

## Evaluation of Satisfaction and Trust based on Service Quality for Flight Passenger, Indonesia

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**Abstract:** The purpose of this study is to examine the relationship between service quality to satisfaction and trust, also to examine influence of reciprocal between satisfaction and trust. The uniqueness of this study is to test the quality of service to trust for the service sector. No previous research has been found that examines the direct effect of service quality and trust, particularly in the goods care services sector. Research location at Adisutjipto Airport Yogyakarta. Research respondents are passengers of Garuda Indonesia Airlines who utilize luggage storage services handled by a lost and fund unit is 99 respondents as research sample. Questionnaire as a tool to collect primary data. The research design is quantitative with regression techniques to test the modeling. The results indicate that service quality is stronger leads to trust than satisfaction for service users. There is a reciprocal influence between satisfaction and trust. The key finding of this study is the guarantee of passenger luggage for no damage and loss of positive impact on passenger trust.

**Keywords:** service quality, passenger satisfaction, passenger trust

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### I. Introduction

The development of transportation science and technology is currently growing rapidly, especially the field of aviation. In Indonesia, before the 2000's the cost of aviation transport had high economic value, but after 2005 the cost of aviation transportation had adjusted the purchasing power of the general public. Government regulatory factors and competition among airlines are the cause of price deregulation and airlines services. Some airlines in Indonesia offer a wide variety of prices and services. Increasing demand for transportation services, especially air transportation has caused many airlines in Indonesia to increase the number of aircraft.

In general, transportation prioritizes passenger safety and security. But on the other hand, passengers expect other latent demand that is the quality of airline service. The quality of this service is an important consideration for prospective passengers. The service area is very close to the service activities, so service is the main principle. This has been done by ground handling companies such as Garuda Indonesia's lost and found unit at Adisutjipto Airport Yogyakarta. Ground handling and airline companies are trying to improve the quality of services and facilities to meet passenger needs. Various kinds of strategic steps done by both parties to gain trust and full satisfaction from passengers. A company will win the competition if it can create value and give satisfaction to customers through the delivery of quality services.

Service quality is a central point for service companies. This is done for the purpose of passenger customer satisfaction. Parasuraman et al. (2010) divide the service quality into five dimensions SERVQUAL, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Some previous aviation research as conducted by Chow (2013) which examines passenger complaints related to luggage services in some airlines in China shows that service quality positively impacts customer satisfaction, especially on the timely flight schedule that most customers no complaints about baggage service. In Dubai, Hassain et al. (2014) examined the relevance of service quality and customer satisfaction in several Saudi airlines, the results showed significant influence.

In the healthcare industry such as hospitals, Han and Hyun (2014) conducted research at the hospital concluded that there was an influence of service quality and trust on patient satisfaction. Also found that customer satisfaction can provide several benefits that the relationship between the company and the customer to be harmonious. Explanation of research results at the airport and hospital location can be ascertained that the quality of service impact on satisfaction.

On the other hand, Bigne and Blesa (2003) conclude from the results of research that customer satisfaction and trust have a relationship affect each other. For companies that have long-term orientation

prioritizes trust, for whereas shorter orientation prioritizes customer satisfaction. Based on the results of previous research, the lost and found unit of Garuda Indonesia Yogyakarta which has been doing service strategy needs to be emphasized the direction and the target. Is the lost and found unit of Garuda Indonesia Yogyakarta directed to satisfaction in order to obtain customer trust? Or is the lost and found unit of Garuda Indonesia Yogyakarta directed to the acquisition of trust for the sake of customer satisfaction? This practical theoretical problem will be answered after data analysis.

