

THE INFLUENCE OF AIRLINES SERVICE QUALITY TOWARDS PASSENGERS' LOYALTY ON SINGAPORE – JAKARTA ROUTE

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ABSTRACT

Singapore Airlines is one of the best full service airlines in the world. The problem of the study was the effect of service quality of the airlines to the passengers' loyalty of Singapore-Jakarta route in 2017. This study was aimed at finding out the above statement. To analyze the problem, the researchers were using analysis of simple linear regression. The data was taken from 154 passengers' statement of SQ 958 Singapore-Jakarta route. The result shows the low effect of X and Y variables. Based on t-table result that H_a is accepted while H_o is not accepted, there is a significant and positive low effect of X (service quality) and Y (passengers' loyalty) variables.

Keywords: service quality, passengers' loyalty

INTRODUCTION

Air transport is a service which is carrying out a public service function, which generally provide services that can move people and goods from one place to another quickly and safely.

The rapid progress of aviation world forced many airlines in the world improving performance and competitiveness in order to compete with international airline standard in various ways, one of which focuses beside on- time performance to improve the level of punctuality is the safety and security in order to compete globally and also to increase interest customers to use air transport services.

Safety and security service, routes, frequencies, time, fleet, are the main products of an airline that would make the name of the airline good reputation among the users of air transport services. If the airline can't fulfill the customer expectations about the service that airline can provided. It will give a multiplier effect to the passenger to choosing the airline or consuming the airline products itself. Then the image of the Airline will be judged negatively and it will be attached to the customer in mind because Airline is not carrying out the service in accordance with what has

become a major product in the provision of an airline.

The emergence of competitors may threaten the continuity of business, or at least increase the likelihood of a decrease in market share. This applies to

Singapore Airlines. As we know that in Asia itself there are some new competitors appeared prominently at lower prices to gain market share. Furthermore, the only company that stands out either in promotions or business development that has the potential to be the biggest competitor on the route Singapore - Jakarta is Garuda Indonesia with frequencies of 11 flights per day and daily operated, because Garuda Indonesia is the flag carrier of Indonesia and the airline continues to develop the services to be the best airline in the world even compete Singapore Airlines to becoming a market leader in the Singapore – Jakarta route by selling ticket cheaper than Singapore Airlines. Besides Garuda Indonesia, there are some airlines that have routes Singapore – Jakarta which becomes competitor for Singapore Airlines, namely:

Based on the frequency of Singapore Airlines provided for these SIN-CGk, Singapore Airlines has nine flights per day and daily operated. SIA uses wide- body aircraft (A350, A330, B777) with an average capacity of 250 seats with class configuration P / J / Y, the flight itself took 1:45 minutes from Singapore to Jakarta.

Singapore Airline Ticket prices are more expensive than competitors with normal prices in the economy class ranges from IDR 7,000,000 - IDR 8,000,000 as compared with the price of Garuda Indonesia is only around IDR 5,000,000 - IDR 6,000,000, with a more expensive price of Garuda Indonesia as the main competitor Singapore Airlines which has almost the same quality of service, but the customer Singapore Airlines remained faithful to use the services of Singapore Airlines.

Besides the price is still quite high compared to its competitors, Singapore Airlines is still often receive complaints from passengers for the inconvenience of the ground service in particular for loss or damage to baggage. The problem causing losses are not small for Singapore Airlines having to search the luggage until it was discovered by a certain time limit or reimburse the money in accordance with applicable regulations.

But with still the presence of such problems, the passengers of Singapore Airlines are not reduced and the average of daily flight is always almost fully charged, which indicates there is something of Singapore Airlines which make passengers comfortable and satisfied to be loyal passengers.

Customer loyalty is a very important thing for the company engaged in the field of

air transport services as in today's conditions of business competition increasing tightly. Customer loyalty is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as to remain a customer of the company. Customer loyalty can be achieved with adequate services in accordance with customer expectations or even exceed consumer expectations. Therefore, customer loyalty must be accompanied by consumer satisfaction. Research purposes are to determine the passenger service quality of Singapore Airlines in 2017, to know the level of the passenger loyalty and how the service quality influenced passenger loyalty of Singapore Airlines in Jakarta and

LITERATURE REVIEW

Theoretical framework in this study derived from the theories and concepts that exist in books, articles, and journals from the experts. Literature review in this study refers to the Grand Theory, Middle Range Theory and Applied Theory.

