

Analysis of the Influence of Marketing Technology Concepts, Service Quality, and Low-Cost Carrier on Customers and Customer Loyalty on Lion Air Airlines in Indonesia

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ABSTRACT

This research uses a quantitative approach using primary and secondary data through a questionnaire of 396 respondents. This research was conducted at Soekarno Hatta Airport Jakarta, Juanda Airport Surabaya and Sultan Hasanuddin Airport Makassar. The data were analyzed using the AMOS SEM program. On Lion Airlines, analyze the effect of service quality on customer satisfaction and analyze the influence of the Low-Cost Carrier concept on customer loyalty on Lion Airlines. The results of this study indicate that: (1) Low-Cost Carrier has a positive and insignificant effect on Lion Air airline customer satisfaction. (2) Service quality positively and significantly affects customer satisfaction with Lion Airlines. (3) Marketing technology positively and significantly affects customer satisfaction with Lion Airlines. (4) Low-Cost Carrier has a positive and significant effect on Lion Airlines airline loyalty (5) Service quality has a positive and insignificant effect on Lion Air airline customer loyalty (6) Marketing technology has a positive and significant effect on Lion Air airline customer loyalty (7) Customer satisfaction has a positive and significant effect on Lion Air customer loyalty, (8) Low-Cost Carrier has a positive and insignificant effect on customer loyalty through Lion Air airline customer satisfaction. (9) Service quality has a negative and insignificant effect on customer loyalty of Lion Air airline. (10) Marketing technology has a positive and significant impact on Lion Air's customer loyalty through customer satisfaction. This shows that the Low Cost Carrier has a positive and insignificant effect on lion air airline customer loyalty through customer satisfaction. The benefits of research are to determine the variables that affect customer satisfaction and loyalty so that they can contribute to companies to improve service quality by using optimal marketing technology and always pay attention to service quality on an ongoing basis.

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1. Introduction

Ease of accessing information technology in the needs of public services is one of the services every company provides today, for example, in air transportation services. Technology in marketing can increase the existence of a company or a business entity. The community's need for air transportation is growing in line with each country's increasing development and tourism (Burns et al., 2017). The development of the kinds of transportation services by utilizing technology has become one of the alternative ways of digital marketing, namely e-marketing, which can be accessed by the public through gadgets or devices such as

mobile phones, tablets, and others (Nadiva, 2019). The goal of e-marketing is to increase sales, add value, get closer to customers, save costs, and expand brands online (Alford & Page, 2015). Equally crucial in improving the quality of service to the public, airline companies must also be able to maximize the use of marketing technology (Kotze, 2017) and offer a unique flight model using a low-cost carrier (LCC) (Moslehpour et al., 2017).

Airlines are using the LCC model to provide low fares by removing some passenger services. Currently, the world aviation industry is undergoing a long process of liberalization until a new trend is created in the aviation industry. The emergence of the Low-Cost Carrier trend in the aviation industry provides an alternative and new atmosphere for consumers using aviation services domestically and abroad to fulfill their air transportation needs. This condition causes customers to have more choices in using their money (Umar, 2014). For consumers, the costs incurred to meet needs and desires must follow what is expected to lead to satisfaction. No one has implemented an excellent LCC business pattern in Indonesia because the operational costs of airlines considered LCC in Indonesia, such as Lion Air and Wings Air, are still above the average LCC airlines in general. Lion Air is a national private airline from Indonesia which was legally established on November 15, 1999, and started operating for the first time on June 30, 2000, by serving flight routes from Jakarta to Pontianak using Boeing 737-200 aircraft, which at that time amounted to 2 units. Lion Air is a low-cost airline, Through this, Lion Air tries to realize and change society's stigma that anyone can fly with Lion Air while maintaining safety, security, and flight quality, including service to passengers (Della, 2021).

The leading cause of the increase in the number of passengers in the five years after the monetary crisis in Indonesia is the availability of many choices of airlines, varied flight frequencies or options, and the most important thing is the offer of cheap fares from these airlines (Heviandri et al., 2009). Based on data from PT. Angkasa Pura I & II, 2022, there was an increase in the number of passengers from 2016 to 2020.

