysis. The data analysis utilized SEM to test the direct effect and the Sobel test to examine the indirect effect. The findings of the research indicate that Servqual and Experience have an impact on Perceived Value. Additionally, Servqual, Customer Experience, and Perceived Value collectively influence Customer Satisfaction, and Perceived Value serves as a mediator in the relationship between Servqual, Experience, and Customer Satisfaction.

Keywords: Service Quality, Customer Experience, Perceived Value, Customer Satisfaction

I.   Introduction

Transportation plays a vital role in facilitating overall development, particularly by supporting community economic activities and regional growth in both rural and urban areas. The existing transportation system aims to enhance population mobility services and other resources that can foster economic development in the area. This, in turn, reduces the concentration of skilled workers in specific areas. Additionally, transportation facilitates trade activities between regions and helps to bridge the gap between different areas, thereby promoting inter-regional development. Transportation aims to eliminate isolation and stimulate growth in all aspects of life, including trade, industry, and other sectors, across all regions.

Air transportation has a very important role in providing transportation services for the transport of people and goods between one airport to another, between the origin airport and the destination airport that are far apart within a country or between countries, using aircraft facilities via routes (routes). flight. Like land and sea transportation, air transportation has been able to overcome the barriers of distance, space, and time. The distance barrier has been overcome, because the distance between distant airports feels closer by using an airplane. The mobility of residents who wish to travel long distances between cities and between countries can be served with great convenience by using flight services. Population mobility has increased relatively highly compared to the past. Flight services are available evenly to various regions within a country or in various countries, the availability of flight services can be obtained at any time, or it can be said that the frequency of flights is relatively very high.Air transportation is an effective, efficient, fast, safe, and comfortable mode of transportation. Air transportation services have become a need for the wider community, whereas in the past air transportation services were only used by upper-class people, but now they have become a need for middle-class people and even lower-middle-income people. This is proven by the existing air traffic volume, from year to year the traffic volume increases rapidly. Judging from the age factor, there are no longer any significant differences between old people and young people who use airplanes.

Sultan Iskandar Muda Airport, serves the city of Banda Aceh and its surrounding areas. The airport is managed by PT Angkasa Pura II and caters to both domestic and international routes. Below are the passenger numbers at Sultan Iskandar Muda International Airport from 2018 to 2022.
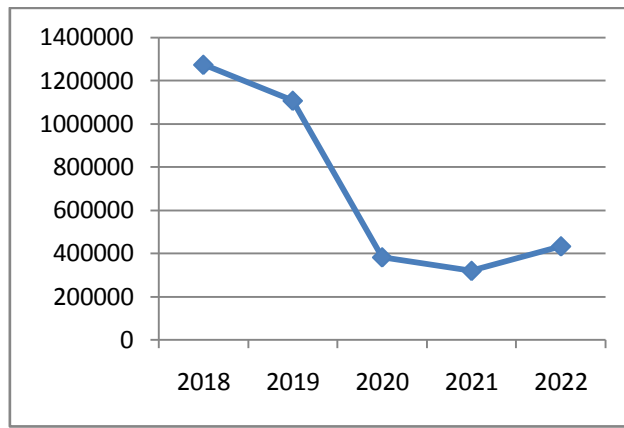
Source: Sultan Iskandar Muda International Airport, 2023
Figure 1 Number of Passengers in 2018-2022

Based on Figure 1, it can be seen that there has been a significant decrease in the number of passengers at Sultan Iskandar Muda International Airport from 2018 to 2022, where the number of passengers in 2018 reached 1.2 million, while the number of passengers in 2022 was only 400 thousand people. This decrease in the number of passengers is thought to be caused by customer satisfaction factors. The following is the Customer Satisfaction Index for Sultan Iskandar Muda Airport for 2018-2022.
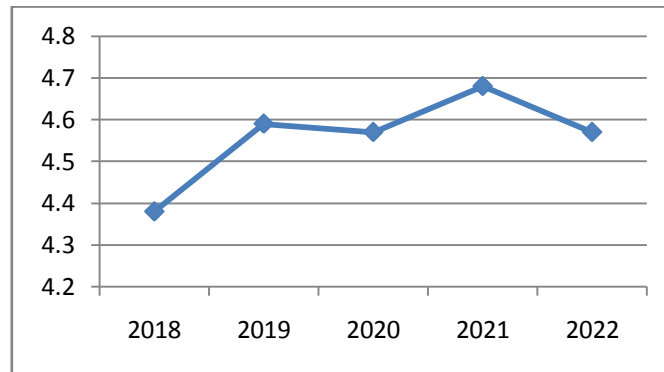
Source: Sultan Iskandar Muda International Airport, 2023
Figure 2 Customer SatisfactionIndex 2018-2022