In a company or organization marketing management definitely need to make a profit in a competitive or even become the market leader, and therefore needed a way to figure out what to do company or organization in achieving its goals.

According to Rangkuti (2014:101) explains that marketing is: "a process of which is influenced by various factors of social, cultural, political, economic, and managerial. As a result of the influence of these factors is each individual or group to get the needs and desires by creating, offering, and exchanging products that have a commodity value".

According to Thamrin Abdullah and Francis Tantri (2012: 47): the marketing process consists of a "market analysis, researching and selecting target markets, designing marketing strategies, designing marketing programs, and organizing implementing and overseeing the marketing efforts". Then Kotler and Keller (2012: 640) says that: "the process or implementation of marketing is the process that turns marketing plans into tasks and ensuring they reach a definite destination". The development of business in the era of globalization requires a perfect performance of each process being undertaken by the company. Marketing is no longer seen as a separate part of the organization which would only serve as product sales process. The development of the concept of marketing itself cannot be separated from the functions of other organizations and ultimately the goal is to satisfy customers.

According to Lovelock and Wright (2007:96) marketing services are: "part of

the overall service system in which the company has a form of contact with customers, ranging from advertising to billing, it includes the contacts made at the time of delivery of services". Meanwhile, according to Rambat Lupiyoadi (2008:6) marketing services are: "any act which is offered by one party to another, in principle, intangible and does not lead to any transfer of ownership".

According to Kotler and Keller (2012:173), there are four types of consumer buying behavior, namely: a) complex buying behavior; b) Purchasing behavior deduction inconvenience; c) Purchasing behavior of habit; d) Purchasing behavior seek variety. This behavior has a low involvement, but there are clear differences between different brands.

Then according to Thamrin Abdullah and Francis Tantri (2012:134) buyer behavior is influenced by four main factors, namely: the "culture (culture, subculture, and social class), social (reference groups, family, and the role and status), personal (age and life cycle stage, occupation, economic circumstances, lifestyle, and personality and self-concept), and psychological (motivation, perception, knowledge, beliefs and attitudes)".

According to Thamrin Abdullah and Francis Tantri (2012:38) satisfaction of customers is: "the level of one's feelings after compare product performance (or outcome) that he felt with his expectations". That definition is reinforced by Lovelock and Wirtz (2011:74) that satisfaction is: "an attitude that is decided based on the experience gained. Contentment is the assessment of the characteristic or feature products or services, or the product itself, which provides consumers the level of excitement associated with the fulfillment of consumption needs of consumers. Consumer satisfaction can be created through quality, service and value. The key to generate customer loyalty is to provide high customer value ".

According to the American Society for Quality Control cited by Kotler and Keller (2012:143) quality is: "the overall features and characteristics of goods or services that affect its ability to satisfy stated or implied needs". Then according to Gilbert and Wong (2003), quoted from Parasuraman et.al (1988.1991) to measure the quality of services that require SERVQUAL questionnaire method is: "a survey instrument used to measure the quality of services". According Ariani (1999:9) there are four steps to improve the service quality, among others: a) identify the major determinant of service quality; b) managing customer expectations; c) Managing the service quality; d) Developing a quality culture

According to Griffin (2003: 113) notion of loyalty is, "When a customer is

loyal, he or she exhibits purchase behavior defined as non- random purchase Expressed over time by some decision-making un \ it." Then, according to Marina (2016), "simultaneously with significant customer loyalty and positively influenced by relationship marketing, service quality, and the price fairness". Meanwhile, in their research, and Pi and Huang (2011) revealed that: "Customer loyalty means the intention of buying back the products and services, and this is the aim of the industry. If the industry focuses on customer satisfaction, it might improve customer satisfaction, but lowers customer loyalty ".

According to Griffin (2003:113) the characteristics of loyal customers is: "will re-purchase on a regular basis, to purchase products or services, refuse services of a competitor, and would recommend the product or service to others". And the theory developed by Pi and Huang (2011) in The observations that indicators to measure customer loyalty is: "to buy back, to purchase products or services from the company, recommending it to others, and immune-related promotional activities of competitors".

According to Griffin (2005: 22) there are four types of loyalty that appears when a low attachment and high cross- classified repeat purchase patterns, low and high. As for the types of consumer loyalty, namely: a) without loyalty; b) inertia Loyalty; c) hidden loyalty; d) Premium Loyalty.