The current phenomenon shows an increase in airline customer loyalty, especially for airlines that use the Low-Cost Carrier concept. Service and convenience have always been a problem for airlines with complaints from passengers. Observing the above phenomenon, Lion Air airline must improve itself to gain market share by paying attention to customer satisfaction by improving the quality of services supported by marketing technology to increase customer loyalty to using Lion Air airlines (ANDRLIĆ & RUŽIĆ, 2010). Today's challenge for airlines that use the concept of Low-Cost Carrier is to attract people's interest to use their airline and maintain customer loyalty (Kotler & Armstrong, 2008). Every company realizes that customer satisfaction is the main thing that companies must achieve to get commitment from their customers. In addition, (Bulan, 2016) stated that service quality and the price could affect loyalty. Research (Akbar & Parvez, 2009) states that satisfaction is a mediating variable between service quality and customer loyalty so that most satisfied customers will provide high loyalty to the company (Agung, 2020). This study aims to analyze the effect of using marketing technology, the concept of a low-cost carrier, service quality on customer satisfaction, and customer loyalty of Lion Airlines.

2. Research Method

This research can be described on several criteria; when viewed from the purpose of this study, the research design is in the form of descriptive analysis and hypothesis testing. A descriptive study is conducted to determine and explain the characteristics of the variables studied in a situation. Hypothesis testing presents a higher understanding of the relationships that exist between variables. In terms of the form of the study, this research is correlational with an explanatory research approach, which explains the effect of X1, X2, X3 on Y1 and Y2. This type of research is quantitative research. There are five research variables studied, namely Low-Cost Carrier (X1), Service Quality (X2), Marketing Technology (X3), Customer Satisfaction (Y1), and Customer Loyalty (Y2). Low-Cost Carrier (X1), Service Quality (X2), and Marketing Technology (X3) as exogenous variables, Customer Satisfaction Variable (Y1) as an intermediate variable (intervening variable), and Customer Loyalty (Y2) as an endogenous variable. To collect the data, a questionnaire was supported by observations and interviews. The number of questionnaires distributed was 425, and 396 passengers returned the questionnaires. So 29 questionnaires cannot be processed because the data is incomplete. To analyze the effect of Low-Cost Carrier (X1), Service Quality (X2), Marketing Technology (X3) on Customer Satisfaction (Y1) and Customer Loyalty (Y2), SEM (Structural Equation Modeling) analysis model was used using the AMOS program.

2.1. Marketing Technology

Marketing technology is a grouping of technologies marketers use to perform and improve their marketing activities (Adietya et al., 2016). Marketing technology aims to make difficult processes easier, measure the impact of marketing activities, and encourage more efficient spending. According to (Kotler & Armstrong, 2008). The internet is a form of direct marketing. His research further said that the benefits for consumers with this form of marketing include time-saving, fun, and convenience. At the same time, the advantages for manufacturers involve introducing new products quickly, cost-effectively, and building personal and continuous relationships with each of their customers (Kotler & Keller, 2009). In comparison, (Garay, 2006) mentions four advantages for companies that use the internet: global opportunities, accessibility, utility, and effectiveness in advertising. In the era of digitalization, marketing technology used in a company will determine the marketing success of the company. In addition to a low price strategy, Lion Air carries out several prints, internet, and other electronic media promotions. This promotion using marketing technology is very effective in attracting more consumers. With the airline business competition, Lion Air seeks to implement several strategies for the company.

2.2. Low Cost Carrier

Low-Cost Carrier is a low-cost airline concept, but by reducing some passenger services, often in short, LCC was first discovered by Herb Keller, and his two Rollin King partners, Lamar Muse, in 1967, the airline that first claimed to use this strategy was Southwest. Airline. The success of Southwest Airlines made the LCC concept begin to spread to other parts of the world, namely Europe. Several airlines successfully implementing the LCC concept in Europe are Ryanair and Easy Jet. The LCC concept has spread to Australia and Asia, including Indonesia, not only in Europe. The simple and cheap price strategy has finally grown to become one of the most successful airlines in America (de Wit & Zuidberg, 2017). According to (Gross & Lück, 2016), a Low-Cost Carrier (LCC) is called a no-frills and budget airline is a scheduled flight company (schedule carrier) with a much lower cost in general than compared to other companies. The implementation of this LCC can shift the decline in aircraft fares by half. As airline operators apply, the LCC concept prioritizes passenger volume over price (yield-oriented).

