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Effect of Fare, Service Quality, and Baggage Handling on Passenger Satisfaction

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Abstract

Ensuring client satisfaction is a crucial aspect of the aviation industry that determines the success of airline operations. To retain and attract customers, airlines must provide services that encourage loyalty and appeal to potential passengers, such as those of Garuda Indonesia Airlines. Several factors influence customer satisfaction, including ticket fares, service quality, and baggage handling. This study aims to examine the extent to which these three variables affect the satisfaction levels of Garuda Indonesia passengers departing from Juanda International Airport, Surabaya. A quantitative strategy was used, and information was gathered using a Likert-scale questionnaire. After removing outliers, 96 valid responses were analyzed. The three variables have a considerable impact on passenger satisfaction, as demonstrated by the regression analysis's 90.8% Adjusted R Square result. In comparison, the remaining 9.2% is explained by additional elements not covered in this research. The results are expected to serve as recommendations for evaluating and improving Garuda Indonesia's service performance at Juanda International Airport. Overall, this research contributes to enhancing airline strategies aimed at maximizing service effectiveness, strengthening competitiveness in the aviation sector, and expanding academic understanding of the connection between flight fares, service quality, baggage handling, and customer satisfaction.

Keywords: Baggage Handling; Customer Satisfaction; Fares; Garuda Indonesia Airlines; Service Quality

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INTRODUCTION

The advancement of technology has driven the growth of competing companies and simplified access to various services. Numerous efforts have been made, particularly in the sale of products within the transportation service industry. The transportation industry continues to develop innovations aimed at enhancing effectiveness, particularly in reducing travel time, thus saving passengers time, especially in air transportation. Air transportation has now become the primary choice for long-distance travel due to its time efficiency and comfort. Over the last decade, the average growth rate has exceeded 20%. Based on data from the BPS website, the number of international air transport passengers has shown positive growth, with an increase of 11.05% in May, 10.16% in July, and 5.19% in August. Domestic flights in December experienced a surge of 19.29% compared to November 2024. These data indicate that the transportation sector continues to experience growth. Both domestic and international airlines strive to guarantee the best level of service for their customers, offering a range of options such as facilities, prices, and travel time estimations, which are among the primary considerations for consumers when choosing an airline. Airline passengers today are intelligent consumers who demand services that meet high-quality standards [1].

Customer satisfaction is the primary goal sought by passengers, especially in transportation services. This encourages service providers to consistently focus on improving and maintaining customer satisfaction as a key factor for business success. When customers feel showing satisfaction toward a product or service, they tend in order to make repeat purchases as well as continue using it as their preferred choice. Moreover, when customers experience exceptional service, they will likely share it with others. Clearly, high customer satisfaction increases the likelihood of attracting new customers who are interested in purchasing the same product [2].

As a national airline, PT Garuda Indonesia has been listed among the world's best airlines in 2025 according to AirlinerRatings.com. The airline operates a full-service carrier (FSC) with more than 90 domestic and international destinations, conducting over 600 flights daily. The dense flight schedule at Juanda International Airport often leads to various issues or errors, either caused by passengers or the airline itself. Common

[1] Nazim et al., 'Role of Information Technology in Civil Aviation: A Focus on Cyber Crimes and Emerging Legal Issues', *Shaik Nazim Ahmed Shafi International Journal of Engineering Technology Science and Research IJETSR Www.Ijetsr.Com ISSN*, 5.1 (2018); Ahmed Shafi Shaik Nazim, 'Role of Information Technology in Civil Aviation: A Focus on Cyber Crimes and Emerging Legal Issues', *Shaik Nazim Ahmed Shafi International Journal of Engineering Technology Science and Research IJETSR Www.Ijetsr.Com ISSN*, 5.1 (2018).

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problems still encountered include damage, loss, mishandling of baggage, and service-related issues. As an air transportation provider, Garuda Indonesia consistently strives to deliver the best service possible to ensure passenger satisfaction. Data from a survey conducted by Jakpat on November 21, 2022, with 396 respondents, revealed that Garuda Indonesia earned the highest rating in the Asia and Australia regions and was the most preferred local airline among Indonesians, with a survey result of 74.7%.