Based on Customer Satisfaction Index (CSI) data, which is a survey conducted independently by Angkasa Pura II in assessing the level of passenger satisfaction, it was found that the CSI score for Sultan Iskandar Muda International Airport decreased by 0.11 points in 2022, which previously received a score of 4.68 in 2021. to 4.57 in 2022.Pre-survey found that customer satisfaction perceived by respondents is still relatively low because a mean value of 3.33 was obtained, where the mean value was in the poor category (3.33 < 3.41), which indicates that customer satisfaction has not been maximized as expected.One of the factors that influences satisfaction is perceived value. Providing the best service is not easy, especially for companies operating in the service sector (Gonius, 2013). Perceived value is the customer's assessment of the overall benefits of the product regarding the benefits obtained from the product and the costs of obtaining the product. The higher the customer's perceived value, the more customer satisfaction will increase. The research results of (Putra & Rahyuda, 2018) found that perceived value influences customer satisfaction. The research results of (Suariedewi & Sulistyawati, 2016) and (Purnami & Warman, 2019) also found that perceived value influences customer satisfaction.Pre-survey found that the perceived value of respondents is still relatively low because a mean value of 3.30 was obtained, where the mean value was in the poor category (3.30 < 3.41), which indicates that the perception of value has not been maximized as expected.

The next factor is service quality (Servqual). Servqual is defined as how far the difference is between reality and customers' expectations of what they receive. (Kotler & Keller, 2018) if the performance of the Servqual provided is lower than expectations then the customer will feel dissatisfied, the performance of the Servqual provided is in line with expectations then the customer will feel satisfied, and if the performance of the Servqual provided exceeds expectations, then customers will feel very satisfied with the value obtained (delighted). Several previous studies which are used as references in this research state that Servqual has a positive and significant effect on perceived value. (Putra & Rahyuda, 2018) research found that Servqual influences perceived value. Other research by (Suariedewi & Sulistyawati, 2016) also found that Servqual influences perceived value.Pre-survey found that the Servqual perceived by respondents is still relatively low because a mean value of 3.33 was obtained, where the mean value was in the poor category (3.33 < 3.41), which indicated that the Servqual was not optimal as expected.

Customer experience is also a factor that influences satisfaction. The quality of experience is closely related to the customer's perceived value. This relationship has been demonstrated in studies by (Kuppelwieser, Klaus, Manthiou, & Hollebeek, 2022), (Jin, Lee, & Lee, 2015), (Chen & Chen, 2010), (Hussein, Hapsari, & Yulianti, 2018), and (C. H.-J. Wu & Liang, 2009). However, some studies have reported conflicting findings. For example, (H.-C. Wu, Li, & Li, 2014) conducted research on visitors to Janfusun Fancyworld Tourism Park in Yunlin County, Taiwan, and found that experience quality did not have a direct or indirect impact on customer perceived value. Pre-survey found that the customer experience perceived by respondents is still relatively good because the average value obtained was 3.56, where the average value was in the poor category (3.56 > 3.41). However, there are still indicators that have a low average value, namely Sultan Iskandar Muda Airport does not provide facilities that are attractive in terms of theme so that they are pleasing to the eye so that the customer experience is not optimal.

II.   Literature

2.1. Customer Satisfaction

Customer satisfaction, as defined by (Tjiptono, 2014), refers to the emotional response customers have to their experiences with products, services, retail outlets, and shopping and buyer behavior. These emotional responses are influenced by a cognitive evaluation process that compares perceptions and beliefs about certain objects, actions, or conditions with individual values, needs, wants, and desires.According to (Daryanto & Setyobudi, 2014), customer satisfaction is an emotional assessment that occurs after a customer uses a product, based on whether their expectations and needs were met.(Kotler & Keller, 2018) highlight several indicators of customer satisfaction:

1. Satisfaction: Customers continue to do business with the company as long as their expectations are being met.
2. Repeat purchase: Customers make return visits to the company to make additional purchases.
3. Word of Mouth/Buzz: Customers promote the company's reputation by informing others about it.
4. Evangelism: Customers actively persuade others to buy the company's products.
5. Ownership: Customers feel a sense of responsibility for the company's ongoing success.

2.2. Perceived value

Perceived value refers to the overall assessment of the usefulness of a product, which is based on the customer's perception of the benefits it provides. Perception is the meaning that is linked to past experiences through stimuli received via the five senses (Sopiah & Sangadji, 2022).According to (Kotler & Keller, 2018), perceived value is the disparity between the customer's evaluation of all benefits and overall costs in comparison to existing alternatives. (Schiffman, 2015) offers another viewpoint, stating that perceived value is the comparison between the perceived benefits (or quality) of a product and the perceived monetary and non-monetary sacrifices required to obtain it.The indicators in this study are adapted from (Widyartono, 2020) research and can be categorized as follows.