2.3. Service Quality

Service quality is a comparison between what consumers expect with the performance of the services they receive. This is what Taylor and Baker (1994) said as a gap theory, and the same opinion was put forward by (Parasuraman et al., 1988). The latter later developed a model which is the basis of the word SERVQUAL (service quality). This model is based on the notion that service quality is a form of consumer perception of the services received. The difference between consumer expectations of service performance in general and perceived performance will exert consumer perceptions of the quality of a particular service. Currently, what is widely used is the concept of service quality and the most commonly used by business people worldwide who are involved in customer service (Khan et al., 2019).

3. Results And Discussions

3.1 Test for Goodness-of-Fit

The structural model made and estimated consists of direct and indirect relationships referring to formulating the problem and research objectives. The structural model is said to be following the observation data if the Chi-square is small and non-significant at $\alpha = 0.05$; probability value 0.05; CMIN/DF 2.00; RMSEA 0.80; and TLI, CFI 0.95. The data processing results show that the model suitability test criteria are carried out by comparing the cut-off value of the goodness of fit index obtained from the model estimation results and that the model does not meet the requirements criteria. The results of the feasibility test of the structural model through the path diagram are presented in Figure 1. below:

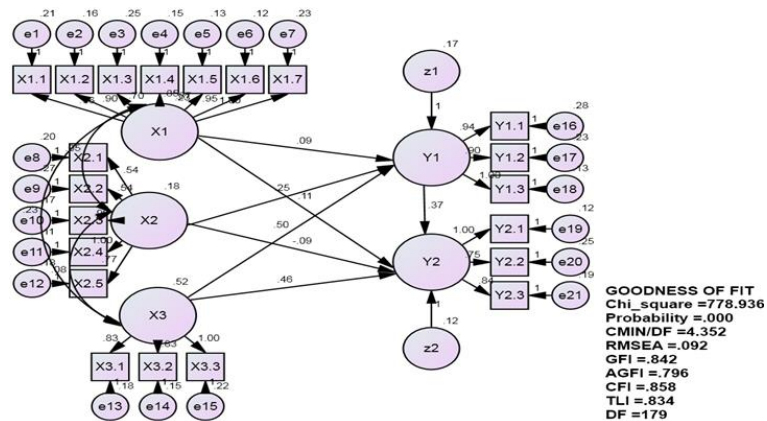


Figure 1. Overall Model Measurement
 Source: Results of Primary Data Processing 2022

Figure 3 shows that the results of the comprehensive model test, which is the basis for comparing the Goodness of Fit Index with the cut-off value, are presented in Table 1 below:

Table 1. Test Of Godness-of-Fit

Criteria	Cut-Off Value	Model Results*	Information
Chi_Square	Expexted Small	68.548(0,05;8=15.507)	Marginal
Probability	> 0,05	0,000	Marginal
CMIN/DF	≤ 2,00	8,568	Marginal
RMSEA	≤ 0,08	0,138	Marginal
GFI	≥ 0,90	0,945	Good
AGFI	≥ 0,90	0,855	Marginal
TLI	≥ 0,94	0,899	Marginal
CFI	≥ 0,94	0,946	Good

Source: Data processed (AMOS Output 18.0) 2022

Based on the analysis, the value of Chi-Square = 68,548 with df = 142 and a probability of 0.000. The results of this Chi-Square show that the null hypothesis, which states the model is the same as the empirical data, is acceptable, which means that the fit model meets the Goodness of fit tests, namely the suitability of the model with the cut-off value, probability value, TLI, CFI, CMIN, then modification indices must be carried out through improvements to covariances and variances as well as regression weights (Hair et al., 2010). Furthermore, the test results can be seen in the relationship between variables in Figure 2 below:

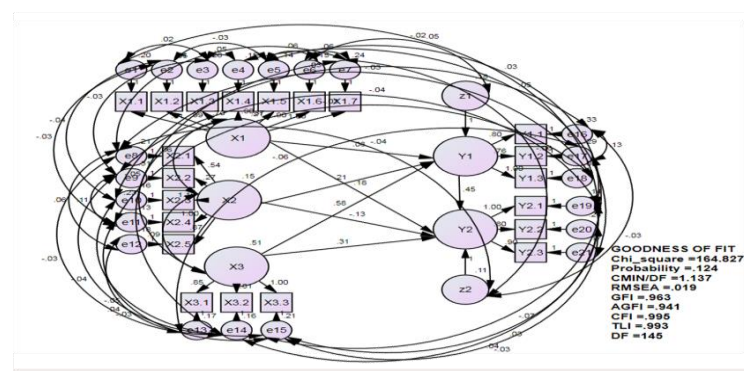


Figure 2. Structural Model Modification
 Source: Results of Primary Data Processing 2022