Competition competitive environment in the airline industry has demanded every airline to maintain or gain new customers. One of them through improved service quality. These are able to provide the best service will be the first choice of the users of aviation services. According to Marina (2016), "service quality influenced positive and significant on customer loyalty, which means, the higher the service quality will boost customer loyalty". According to Gilbert and Wong (2003), quoted from Parasuraman et.al (1988.1991) to measure the service quality that require SERVQUAL questionnaire method is: "a survey instrument used to measure the service quality".

RESEARCH METHODS

The author conducted research in the office of Singapore Airlines, floor 2 terminal 2D Soekarno-Hatta International Airport, Tangerang, Banten for two months from August to November, 2016. According Sugiyono (2015: 80), "the population is generalization region consisting of: the object or subject that has certain qualities and characteristics defined by the researchers to learn and then drawn conclusions."In this

study, the population of passenger Singapore Airlines flight SQ 958 on the route Singapore - Jakarta as many as 250 people. According Sugiyono (2015: 62) samples were, "part of the number and characteristics possessed by this population."

The samples were taken from simple random sampling technique regardless of strata that exist in the population. In this study, the sample is SQ 958 passengers as many as 154 people. And the determination of the sample using the slovin formula.

In this study, the author refers to the survey, which according Sugiyono (2015:6) "is used to get data from a particular place is natural (not artificial), but research institute, collecting data, for example by circulating questionnaires, tests, structured interviews, and so on. "

In survey research, the researchers investigated the characteristics or causal relationship between variables without the intervention of researchers. In general, the survey questionnaire as a tool-making data. Surveys adheres to the rules of a quantitative approach, that the larger sample, the results reflect the population. Survey research can be used for the purpose of assessment (explorative), outlines (descriptive), explanation (explanatory) is to explain causal relationships and testing hypotheses, evaluation, forecast or predict certain events in the future, research operations and the development of social indicators,

In this study, the author will use the quantitative research approach, where data collection depends on the number of samples tested and not on the quality of the data obtained, collected from sources (informants) who has information about the data that the author wants to know, as for the research method used author, among others:

The data collection is done in several ways depending on the instrument used and the data source. Data obtained through: a) field research; b) observation; c) questionnaire. Is a data collection tool that is submitted to the respondent (the passengers of Singapore Airlines in Jakarta). Desired data described in the form of a question or a statement and respondents provide answers in writing and in answering this questionnaire used a likert scale. With the likert scale variables to be measured into the indicator variables. Then the indicator variable as a starting point for preparing the items that can be either a question or a statement. The collection of data by using library research in the form of secondary data, which is done with less collect data from the materials of literature all the information in writing in the form of text books and other sources relevant to the title of the thesis as well as dealing with the problems examined.

In analyzing the research data regarding the service quality to passengers loyalty, researchers will use a simple linear regression analysis method to process the data, the following is an explanation of the method used: a) simple linear regression analysis; b) analysis correlation coefficient : Interpretation of the correlation coefficient (the value for measuring the strength of the relationship between variables) depends on the assumptions that we make to variable X (service quality) and Y (passenger loyalty).

Coefficient Determinant analysis is used to determine the level of service quality as the contribution of variable X affect passenger loyalty as a variable. Hypothesis testing is done by comparing the value of t table with t through the following steps: a) Initial hypothesis; b) compare the results of t calculate observations with t table at $\alpha = 0.05$; In the operationalization variables, shown dimensions and indicators used to measure the research variables, the variable X (service quality) and Y (passenger loyalty). To measure the attitudes of respondents to questions used Likert scale.

RESULT AND DISCUSSION

The subject in this study are Singapore Airlines and object in the research it is Singapore Airlines passengers. Based on the table above can be explained that the respondents who participated in this questionnaire based on gender that is male as much as 66 respondents or 43% and female as much as 41 or 57% of the respondents. Based on the table above can be explained that the respondents who participated in this questionnaire are respondents aged 20-30 years old that is counted 29 respondents or 19%, whereas the second is the respondents aged 31 – 40 years old are 73 respondents or 47%, the third is aged 41-50 years old as 36 respondents 23%, and the last is respondents aged >50 years with total amount are 16 respondents or 11%. Based on the table above can be explained that the respondents participated in the filling of the questionnaire is 49 respondents with high school education level or 32%, and respondents with university education level are amounted to 105 or 68%. Based on the table above can be explained that the respondents who participated in the questionnaire is the respondents who work as civil servant, as much as 19 respondents or 12%, respondents who work as private employees as much as 30 respondents or 20%, respondents who working as entrepreneur as much as 90 respondents or amounted to 58%, and student are 15 respondents or 10%.