## **II. Literature Study**

### **2.1 Quality of service**

Fornell et al., (1996) revealed that high service quality leads to better customer satisfaction which further affects future income levels. The opinion of Zheithalm et al., (2009) on the dimensions of service quality can be explained by some such symptoms

- a. Physical evidence is the appearance of physical facilities, equipment, personnel and operational equipment of a company in showing the existence to external parties.
- b. Reliability, is the ability to perform services that should be in accordance with the promised accurately, reliably and on time.
- c. Responsiveness (responsiveness) is the desire given by the company to help consumers and provide fast service with clear information delivery.
- d. Assurance is the knowledge and friendliness of employees and the ability of employees to give the impression that can be trusted and full of confidence or can grow customers to trust. To be able to provide a jammed, there are several components such as (a) Communication, which is continuously providing information to customers in the language and use of clear words so that customers can easily understand what the employee informs and quickly respond to complaints and complaints from customers. (b) Credibility, that is a guarantee of a trust given to the customer, such as the nature of honesty, instilling trust and providing good guarantees. (c) Security is a high customer trust of the service received. Of course, the services provided can provide a guarantee of trust. (d) Competence is the skills possessed for service to the customer. (e) The courtesy that is the moral value of the employee and the courtesy to the customer in accordance with the conditions and situations.
- e. Empathy is a sense of belonging to care for and nurturing customers or consumers. And also give a sincere personal attention to the customers, and try to understand consumer desires. Employees are expected to have understanding and knowledge about the specific needs of customers.

### **2.2 Customer satisfaction**

According to Engel (1990), Satisfaction is an alternative evaluation chosen at least equal or exceed customer expectations. Kotler (1996) defines customer satisfaction as a feeling / emotional assessment of the customer when consuming a product/service to meet expectations and needs. This study re-examines the flow of thought Siddiqi (2011) which states that satisfaction is a feeling that arises when what is the desire of consumers in proportion to products or services that consumers expect. Kotler (2000), states that customer satisfaction is a person's feelings of pleasure after comparing performance or perceived results as expected. If performance is below expectations, customers are not satisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations then the customer is very satisfied. Highly satisfied customers will stay loyal longer and buy more when companies introduce new products or update existing products. Satisfied customers can behave positively about the company and the company's products. Against competing products, customers behave like giving little attention to other brands and competitor's ads as well as price-sensitive (Kotler, 2005).

Kotler (2005), argues that there are four methods that can be used to measure customer satisfaction, namely:

- a. Complaints and suggestions system. The company provides an opportunity for customers to express opinions or complaints.
- b. Customer satisfaction survey. The company conducts customer satisfaction surveys, surveys on the quality of its services or products. This survey can be done by distributing questionnaires by company employees to customers. This survey can know the shortcomings and advantages of the company's products or services, so the company can make improvements.
- c. Ghost Shopping. This method is implemented by employing several companies (ghost shopper) to behave as a competitor in the company of competitors, with the aim of the ghost shopper can know the quality of service of a competitor company so that it can serve as a correction to the service quality of the company itself.
- d. Missing customer analysis. This method is done by the company by re-contacting customers who have not been visiting or making purchases in the company because of moving to a competitor company. In addition, companies may ask the reasons for moving to a competitor company.

### 2.3 Customer trust.

Srinivasan (2004) explains that trust is very important to face an uncertain environment and trust is the element of business success. Trust is synonymous with high levels of satisfaction (Jones and Sasser, 1995). Trust is the belief that one will find what is desired by the exchange partner. Trust involves a person's willingness to behave in a certain way to realize expectations. A believable hope can come from a credible promise or statement (Barnes, 2003). According to Ba and Pavlou (2002) defines trust as an assessment of one's relationship with others in the success of a transaction on the situation of uncertainty. According to Ba and Pavlou (2002) defines trust as an assessment of one's relationship with others in the success of a transaction on the situation of uncertainty.

### 2.4 Design the research hypothesis.

Quality of service within a company is a factor that greatly affects customer satisfaction according to Siddiqi (2011). Customer satisfaction is a sense of satisfaction that consumers feel after using the product and proved in line with expectations. Satisfaction is very important to maintain. The link between service quality and trust by Han and Hyun (2014) states that: "Service is any activity or benefit offered by a party to another party, which is essentially intangible and does not result in any ownership, service quality has a close relationship with trust customer". Quality of service provides an impetus to customers to be a strong, strong relationship with the company in the long run. Such ties enable the company to understand carefully about customer expectations and needs. Han and Hyun's (2014) statement explains that service quality affects customers' trust.