Figure 1. shows the results of the modification of the structural model, which is used as the basis for comparing the model suitability index with the cut-off value after the Modification Indices are carried out. The results of the Goodness of fit tests can be shown in the following Table 2:

Table 2. Modification of the Fit Test of All Models

Criteria	Cut-Off Value	Model Results*	Information
Chi_Square	Expexed Small	778.936 (0.05:179=211.216)	Marginal
Probability	≥ 0,05	0.000	Marginal
CMIN/DF	≤ 2,00	4.961	Marginal
RMSEA	≤ 0,08	0.100	Marginal
GFI	≥ 0,90	0.870	Marginal
AGFI	≥ 0,90	0.821	Marginal
TLI	≥ 0,94	0.840	Marginal
CFI	≥ 0,94	0.868	Marginal

Source: Data processed (AMOS Output 18.0) 2022

Based on Table 2, it is shown that after the Modification Indices have been carried out, it is shown that model 2 (final) has met the Goodness of fit tests, namely the suitability of the model; because of the six existing model suitability criteria, model 2 (final) has fulfilled 6 in between the seven criteria for model suitability.

3.2 Hypothesis Testing Results

The structural relationship model test was carried out after the structural model built in this research followed the observed data and the structural model suitability index. The purpose of testing the structural relationship model is to determine the relationship between the latent variables built in this study. The latent variables constructed in this study are Low-Cost Carrier (X1), Service Quality (X2), Marketing Technology (X3), Customer Satisfaction (Y1), and Customer Loyalty (Y2). The estimation results of standardized regression weights, C.R (Critical ratio), are equated with the t-test in regression and probability analysis. Furthermore, to find out the direct and total relationship of each variable and the level of significance, based on the facts that became the findings in this study, the hypothesis testing proposed can be accepted or rejected. The significance level of parameter estimation in hypothesis testing is set at 95% or $p = 0.05$. Based on the summary of the results of hypothesis testing that have been stated previously, it can be presented in Table 3 below:

Tabel 3. Hypothesis Testing Results

Hip	Variabel Eksogen	Var. Interv	Var.Endogen	Direct Effect	Indirect t	Total	P-Value	Ket
1	Low Cost Carrier (X1)	-	Customer Satisfaction (Y1)	0.056	-	0.056	0.437	(-) Not significant
2	Quality of Service (X2)	-	Customer Satisfaction (Y1)	0.131	-	0.131	0.018	(+) Significant
3	Marketing Technology (X3)	-	Customer Satisfaction (Y1)	0.655	-	0.655	0.000	(+) Significant
4	Low Cost Carrier (X1)	-	Customer Loyalty (Y2)	0.13	-	0.13	0.044	(+) Significant
5	Quality of Service (X2)	-	Customer Loyalty (Y2)	0.083	-	0.083	0.077	(-) Not Significant
6	Marketing Technology (X3)	-	Customer Loyalty (Y2)	0.360	-	0.360	0.000	(+) Significant
7	Customer Satisfaction (Y1)	-	Customer Loyalty (Y2)	0.469	-	0.469	0.000	(+) Significant
8	Low Cost Carrier (X1)	Customer Satisfacti	Customer Loyalty (Y2)	0.13	0.026	0.156	0.443	(+)

		on (Y1)						Not Significa nt
9	Quality of Service (X2)	Customer Satisfacti on (Y1)	Customer Loyalty (Y2)	- 0,08 3	0.061	- 0.02 2	0.02 9	(+) Significa nt
10	Marketing Techonology(X3)	Customer Satisfacti on (Y1)	Customer Loyalty (Y2)	0,360	0.307	0.667	0.000	(+) Significa nt

Source: Data processed (AMOS Output 18.0) 2022

Based on table 4, it can be explained that the results of the analysis of hypothesis testing are described as follows:

1. The Effect of Low-Cost Carrier on Customer Satisfaction on Lion Air Airlines in Indonesia

The study's results based on the hypothesis test, as shown in Table 4, show that service quality has a positive and insignificant effect on customer satisfaction on Lion Airlines, with a value (P = 0.056) which is significant with a coefficient value of 0.437. These results indicate that there is an insignificant effect. From Low-Cost Carrier with guaranteed safety indicators due to using new aircraft, Passenger safety is an effort made in airline services to prevent accidents and. passenger comfort is a basic human need that is needed and must be met by every customer, the delivery of comfort provides strength for passengers in forming attitudes related to knowledge about passenger safety. Knowledge is something that passengers need to know and understand in terms of actions and abilities carried out by passengers. The results of this study conclude accept hypothesis 1 that Low-Cost Carrier has a positive and insignificant effect on customer satisfaction with Lion Air airlines in Indonesia. Low-Cost Carrier has a positive and insignificant effect on Lion Air Airlines' customer satisfaction in Indonesia. It can be interpreted that the lower the value of the Low-Cost Carrier, the lower the importance of customer satisfaction, and the effect is not significant. This result also holds that the higher the value of the Low-Cost Carrier, the higher the value of customer satisfaction, and the impact is insignificant. The findings of this study explain that the most considerable contribution of the Low-Cost Carrier indicator that has been fulfilled is the passenger comfort indicator, but the lowest indicator is passenger safety. Customer satisfaction is influenced by several factors, one of which is customer comfort, as comfort is an important thing and becomes the first impression of passengers when using Lion Air airline services. Convenience is the main reason why passengers choose to choose an airline to fly. Indicators of complete aircraft cabin facilities are facilities that become airline standards in setting standardization before operating airlines. . This is in line with the research conducted by (Ariwibowo, 2019) examining the effect of Low-Cost Carrier on Citilink airline customer trust. This study aims to determine the level of Low-Cost Carrier at Citilink and how it affects customer trust and satisfaction. This study uses the Low-Cost Carrier variable measured from the dimensions of the aircraft cabin facilities, diversity of flight routes, customer satisfaction, and flight frequency. The results showed that the Low-Cost Carrier had a significant effect on customer trust and satisfaction, and the Low-Cost Carrier partially had a significant impact on customer trust. The indicator of a very effective Lion Air Flight Route is also an essential point because by providing exemplary service according to the expected time needs of the passenger, an effective flight route also supports Lion Air's efficiency in choosing the correct flight hours because passengers always want to feel comfortable. Quickly arrive at the destination city. The indicator of a short flight transit time is one aspect that airlines must consider in determining flight schedules so that passengers do not take too long in transit. According to (Moslehpour et al., 2017) a Low-Cost Carrier (LCC) is called a no-frills and budget airline is a scheduled flight company (schedule carrier) with a much lower cost in general in comparison to Indonesia. The implementation of this LCC can shift the decline in aircraft fares by half. As airline operators apply, the LCC concept prioritizes passenger volume over price (yield-oriented). Safety indicators are guaranteed because using a new aircraft is a problem that often arises in the aviation world, especially when a plane crashes. Based on data from the National Transportation Safety Commission (KNKT), as many as 54 cases of accidents occurred from January 2010 to April 2014. Of this number, 18.5 percent of them occurred by Low-Cost Carrier airlines. Lion Air can implement a punctuality system supported by an online check-in website and training for employees to indicate the timeliness of departure according to schedule. According to the author's assumption, Low-Cost Carrier has a very close relationship with customer satisfaction. Low-Cost

Carrier encourages customers to use Lion Air flights and can create customer loyalty or loyalty to Lion Air airlines that provide satisfactory quality.

2. The Influence of Service Quality on Lion Air's Customer Satisfaction

The results of the research based on the hypothesis test, as shown in Table 4, show that Service Quality has a positive and significant effect on Lion Air airline customer satisfaction in Indonesia, with a value ($P = 0.018$) which means significant with a coefficient value of 0.131. These results indicate that there is a positive effect. Significance of Service Quality with indicators of reliability, responsiveness, assurance, care, and physical appearance to accept hypothesis 2 that Service Quality affects Lion Air customer satisfaction. Service quality positively and significantly affects Lion Air airline customer satisfaction. It can be interpreted that the higher the Service Quality value, the higher the customer satisfaction value, and the effect is significant. This result also holds that the lower the value of Service Quality, the lower the importance of customer satisfaction, and the impact is insignificant. The results of the research based on the hypothesis test, as shown in Table 4, show that Service Quality has a positive and significant effect on Lion Air airline customer satisfaction in Indonesia, with a value ($P = 0.018$) which means significant with a coefficient value of 0.131. These results indicate that there is a positive effect. Significance of Service Quality with indicators of reliability, responsiveness, assurance, care, and physical appearance to accept hypothesis 2 that Service Quality impacts Lion Air customer satisfaction. Service quality positively and significantly affects Lion Air airline customer satisfaction. It can be interpreted that the higher the Service Quality value, the higher the customer satisfaction value and the significant effect. This result also holds that the lower the value of Service Quality, the lower the value of customer satisfaction, and the effect is insignificant. Based on the author's assumption that the physical form of the building of a company really shows the company's progress in determining a business for the long term.