A. Research Result: Singapore Airlines Service Quality

Data processing based on the results of the questionnaire about the service quality that spread to 154 Singapore Airlines passengers route Singapore – Jakarta (SQ 958), then the analysis of the quality of the waiters can be analyzed as follows: a) singapore airlines gives a sense of in-flight security: based on the above information of 154 respondents, retrieved data which 88 respondents or 57% replied strongly agree, 66 respondents or 43% answered agree, 0 respondent or 0% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that the average Singapore Airlines passengers feel safe when flying with Singapore Airlines, because the biggest number of respondents is answer strongly agree; b) singapore airlines employee's behavior gives confidence to passengers: based on the above information of 154 respondents, retrieved data form 49 respondents or 32% answered strongly agree, 102 respondents or 66% answered agree, 3 respondents or 2% replied doubtful, 0 respondents or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines employee's behavior gives confidence to passengers, because the the biggest answer of respondents is agreed; c) singapore airlines employees have knowledge to answer passenger's questions: based on the above information of 154 respondents, retrieved data in the form of 17 respondents or 11% answered strongly agree, 126 respondents or 82% answered agree, 11 respondents or 7% answered doubtful, 0 or 0% respondents answer disagree, and 0 or 0% respondent answer strongly disagree. This proves that Singapore Airlines employees have the knowledge to answer the question, because the largest number of respondent answers was agreed; d) the flight departed and arrived on-time: based on the above information of 154 respondents, retrieved 42 respondents or 27% answered strongly agree, 101 respondents or 66% answered agree, 11 respondents or 7% answered doubtful, 0 respondents or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that the flight departed and arrived on time, because the biggest number of respondents is answer strongly agree; e) singapore airlines provides ground and in-flight services consistently: based on the above information of 154 respondents, retrieved 79 respondents or 51% answered strongly agree, 54 respondents or 35% answered agree, 18 respondents or 12% answered doubtful, 3 respondents or 2% answered disagree, and 0 respondents or 0% answer strongly disagree. This

proves that Singapore Airlines provides ground services and in-flight service consistently, because the number of respondents is the biggest answer strongly agree.

Next: f) singapore airlines service running correctly from the beginning: based on the above information of 154 respondents, retrieved 19 respondents or 12% replied strongly agree, 120 respondents or 78% answered agree, 9 respondents or 6% answered doubtful, 6 respondents or 4% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines service running correctly from the beginning, because the average of respondents is answer agreed; g) singapore airlines providing quality food and beverage : based on the above information of 154 respondents, retrieved 104 respondents or 68% answered strongly agree, 50 respondents or 32% answered agree, 0 respondents or 0% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines provides high quality food and drink, because the average of respondents answers strongly agree; h) singapore airlines have baggage handling and check-in service efficiency: based on the above information of 154 respondents, retrieved 31 respondents or 20% answered strongly agree, 47 respondents or 31% answered agree, 56 respondents or 36% answered doubtful, 20 respondents or 13% answered disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines has not had check-in and baggage service efficiently, because the biggest number of respondent are answers doubtful.

Next : i) singapore airlines employees are always willing to help passengers: based on the above information of 154 respondents, obtained 47 respondents or 30% responded strongly agree, 81 respondents or 53% answered agree, 26 respondents or 17% answered doubtful, 0 respondents or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines employees are always willing to help the passengers, because the biggest number of respondents is answered agree; i) singapore airlines employees provide prompt service to passengers: based on the above information of 154 respondents, retrieved 18 respondents or 12% replied strongly agree, 122 respondents or 79% answered agree, 14 respondents or 9% answered doubtful, 0 respondents or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines employees provide prompt service

to passengers, because the biggest answer of respondents is agreed; j) singapore airlines employees never look too busy to respond the requests or complaints of passengers: based on the above information of 154 respondents, retrieved 14 respondents or 9% answered strongly agree, 97 respondents or 63% answered agree, 43 respondents or 28% answered doubtful, 0 respondents or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines employees never look too busy to respond the requests or complaints of passengers, because the average of respondent answers agree; k) singapore airlines have fit flight schedules and flight frequencies: based on the above information of 154 respondents, retrieved 15 respondents or 10% answered strongly agree, the 125 respondents or 81% answered agree, 14 respondents or 9% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines have fit flight schedules and frequencies, because the number of respondents is the biggest answer to agree.