H1a: Quality of service affects passenger satisfaction.

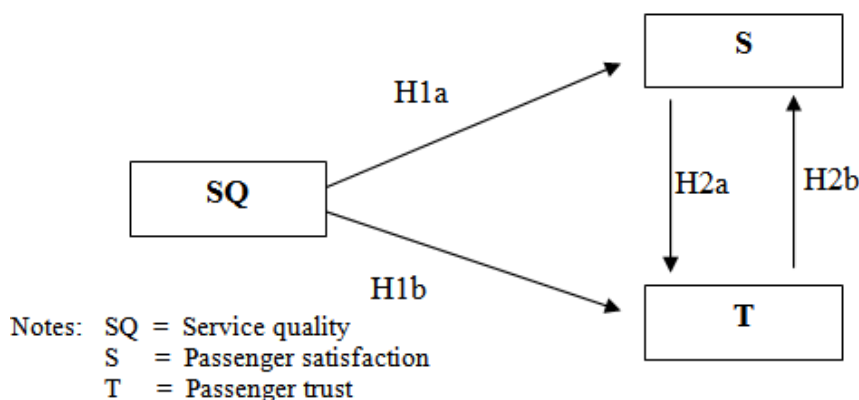
H1b: Service quality has an effect on Passenger trust

Bigne and Blesa (2003) wanted to know the clarity of the reciprocal relationship between satisfaction and trust. The results of Bigne and Blesa (2003) examining the causal relationship between trust and satisfaction in the manufacturing industry and obtained the best model of trust that has a positive effect on customer satisfaction for long-term market-oriented manufacturing companies. This gives meaning, the better the company's employees build trust with the customers, making it easier for employees to satisfy customers. The relationship between Customer Trust and Customer Satisfaction by Crosby et al. (1990) stated that the constructs of trust and satisfaction have a positive relationship. The causal relationship between trust and satisfaction cannot be estimated (Geykens et al., 1999; Kennedy et al., 2001). If the available information is insufficient to determine its effect, it is necessary to examine a two-way causal relationship between satisfaction and trust (Bigne and Blesa, 2003).

H2a: Satisfaction affects customer trust.

H2b: Trust affects customer satisfaction.

Figure 1. Model of the research hypothesis.



## III. Research Methods

### 3.1 Design research.

This study includes the type of survey research is a study that has a population in large quantities. Researchers used questionnaires to collect data. Respondents' perceptions are measured by a Likert scale with a choice of a score of 5 to strongly agree, to a score of 1 which states strongly disagree, score 3 states a neutral perception. The design of this research is quantitative which is to explain the causal relationship of variable studied. Regression analysis is used to explain the causal relationship between research variables

### 3.2 Population and sample.

The population of this study is all passenger aircraft PT. Garuda Indonesia (“Persero”) at Yogyakarta Adisutjipto Airport amounted to 11,991 passengers in the period of one week, from 27 June 2016 to 3 July 2016. Data were collected for one week on July 4, 2016, until July 10, 2016. During the study period, there was no significant phenomenon change. Respondents who fill out the questionnaires are passengers who utilize baggage service PT. Garuda Indonesia (“Persero”) managed by the lost and found a unit at the airport. Data were collected as many as 99 units of questionnaires to be analyzed.

### 3.3 Variables and indicators

The variable of service quality is measured by five indicators namely Physical Evidence, Reliability, Responsiveness, Security, and Empathy. Variable Satisfaction measured three indicators that fit the expectations, interest back and recommend. Trust variables measured three indicators namely interaction, safe and open.

Explanation of all measuring tools is presented in Table 1.