1. Emotional Value :the value derived from the emotions or affective responses generated by the product.
2. Social Value : the value obtained from how the product enhances the self and social concept of customers.
3. Price : the value perceived concerning the expected performance of a product or service.
4. Performance Value : the value obtained from a product due to the reduction of short-term and long-term costs.

2.3 Servqual

Service is a crucial aspect of efforts to meet the needs of society and is a vital requirement that should be optimized by both individuals and organizations. The quality of public services provided reflects the standard of the individual or organization (Hidayah, 2020). Service entails a series of activities that occur regularly and continuously throughout an organization's lifespan in society. This process is adopted to fulfill the mutual needs of both the recipient and the service provider.The concept of services encompasses activities aimed at assisting, preparing, and managing goods or services from one party to another. It includes any beneficial activity that provides satisfaction, even if it doesn't result in a physical product (Anggraini, Hernimawati, & Marlinda, 2021).According to (Hardiyansyah, 2018), improving Servqual involves considering 5 key indicators:

1. Economy involves using as few resources as possible to provide public services.
2. Efficiency reflects the best balance between input and output in public service provision.
3. Effectiveness entails achieving predetermined goals, whether they are targets, long-term objectives, or organizational missions.
4. Equity in justice ensures that public services are carried out with attention to aspects of equality.

2.4. Experience

A lot of research has been done on the experience of utilitarian product attributes and category experience, but not much on the experience provided by the brand on the product (Wulandari & Iskandar, 2018). Customer experience can be thought of as the subjective internal responses of customers, such as their feelings, sensations, thoughts, and behaviors, triggered by stimuli related to the brand, including its design, identity, packaging, communication, and environment (Brakus, Schmitt, & Zarantonello, 2009).As outlined by (Dewi & Hasibuan, 2016), there are 5 key indicators of customer experience:

1. Senses: This refers to the styles, verbal and visual elements that create a holistic impression. By engaging the senses of touch, sight, and smell, marketers can evoke specific feelings and experiences, incorporating elements such as style, theme, and color.
2. Feel: Unlike sensory impressions, feelings are tied to an individual's mood and emotions. This aspect encompasses the emotional impact that a product or service has on a person, evoking happiness or sadness and deep positive emotions from within.
3. Think: This represents the creative thoughts that customers have about a brand or company, encouraging them to engage in creative thinking. The thinking principle consists of surprise, intrigue, and provocation.
4. Act: This relates to the actual behavior and lifestyle of a person. It focuses on influencing people to take specific actions and express their lifestyles, utilizing marketing strategies that prompt physical and interactive engagement.
5. Relate: This involves the effort to establish connections with others, a brand, or a culture. It encompasses creating an identity for customers based on their culture and reference groups, allowing marketers to tailor their approach based on specific customer groups through culture-infused advertising and web design.

III.   Method

In this study, the population means all service customers at Iskandar Muda Airport. The sample used was 180 respondents.The data collected was primary. Data were tested using the Structural Equation Modeling (SEM) for direct effectand the Sobel test for indirect effect. The hypotheses tested were :

H1 : Servqual influences the Perceived Value
H2 : Customer Experience influences Perceived Value
H3 : Servqual influences Customer Satisfaction
H4 : Customer Experience Influences Customer Satisfaction
H5 : Perceived Value influences Customer Satisfaction
H6 : Perceived Value mediates the Servqual impact on Customer Satisfaction
H7 : Perceived Value mediates the Customer Experience impact on Customer Satisfaction

IV.   Result and Discussion

4.1. Hypothesis test

This testing was carried out to seethe causal relationships.

Table 1
Regression

Influence			Estimate	S.E	CR	P
Perceived value	<---	Servqual	0.358	0.097	4,726	0,000
Perceived value	<---	Customer Experience	0.437	0.108	5,565	0,000
Customer satisfaction	<---	Servqual	0.189	0.079	2,720	0.007
Customer satisfaction	<---	Customer Experience	0.211	0.091	2,812	0.005
Customer satisfaction	<---	Perceived value	0.537	0.067	7,105	0,000

Source: Processed Primary Data, (2023)

4.1.1.   ServqualInfluenceon Perceived Value (H1)

The Servqual influence on perceived value test provides CR 4.726 with p 0.000, revealing Servqual affects increasing Perception of Value. The magnitude ofServqual on Perceived Value is 0.358 or 35.8%, indicating that improving Servqualsignificantly influences perceived value.

4.1.2.   Customer ExperienceInfluenceonPerceived Value (H2)

The customer experience influence on perceived value test provides CR 5.565 with p 0.000, revealing Customer Experience affects increasing Perception of Value. The magnitude of Customer Experience on Perceived Value is 0.437 or 43.7%,indicating that the higher the level of Customer Experience, the greater the Perception of Value.