3. The Effect of Marketing Technology on Lion Air's Customer Satisfaction

Marketing technology has a positive and significant effect on Lion Air airline customer satisfaction, with a value ($P = 0.00$) which means significant with a coefficient value of 0.655. These results indicate a positive and significant influence of marketing technology with indicators Lion Air has an exciting website display, and an attractive website display automatically attracts the attention of prospective passengers to use the website in purchasing tickets. The results of this study conclude accept hypothesis 3 that marketing technology affects Lion Air airline customer satisfaction. Marketing Technology affects Lion Air's customer satisfaction. It can be interpreted that the higher the value of Marketing Technology, the higher the value of Customer Satisfaction, and the effect is significant. Indicators of communication interactions and the delivery of advertisements and promos through good electronic media between Lion Air airlines and passengers make passengers comfortable using Lion Air airlines in their journeys.

4. The Influence of Low-Cost Carrier on Lion Air Passenger Loyalty

Low-Cost Carrier has a positive and significant effect on Lion Air airline customer loyalty with a value ($P = 0.044$) which means significant with a coefficient value of -0.083. These results indicate that there is a positive and significant effect of Low-Cost Carrier with indicators of passenger safety, passenger safety. These findings explain that the most significant contribution of the Low-Cost Carrier indicator that has been fulfilled is the indicator that passengers get good service, Low Cost Carrier airlines are required to constantly provide good service for customers to increase customer loyalty, so that customer trust is always given to Lion airlines. Water so that it can have an impact on passenger satisfaction and passenger loyalty.

5. Quality of Service for Lion Air Airline Customer Loyalty

Service quality has a positive and insignificant effect on Lion Air airline customer loyalty, with a value ($P = 0.0$) which means significant with a coefficient value of 0.352. This study's results indicate a positive and insignificant effect on service quality with reliability indicators, responsiveness, assurance, care, and physical appearance. The results of this study suggest that the variables of service quality, rates, and timeliness have a positive and insignificant effect on customer loyalty.

6. Effect Of Marketing Technology On Customer Loyalty

Price has a positive and significant effect on customer loyalty, with a value ($P = 0000$) which means significant with a coefficient value of 0.469. The results of this study indicate a positive and significant effect of marketing technology, with indicators still choosing Lion Air when traveling by air. Technology Marketing positively and significantly impacts Lion Air airline customer loyalty. It can be interpreted that the

higher the value of marketing technology, the higher the value of customer loyalty, and the effect is significant. The results of this study conclude accept hypothesis 6 that marketing technology affects customer loyalty of Lion Airlines.

7. The Influence of Customer Satisfaction on Lion Air's Customer Loyalty

Customer satisfaction has a positive and significant effect on Lion Air airline customer loyalty, with a value ($P = 0.000$), with a coefficient value of 0.469. These results indicate a positive and significant effect on customer satisfaction, indicating that passengers are satisfied using Lion Air airline in traveling. Customer satisfaction positively and significantly affects Lion Air airline's customer loyalty. It can be interpreted that the higher the customer satisfaction value, the higher the customer loyalty value and the significant effect. This result also holds that the lower the value of customer satisfaction, the lower the value of customer loyalty, and the effect is significant. These findings explain that the biggest contribution of indicators of customer satisfaction that have been met is the indicator of satisfaction expectations which have an influence on customer loyalty, if satisfaction expectations are achieved, it will increase customer loyalty. The services provided by the Lion Air airline can be said to be satisfactory if they get the needs and expectations of customers.