Next: l) singapore airlines has non-stop flight service to various destinations; based on the above information of 154 respondents, retrieved 11 respondents or 7% answered strongly agree, 83 respondents or 54% answered agree, 54 respondents or 35% answered doubtful, 6 respondents or 4% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that Singapore Airlines has non-stop flights to many destinations, because the biggest number of respondent answer agreed; m) singapore airlines has a cooperation alliance making easier for passengers to go to various destinations: based on the above information of 154 respondents, retrieved 35 respondents or 23% answered strongly agree, 100 respondents or 65% answered agree, 12 respondents or 19% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that with Singapore Airlines have the cooperation of the Alliance so it can make it easier for passengers to go to various destinations, because the greatest answers of respondents are agreed; n) singapore airlines employee's manners always polite to passengers: based on the above information of 154 respondents, retrieved 39 respondents or 25% answered strongly agree, 109 respondents or 71% answered agree, 6 respondents or 4% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines employee's manner

always polite to passengers, because the biggest answer from respondents are agree; n) singapore airlines employee looks neat and orderly: based on the above information of 154 respondents, retrieved 60 respondents or 39% answered strongly agree, 92 respondents or 59.7% answered agree, 2 respondents or 1.3% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines employee looks neat and orderly, because the average answers of respondents are agreed.

Next: o) aircraft interiors and seating is clean and comfortable: based on the above information of 154 respondents, acquired 66 respondents or 43% answered strongly agree, 85 respondents or 55% answered agree, 3 respondents or 2% replied doubtful, 0 respondents or 0% answer disagree, and 0 respondents or 0% answer strongly disagree. This proves that the aircraft has seating and interiors are clean and comfortable, because the largest respondents the answers agree; p) Singapore airlines has up-to-date in-flight facilities and entertainment: based on the above information of 154 respondents, acquired 52 respondents or 34% answered strongly agree, 85 respondents or 55% answered agree, 17 respondents or 11% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines has up-to-date in-flight facilities and entertainment, because the average respondent answers agree; q) singapore airlines has a comfortable lounge area: based on the above information of 154 respondents, retrieved 22 respondents or 14% answered strongly agree, 112 respondents or 73% answered agree, 14 respondents or 9% answered doubtful, 6 respondents or 4% answered disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines has a comfortable lounge area, because the largest respondent answers agree; r) singapore airlines employee individually paid close attention to passengers: based on the above information of 154 respondents, retrieved 3 respondents or 2% replied strongly agree, 105 respondents or 68% answered agree, 35 respondents or 23% answered doubtful, 9 respondents or 6% answered disagree, and 2 respondents or 1% answer strongly disagree. This proves the Singapore Airlines Employee individually paying attention to passengers, because the average respondents answers agree.

Next: s) singapore airlines employees understand the special needs of passengers: based on the above information of 154 respondents, retrieved 14

respondents or 9% answered strongly agree, 112 respondents or 73% answered agree, 22 respondents or 14% answered doubtful, 6 or 4% respondents answer disagree, and 0 respondent or 0% respondents answer strongly disagree. This proves the Singapore Airlines employees understand the special needs of passengers, because the average of respondent answers agreed; t) singapore airlines has a great loyalty program to reward passengers as customers who frequently use the services: based on the above information of 154 respondents, retrieved 42 respondents or 27% answered strongly agree, 112 respondents or 73% answered agree, 0 respondent or 0% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves the Singapore Airlines has a great loyalty program to reward passengers as customers who frequently use its services, because biggest answer is agree; t) singapore airlines has a membership program (frequent flyer): based on the above information of 154 respondents, retrieved 25 respondents or 16% answered strongly agree, 104 respondents or 68% answered agree, 25 respondents or 16% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves the Singapore Airlines has a good membership program (frequent flier), because average respondent answers agreed; u) singapore airlines offers its passengers an air package that is a package of airfare and accommodation/hotel; based on the above information of 154 respondents, retrieved 11 respondents or 7% answered strongly agree, 94 respondents or 61% answered agree, 49 respondents or 32% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves the Singapore Airlines offer passengers air package that is airfare and accommodation packages/hotels, because the average respondents answers agree; v) singapore airlines provides travel related partnerships, such as hotels, car rent and travel insurance: based on the above information of 154 respondents, retrieved 22 respondents or 14% answered strongly agree, 77 respondents or 50% answered agree, 52 respondents or 34% answered doubtful, 3 respondents or 2% answered disagree, and 0 respondent or 0% answer strongly disagree. This proves the Singapore Airlines provides travel related partnerships, such as hotels, car hire and travel insurance, because the answer is the largest respondents agree.