**Table 1. Variables, indicators, and research instruments**

Variables and indicators	Number of instruments
SQ - Quality of service	
SQ1 – Physical evidence	3
SQ2 – Reliability	3
SQ3– Responsiveness	3
SQ4 – Warranty	3
SQ5 - Empathy	3
S – Passenger satisfaction	
S1 – Conformity expectations	2
S2 – Interest back	2
S3 - Recommended	2
T– Passenger trust	
T1 - Interaction	2
T2 - Secure	2
T3 - Open	2
Total	27

## IV. Research Result

### 4.1 Profile of the unit of analysis

PT Garuda Indonesia is an airline company in Indonesia. PT Garuda Indonesia Company appointed PT Gapura Angkasa to handle ground handling special passenger luggage service at Adi Sutjipto International Airport Yogyakarta, Indonesia. This study is a study of passenger perceptions using baggage services. Baggage service units are managed by Lost and Found Units. The researcher measured respondent's perception of service quality, satisfaction level and passenger's trust to the operational activity of Unit Lost and Found. Collected 99 units of questionnaires. Respondents have different backgrounds (see Table 2). Age over 42 years, male gender, and employment as employee is a profile that many use luggage services

**Table 2. Profil Responden**

Age	%	Employment status	%
17-25 Years	26	Student	16
26-45 Years	32	entrepreneur	38
≥ 45 Years	42	Employee	46
Gender	%		
Male	65		
Female	35		

### 4.2 Evaluation of questionnaires and descriptive analysis

There are three variables, eleven indicators, and twenty-seven questionnaire instruments. To determine the level of understanding of respondents to the questionnaire filled, tested the validity and reliability. The test items are valid and reliable, for the next step descriptive and regression analysis. The mean value becomes a guide to explain the perception of the respondent. Analysis of data processing using SPSS (Statistical Package for Social Science) program.

**Table 3. Result of instrument test and descriptive analysis**

Variables and indicators	Instruments	r Stat.	CA	Mean
SQ - Quality of service		-	0.881	4.02
SQ1 – Physical evidence	SQ11 – The lost and found unit is easy to find	0.356	-	3.67
	SQ12 – The unit lost and found interesting	0.567	-	4.01
	SQ13 – Unit Technology lost and found good	0.667	-	3.87
SQ2 – Reliability	SQ21 – Promise Employees no doubt	0.568	-	3.77
	SQ22 – Communicative employees	0.673	-	4.22
	SQ23 – Employees are responsible	0.537	-	3.79
SQ3– Responsiveness	SQ31 – Employees understand customers	0.578	-	3.81
	SQ32 – Employees quickly serve	0.521	-	4.03
	SQ32 – Skilled employees serve	0.378	-	4.07
SQ4 – Warranty	SQ41 – Luggage is not damaged	0.875	-	4.21
	SQ42 – Easy search for luggage	0.783	-	4.36
	SQ43 – Luggage is not lost	0.897	-	4.57
SQ5 - Empathy	SQ51– Employees understand my difficulties	0.569	-	3.90
	SQ52 - Employees pay attention	0.478	-	3.87
	SQ53 - The employees are skilled and deft	0.387	-	4.20
S – Passenger satisfaction		-	0.730	4.06
S1 – Conformity expectations	S11 – Hope is fulfilled	0.586	-	4.01
	S12 – Benefit	0.667	-	3.99
S2 – Interest back	S21 – No hesitation to exploit	0.877	-	4.32
	S22 - Positive thinking	0.790	-	4.12
S3 - Recommended	S31 – Suggest to others	0.771	-	3.98
	S32 – Declare positive	0.682	-	3.92
T – Passenger trust		-	0.862	4.17
T1 - Interaction	T11- Employees are able to interact	0.657	-	3.97
	T12 – Our interactions are positive	0.579	-	3.55
T2 - Secure	T21 – I feel safe	0.893	-	4.55
	T22 – I do not hesitate to lose	0.782	-	4.68
T3 - Open	T31 – Management Unit lost and found well	0.552	-	4.02
	T32 - Clear information	0.572	-	4.25