8. The Effect Of Low-Cost Carrier On Customer Loyalty Through Lion Air Airline Customer Satisfaction

Low-Cost Carrier through customer satisfaction has a positive and significant effect on customer loyalty. This indicates that customer satisfaction is not a good intervention in the relationship between Low-Cost Carrier and customer loyalty. It is interesting to observe as well as a finding in this study that customer satisfaction as an intervening is not able to influence or change the influence of Low-Cost Carrier on customer loyalty from a significant effect. The strategy to increase the implementation of the Low-Cost Carrier is to maintain and improve facilities for passengers without reducing the value of the Low-Cost Carrier concept. High loyalty will lead to change and profit for service providers. Therefore, Lion Air airline must know the current customer wants and needs because passengers who are dissatisfied with the services provided by Lion Air airline will tend to look for other service providers who can offer better facilities and services. According to the author's assumption, for Lion Air to survive and thrive, the airline must be proactive and provide quality service to customers. So to get loyalty from customers, hospitals should pay attention to several factors that can affect customer loyalty. The main factor affecting customer loyalty is the quality of service, which can be interpreted as the level of excellence expected and control over the status of excellence to meet customer desires.

9. The Effect Of Service Quality On Customer Loyalty Through Lion Air Airline Customer Satisfaction

Service quality through customer satisfaction has a negative and significant effect on customer loyalty. These results indicate that customer satisfaction cannot be a good intervention in the relationship between service quality and customer loyalty. Service quality through passenger satisfaction has a significant negative effect on customer loyalty. It can be interpreted that the higher the value of service quality through increasing the value of customer satisfaction, the higher the value of customer loyalty, and the effect is significant. This result also holds that the lower the value of service quality through customer satisfaction, the lower the value of passenger loyalty and its negative effect. The results showed that service quality through customer satisfaction significantly negatively affected customer loyalty. This means that good service quality through customer satisfaction in the hope that they can create an optimal sense of loyalty. Responding to this fact, the management in formulating policies to achieve an optimal increase in loyalty. Observing the direct relationship between the three variables previously, service quality has no significant effect on customer satisfaction, service quality has a significant negative impact on customer loyalty, and customer satisfaction has a significant positive effect on customer loyalty. This is the key to answering the question: Why does service quality, which has an essential negative relationship with customer loyalty, remains significant on customer loyalty after intervening with customer satisfaction. The answer to this question can be described as follows: Significant negative nature of the direct relationship between service quality on customer loyalty and then intervening with customer satisfaction which has the exact nature, which is a significant negative on customer loyalty, logically it will strengthen each other. By comparing the direct and indirect effects according to this study, it can be concluded that service quality plays a significant negative role on customer loyalty. Therefore, the results of this study can be used as a reference for Lion Air airline.

10. The Effect Of Marketing Technology On Customer Loyalty Through Lion Air Airline Customer Satisfaction

The results of research based on hypothesis testing show that marketing technology through customer satisfaction has a positive and significant effect on customer loyalty. This indicates that customer satisfaction is suitable for marketing technology and customer loyalty. It is interesting to observe as well as a finding in this study that customer satisfaction as an intervention can maintain the influence of marketing technology on customer loyalty but has a positive and significant effect. Observing the direct relationship between the three variables previously, the price has a significant positive impact on customer satisfaction, marketing technology has a significant positive effect on customer loyalty, and customer satisfaction has a significant positive impact on customer loyalty. This is the key to answering the question: Why does marketing technology which has a significant positive relationship with customer loyalty, remains significantly positive on customer loyalty after intervening with customer satisfaction. The answers to these questions can also be described as follows: The significant positive nature of the direct relationship between price and customer loyalty and then intervening with customer satisfaction which has the exact nature, which is significant positive on customer loyalty, logically will also strengthen each other. By comparing the direct and indirect effects according to this study, it can be concluded that price plays a significant positive role in customer loyalty.

4. Conclusion

Based on research on the Analysis of the Influence of Marketing Technology Concepts, Service Quality, and Low-Cost Carrier on Customers and Customer Loyalty on Lion Air Airlines in Indonesia, it is concluded that the Lion Air airline company needs to improve service quality by utilizing optimal marketing technology. by providing customer safety, customer convenience, and reliability in providing services so as to make passengers more loyal to the Lion Air airline and the quality of service is a continuous concern, especially loyalty, referrals, and standardization in serving every passenger complaint in maintaining customer satisfaction with service quality.

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