Based on the answers of respondents about the service quality of

Singapore Airlines, then the following is a recapitulation of the revelation of the variable x (service quality)

Table 1
Recapitulation Table Variable Service Quality

Statement	Respondent Answer Result					
	SA	A	D	DA	SDA	Total
1	88	66	0	0	0	154
2	49	102	0	3	0	154
3	17	126	11	0	0	154
4	42	101	11	0	0	154
5	79	54	18	3	0	154
6	19	120	9	6	0	154
7	104	50	0	0	0	154
8	31	47	56	20	0	154
9	47	81	26	0	0	154
10	18	122	14	0	0	154
11	14	97	43	0	0	154
12	15	125	14	0	0	154
13	11	83	54	6	0	154
14	35	100	19	0	0	154
15	39	109	6	0	0	154
16	60	92	2	0	0	154
17	66	85	3	0	0	154
18	52	85	17	0	0	154
19	22	112	14	6	0	154
20	3	105	35	9	2	154
21	14	112	22	6	0	154
22	42	112	0	0	0	154
23	25	104	25	0	0	154
24	11	94	49	0	0	154
25	22	77	52	3	0	154
Total	925	2361	500	62	2	3850
Percentage	24%	61%	13%	2%	0.05%	100%

Based on data recapitulation in the variable Singapore Airlines service quality above, it can be said that the average respondent pick strongly agree (SA) = 24%, agree (A) = 61%, doubtful (D) = 13% disagree (DA) = 2%, and strongly disagree (SDA) = 0.05%. This proves that the service quality of Singapore Airlines is great, where the company is in safe condition and passengers feel comfortable and satisfied with the service provided as seen from the weighting percentage number of answers given by respondents who agree as much as 2361 or 61%. The following is the recapitulation of the weighting and the total score of respondents who answered about the quality of service

Table 2
Recapitulation of Weighting Respondents Score whose
Answer Regarding Service Quality

No	Statement	Score	Average
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	SA (5)	A (4)	D(3)	DA (2)	SDA(1)		Score
1	440	264	0	0	0	704	140.8
2	245	408	0	6	0	659	131.8
3	85	504	33	0	0	622	124.4
4	210	404	33	0	0	647	129.4
5	395	216	54	6	0	671	134.2
6	95	480	27	12	0	614	122.8
7	520	200	0	0	0	720	144
8	155	188	168	40	0	551	110.2
9	235	324	78	0	0	637	127.4
10	90	488	42	0	0	620	124
11	70	388	129	0	0	587	117.4
12	75	500	42	0	0	617	123.4
13	55	332	162	12	0	561	112.2
14	175	400	57	0	0	632	126.4
15	195	436	18	0	0	649	129.8
16	300	368	6	0	0	674	134.8
17	330	340	9	0	0	679	135.8
18	260	340	51	0	0	651	130.2
19	110	448	42	12	0	612	122.4
20	15	420	105	18	2	560	112
21	70	448	66	12	0	596	119.2
22	210	448	0	0	0	658	131.6
23	125	416	75	0	0	616	123.2
24	55	376	147	0	0	578	115.6
25	110	308	156	6	0	580	116
Total	4625	9444	1500	124	2	15695	2998.2
%	29.47 %	60.2%	9.52%	0.8%	0.01%	100%	100%

Source: Questionnaire Result – Processed by the author

Based on the table above can be found the largest number of the answer lies in the statement number seven on Singapore Airlines provides high quality food and beverages amounted to 144 while the smallest statement lies in the statement number eight on Singapore Airlines have baggage check-in and efficient of 110.2. From the overall average value of 2998.2 which means Singapore Airlines service quality in good condition.