4.1.3.   ServqualInfluenceon Customer Satisfaction (H5)

The Servqualinfluence on Customer Satisfaction test provides CR 2.720 with p 0.007, explaining that Servqual influences Customer Satisfaction. The magnitude of Servqual on Perceived Value is 0.189 or 18.9%,indicating that the higher the level of Servqual, the greater the increase in Customer Satisfaction.

4.1.4.   Customer ExperienceInfluenceon Customer Satisfaction (H6)

The Customer Experience Influence on Customer Satisfaction test provides CR 2.812 with p 0.005, explaining Customer Experience influences Customer Satisfaction. The magnitude of Customer Experience on Perceived Value is 0.211 or 21.2%,indicating that the higher the level of Customer Experience, the greater the increase in Customer Satisfaction.

4.1.5.   Perceived ValueInfluenceon Customer Satisfaction (H7)

The perceived value influence on customer satisfaction test provides CR 7.105 with p 0.000, explaining Perceived Value influences Customer Satisfaction. The magnitude of Perceived Value on Customer Satisfaction is 0.537 or 53.7%,indicating that a higher Perceived Value will have a direct influence on Customer Satisfaction.

4.1.6. ServqualInfluenceon Customer Satisfaction through Perceived Value(H8)

The Sobel test for H8resulted in 3.352 with p 0.000, meaning Perceived Value acts as a mediating of Servqualaffecting Customer Satisfaction. So, because Servqualalso affects Customer Satisfaction, the role of Perceived value in mediating Servqual and Customer Satisfaction is partially mediating. Partial means that the Servqualcan affect Customer Satisfaction both directly or through Perceived Value.

Table 2
Significant Test of Servqual
Towards Customer Satisfaction Through
Perceived value

Input:		Test statistic:	Std. Error:	p-value:
a 0.358	Sobel test:	3.35237279	0.05734625	0.00080122
b 0.537	Aroian test:	3.33104988	0.05771334	0.00086519
s_a 0.097	Goodman test:	3.37411049	0.05697679	0.00074055
s_b 0.067	Reset all		Calculate	

4.1.7. Customer ExperienceInfluenceon Customer Satisfaction through Perceived Value(H9)

The Sobel for H9 resulted in 3.612 with p 0.000, explaining that Perceived Value acts as a mediating of Customer Experience affecting Customer Satisfaction. So, because Customer Experience alsoaffects Customer Satisfaction, the role of Perceived value in mediating the Customer Experience and Customer Satisfaction is partially mediating. Partial means that the Customer Experience can affect Customer Satisfaction directly or through Perceived Value.

Table 3
Significant Test of Customer Experience
Towards Customer Satisfaction Through
Perceived value

Input:		Test statistic:	Std. Error:	p-value:
a 0.437	Sobel test:	3.61208988	0.06496765	0.00030374
b 0.537	Aroian test:	3.5898919	0.06536938	0.00033082
s_a 0.108	Goodman test:	3.63470481	0.06456343	0.0002783
s_b 0.067	Reset all		Calculate	

V.   Conclusion

The result shows that :
1)   Servqual influences the Perceived Value
2)   Customer Experience influences Perceived Value
3)   Servqual influences Customer Satisfaction
4)   Customer Experience influences Customer Satisfaction
5)   Perceived Value influences Customer Satisfaction
6)   Perceived Value mediates the Servqualimpact on Customer Satisfaction
7)   Perceived Value mediates the Customer Experience impact impact on Customer Satisfaction.

In this study model, Perceived value is proven to be a partial mediator variable, where the variable can be included in the model or not. Thus, the findings have succeeded in revealing the premises proven from the verification of previous theories and can be utilized by further researchers to examine related variables in the findings of this study, and develop the latest cutting-edge theories. The limitations of the study are on the variables and subjects studied. Based on the survey results, several recommendations were made, namely:
1)   For the Servqual variable, the lowest average value was found in the efficiency indicator. This is a concern for the management of Sultan Iskandar Muda Airport, as it may make it difficult for customers to receive service and report complaints.
2)   The experience variable had the lowest average value in the fuel indicator. This is a concern for the airport's management, as it indicates the need to improve services to ensure customers are satisfied with the service provided by Sultan Iskandar Muda Airport.
3)   The perceived value variable had the lowest average value in the social value indicator. This indicates a need for the airport's management to enhance security measures to ensure customers feel safe while using Sultan Iskandar Muda Airport.

4) Finally, for the customer satisfaction variable, the lowest average value was obtained for the ownership indicator. This suggests that the airport's management needs to increase customer engagement and improve the service products provided by Sultan Iskandar Muda Airport.

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