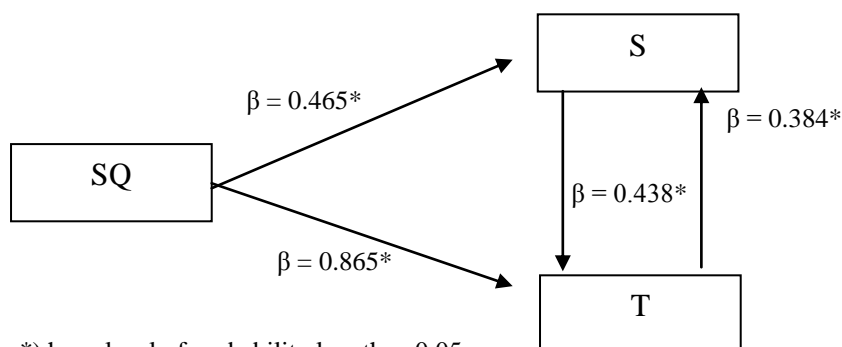
Notes: r Stat. is Correlation Product Moment value; CA is Cronbach's Alpha value; r table ( $\alpha=0.05$ ,  $df=99$ ) is 0.195

The result of the analysis shows that 27 questionnaire instruments get the value of r Statistical (Correlation Product Moment Value) exceeded from r table value (0.195). This comparison shows that respondents understand the sentence in the questionnaire. The value of Cronbach's Alpha for each of the tested variables exceeds r table (0.195), this comparison explains that 27 instruments have a significant degree of consistency when asked back to the respondent for a second answer. For service quality variables, the perceptions about the collateral and the goods deposited are not lost have the highest average value. For customer satisfaction variables, perceptions of interest return and do not hesitate to use luggage services have the highest average value. For customer trust variables, perceptions about safety and respondents feel no doubt about the risk of loss has the highest average value.

**4.3 The result of evaluation of regression analysis**

There are one exogenous variable and two endogenous variables. Two endogenous variables were tested reciprocal. This study analyzed the value of standardized coefficients of regression to explain the magnitude of influence between variables and also to test the research hypothesis. There are four proposed hypotheses. The probability value of the standardized coefficient of regression explains the influence aspect between the variables studied. Regression test results using SPSS program are presented in Figure 2.

**Figure 2. The test results influence the research variables**



Notes: \*) have level of probability less than 0.05

Four paths of regression analysis (Figure 2) show significant effect with an error rate less than 0.05. The explanation of the pathway analysis is described in Table 4.

**Table 4. Path analysis results**

Direct effect	Coefficient standardized	Result
SQ → S	0.465*	H1a accepted
SQ → T	0.865*	H1b accepted
S → T	0.438*	H2a accepted
T → S	0.384*	H2b accepted
Indirect effect		
	Coefficient standardized	
SQ→S→T	0.465* x 0.438* = 0.203*	Indirect path SQ→T→S is a strong path
SQ→T→S	0.865* x 0.384* = 0.332*	
Direct effect (SQ → T) > Indirect effect (SQ → S → T)		
Total effect		
	Coefficient standardized	
SQ→S→T	(0.465* x 0.438*) + 0.865* = 1.068*	Total path SQ→S→T is an effective model
SQ→T→S	(0.865* x 0.384*) + 0.465* = 0.797*	
→ is the path *) have level of probability less than 0.05 shows significant influence		

Analysis of this path starts from comparing (Table 4):

- (a). the influence of total service quality (SQ) on trust (T) with mediation Passenger satisfaction (S), obtained the coefficient of influence 1.068
- (b). and, the influence of total quality of service (SQ) to satisfaction (S) with the mediation of Passenger Trust (T), obtained the coefficient of the influence of 0.797.

To determine the model findings can be concluded that point (a) has the highest coefficient value of service quality (SQ) to trust (T) with mediation Satisfaction passenger (T). Thus it can be stated that the service quality (SQ) path of trust (T) with mediation Passenger satisfaction (S) becomes an effective model of the four available paths in Figure 2.