B. Singapore Airlines Passenger Loyalty Analysis.

Data processing based on the results of the questionnaire about the passenger loyalty that spread to 154 Singapore Airlines passenger flight number SQ 958 route Singapore - Jakarta, then that passenger loyalty can be analyzed as follows: a) I Will Be Using the Services of Singapore Airlines again :based on the above information of 154 respondents, retrieved data in the form of 51 respondents or 33% replied strongly agree, 89 respondents or 58% answered agree, 11 respondents or 7% answered doubtful, 3 respondents or 2% answered disagree, and 0 respondent or 0% answer strongly disagree. This proves that passengers will use the services of Singapore Airlines again, because the number of respondents is the biggest answer agreed; b) I am

willing to use another services offered by singapore airlines: based on the above information of 154 respondents, retrieved data in the form of 17 respondents or 11% answered strongly agree, 92 respondents or 60% answered agree, 45 respondents or 29% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that the passenger is willing to use another service offered by Singapore Airlines, because the biggest answer of respondents was agreed.

Next: c) I will never switch from singapore airlines, although other airlines have a cheaper ticket prices: based on the above information of 154 respondents, retrieved data that 0 respondent or 0% answer strongly agree, 37 respondents or 24% answered agree, 68 respondents or 44% answered doubtful, 42 respondents or 27% answered disagree, and 7 respondents or 5% replied strongly disagree. This proves that there is a possibility of passengers will switch from Singapore Airlines, if another airline ticket prices are cheaper, because the biggest number of answers by respondents were doubtful; d) I am willing to recommend singapore airlines to my friends: based on the above information of 154 respondents, retrieved data that 42 respondents or 27% replied strongly agree, 92 respondents or 60% answered agree, 20 respondents or 13% answered doubtful, 0 respondent or 0% answer disagree, and 0 respondent or 0% answer strongly disagree. This proves that Singapore Airlines passengers are willing to recommend Singapore Airlines services to their friends, because the greatest answer of respondents was agreed.

Based on recapitulation data of Singapore Airlines passenger loyalty variables above can be said that the average respondent pick strongly agree (SA) = 17,86%, agree (A) = 50,32%, Doubtful (D) = 23.38%, disagree (DA) = 7.3%, and strongly disagree (SDA) = 1.14%. This proves that Singapore Airlines customer's loyalty proves to be quite high, where passengers will be making a repeat purchase, Singapore Airlines recommend to friends, refusing the services of competitors, and will use other services provided by Singapore Airlines because of good service.

And the following is t recapitulation of the weighting and the total score of respondents who answered about the passenger loyalty.

Based on the table above can be found the largest number of the answer lies in the statement number one regarding the repeated purchases amounting to 130;

While the smallest statement lies in the statement number three about refuse service of competitors that is 110.75. From the overall average value of 485.95 which means passenger loyalty has been very good views of the weighting percentage number of answers given.

C. Analysis of the Influence of The Singapore Airlines Service Quality Towards Passenger loyalty of The Route Singapore – Jakarta in 2017

To know the influence between variable X to variable Y, simple linear regression analysis will be used which performed. For ease in doing the calculations then made the recapitulation table of the variable X against Y variable, as follows:

Table 3
Regression Test
Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.200	2.689		1.933	.055
Service Quality	.097	.026		3.670	.000

Based on the results of the calculations above obtained value of a is 5.200 and the value of b is 0.097 , simple regression linear equation as follows:

$$Y' = 5,200 + 0,097X$$

The regression coefficient values or value of the simple regression equation showed positive figures of 0.097 containing the sense that the Service Quality (x) 5.200 passenger's loyalty (y) will be followed 0.097. So, with the other hand, if the service quality is improved then the Singapore Airlines passenger loyalty will be increased by 0.097 then plus (+) the value of the constant coefficient a or constant of 5.200.

Table 4
Coefficient Correlation Test
Results

		Service Quality	Passenger loyalty
Service Quality	Pearson Correlation	1	.285**
	Sig. (1-tailed)		.000
	N	154	154
Passenger loyalty	Pearson Correlation	.285**	1
	Sig. (1-tailed)	.000	
	N	154	154

From the above data processing can be seen that the value of the correlation coefficient (r) of 0.285, according to **Sugiyono (2015:231)** values of r between 0.20 – 0.399 interpreted "low". So, the value of the coefficient correlation (r) is low. That there is a low influence between service quality against passenger loyalty. And there is a significant correlation because the value significance < 0.05. That, there was significant influence between the quality of the service of Singapore Airlines passenger loyalty.

To find out how large a percentage of the influence of the service quality to passenger's loyalty can be done by calculating the coefficient determination, if the determinant squared, will be the determining coefficient (KP) or the coefficient of determination, KP = 8,1%.

Table 5
Coefficient Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.285 ^a	.081	.075	1.520

Based on the above calculations, obtained a value of coefficient determinant (KP) of 8.1%. It can be concluded that the influence of the variable X (service quality) against the variable Y (passenger loyalty) amounted to 8.1% and the rest is 91.9% from other factors.

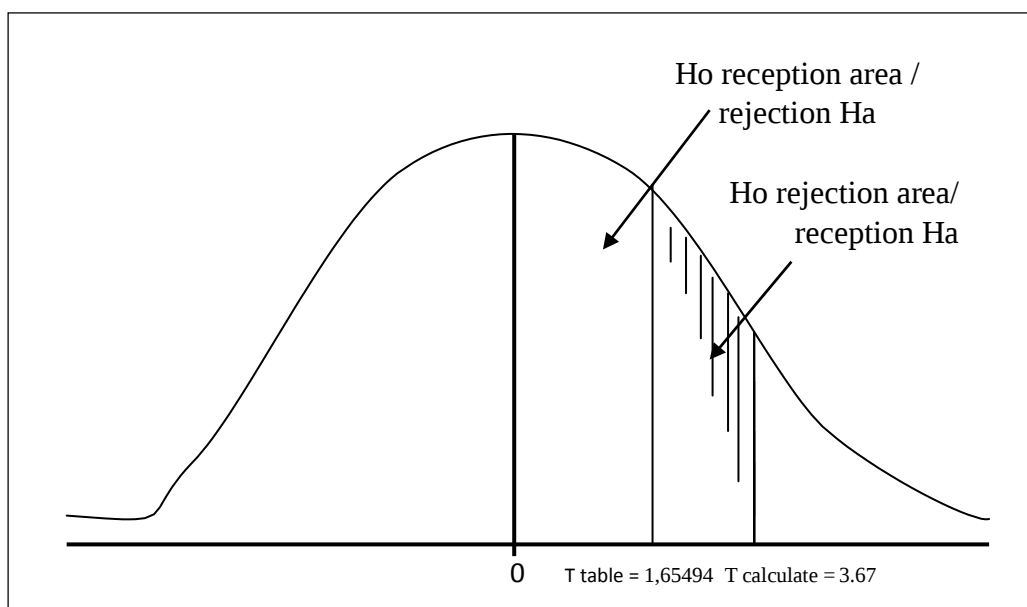
Hypothesis test used to know or availability of significant effects between variables X and Y variables, in this case is between service quality with passenger loyalty. The following are the steps performed authors to do

hypothesis testing:

The Initial Hypothesis ρ with the values of the correlation coefficient: $H_0: \rho = 0$, means that there is no influence between the variable X (service quality) and the variable Y (passenger loyalty) (not significant). $H_A: \rho \neq 0$, it means there are influences between variables X (service quality) and the variable Y (passenger loyalty) (significant).

Based on the calculation that has been obtained, the value $t_{\text{calculate}}$ is 3.67 and the value t_{table} is 1.65494 means the $t_{\text{calculate}} > t_{\text{table}}$ that is. $3.67 > 1.65$.

Because $t_{\text{calculate}}$ greater than t_{table} then H_0 denied and H_A is accepted. This means that there are positive influences between variables X (service quality) against the variable Y (passenger loyalty) of 0.081. So, in conclusion there is a positive influence is suspected between the service quality with passenger loyalty was proved right. For more details can be seen on the image of the normal distribution curve below.



Picture 1 : The Normal Distribution Curve Analysis of the Influence of Singapore Airlines Service Quality Towards Passenger loyalty Singapore-Jakarta Route in 2017

CONCLUSION

Based on the results of the research which has been described in chapter IV,

then some conclusions can be drawn as follows:

Based on the analysis of service quality, with details of the total respondents that strongly agreed are 925 (24%), agree are 2361 (61%), hesitate are 500 (13%), disagree are 61 (2%), and strongly disagree are 2 (0.05%). Then, it can be concluded that the Singapore Airlines has a good service quality because most of the respondent agree with the statement regarding the good service quality.

Based on analysis of Singapore Airlines customer loyalty, with details of total respondents strongly agree that are 110 (17.86%), agree are 310 (50.32%), hesitate are 144 (23.38%), disagree 45 (7.3%), and strongly disagree are 7 (1.14%). It can be concluded that customer loyalty of Singapore Airlines on the route Singapore – Jakarta is high enough.

Based on the analysis, it is known that the service quality influenced positive and significant on customer loyalty. Service quality contributed 0.081% to customer loyalty and the rest 99.919% influenced by other factors which not examined in this study.

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