Now, the next step compares:

- (a) the direct influence of service quality (SQ) on passenger trust (T) obtained by the effective coefficient of 0.865
- (b) and the indirect effect of service quality (SQ) on passenger trust (T) is mediated by passenger satisfaction (S) obtained by effect coefficient 0.203

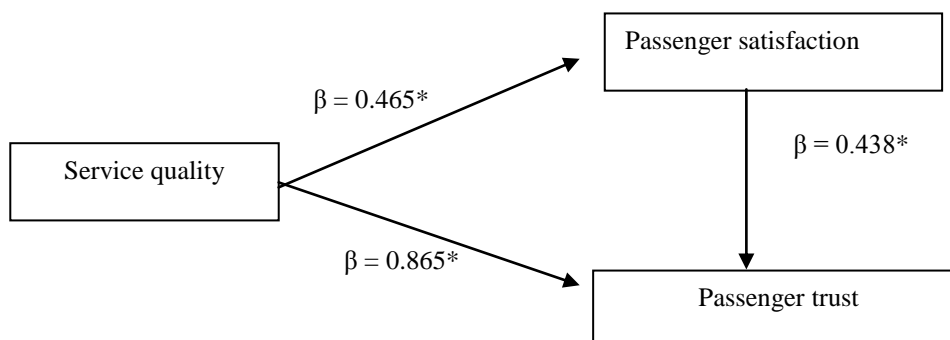
A comparison of 0.865 > 0.203 indicates that service quality is stronger in affecting customer trust. The role of Satisfaction in mediation is not considered effective.

Table 4. describes path analysis and hypothesis verification. The result of regression analysis proves that there is a significant influence on Quality of Service to Satisfaction. This proof strengthens the results of Chow's (2013) and Hassain et al. (2014). The influence of reciprocal between satisfaction and trust indicates that the results of this study confirm the findings of research conducted by Bigne and Blesa (2003) in manufacturing companies. That is the service sector there is a reciprocal influence between satisfaction and trust. The unique finding of this study is that there is an influence on service quality and trust.

### V. Conclusions and Recommendations

The result of analysis of model analysis by using regression shows effective model for three variables studied (Figure 3).

**Figure 3. Model recommendations from the research results**



Notes: \*) have level of probability less than 0.05

This study explains the perception of passengers of Garuda Indonesia airline at Adisutjipto Airport Yogyakarta which utilizes lost and found unit services as passenger service provider. The quality of services provided to the passengers by the responder is taken positively, especially the aspect of the guarantee that the passenger's luggage is not feared will be damaged, the custodian goods are easily obtained when they reach the destination and not lost. This aspect of guarantee has a positive impact on the trust of the service user of the goods custody.

The perceptual study of the trustworthiness of service users at Adisutjipto Yogyakarta airport shows that the security aspect is an important indicator of the passenger trust. In the minds of the passengers has been embedded in a sense of security where this sense of security is part of the trust for passengers who take advantage of the goods custody. The link between Quality of service and passenger trust proves that the guarantee has a positive impact on increasing security.

So for the service sector that provides services such as custody of goods is recommended to prioritize the guarantee is not damaged and not lost to obtain a sense of security for service users.

Figure 3 shows that Service quality is stronger in affecting passenger trust than passenger satisfaction. The perception of passenger satisfaction study shows that the interest to re-use the goods service at Adisutjipto Airport Yogyakarta responded very positively by the respondents. Passengers do not hesitate to re-utilize the goods care services. The feeling of not hesitating to re-use this daycare service is an essential part of passengers' satisfaction. The link between service quality and passenger satisfaction explains that the guarantee has a positive impact on increasing customer interest to re-consume the goods service at Adisutjipto Yogyakarta airport.

So for the service sector that provides services such as custody of goods, it is recommended to prioritize undamaged and non-lost guarantees to gain interest in using the service again.

The results of this study find theoretical causality that can be used for future researchers as a reference that the aspect of guarantees on the service-dominant in the sense of security and then also affect the customer's interest to consume again.

The link between passenger and passenger trust satisfaction shows a positive effect. Passengers who do not hesitate to leave luggage have secured the feeling that the goods will not be lost. The results of this study find psychological aspects for passengers who use the care of goods at the airport Adisutjipto Yogyakarta that feelings do not hesitate can create a sense of security. For the airport management, Adisutjipto Yogyakarta is recommended to provide a sense of security for passengers who utilize the services of goods custody. The word "safety" is recommended to be a "brand" to attract enthusiasts for airport passengers to utilize luggage storage services.

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