Although ticket purchases can now be made online or through agents, the first activity passengers engage in at the airport before traveling is the check-in [3]. Check-in is a mandatory step for passengers, as this process involves re-recording all travelers as official passengers. It is conducted by airport staff and serves as the initial point of contact, during which passengers begin to evaluate the quality of service provided. Service quality is closely related to overall customer satisfaction, encompassing both service outcomes and performance. In relation to the airline sector, customers refer to passengers who utilize the airline's services. Customer satisfaction is an essential indicator for businesses to ensure loyalty and attract new customers interested in trying the airline. To maintain a competitive position, companies must implement strategies that maximize service quality in managing aspects such as additional facilities and baggage handling. The higher a product or service's quality, the greater the resulting customer satisfaction. Although many studies have concurrently examined the effect of prices, baggage handling, and service quality on customer happiness; nevertheless, few studies have examined the connection between service quality and satisfaction, especially in the context of Garuda Indonesia.

Prior studies have not specifically investigated how customer happiness is affected by prices, service quality, and luggage handling, nor identified which variable has the most significant effect among them. Therefore, this study is to examine the connection between Garuda Indonesia passengers at Juanda International Airport customers' satisfaction and fares, service quality, and luggage handling. This area has not been previously studied. This research focuses on the customer experience at Juanda International Airport, both upon arrival and departure. Furthermore, the study seeks to answer the research question concerning the extent to which fares, service quality, and baggage handling influence customer satisfaction.

According to a study by Faralla, Abrate, and Fraquelli, 2025 , the perception of high-quality public transportation services significantly contributes to an increase in user

[3] Prayudi and others, 'A Model to Estimate the Level of Passenger Satisfaction With the High-Speed Train', *Civil Engineering Journal (Iran)*, 11.9 (2025), doi:10.28991/CEJ-2025-011-09-010; Qiang Yang and others, 'How to Sustainably Improve Passenger Satisfaction of High-Speed Rail in China? A Text Mining and Product Service System Integrated Approach', *Transport Policy*, 168 (2025), doi:10.1016/j.tranpol.2025.04.007; Fuquan Pan and others, 'Passenger Satisfaction Analysis of an Urban Subway Based on Travel Behaviour Characteristics', *Promet - Traffic and Transportation*, 37.1 (2025), doi:10.7307/ptt.v37i1.644.

satisfaction levels [4]. Another study, which examined the influence of customer satisfaction on airlines' long-term reputation and sustainable image using a mediation model, found because greater customer trust is positively correlated with customer happiness[5]. An examination of domestic airlines' system performance and service quality carried out in a developing country, Bangladesh, identified several key variables influencing service quality. The findings revealed that passengers were highly dissatisfied with airport cleanliness, particularly the condition of restroom facilities and baggage handling[6].

A pioneering study in 1988 stated that the SERVQUAL methodology for assessing the quality of services was highly complex. This complexity led to the simplification of its ten evaluation dimensions into five main parameters that encompass diagnostic aspects and several functional consequences. These five dimensions include tangibility, reliability, responsiveness, assurance, and empathy[7]. Given the foregoing context, this study is crucial for examining how pricing, luggage handling, and service quality affect Garuda Indonesia passengers' happiness at Juanda International Airport. Additionally, it advances the field of service management in the aviation sector

RESEARCH METHODS

This study employed a quantitative methodological strategy, placing three predictor variables alongside one outcome variable. Data collection involved reviewing existing studies and implementing on-site assessments, primarily using a survey method reinforced by comprehensive interviews with several participants. The data for this study consisted of direct reports collected through digital questionnaires on Google Docs, targeting individuals aged 17 and above who had flown with Garuda Indonesia at least once from Juanda International Airport, Surabaya. The collected data were presented as statistical figures to address the research inquiries. A Likert scale with 1 denoting Strongly Disagree (SD), 2 denoting Disagree (D), 3 denoting Agree (A), and 4 denoting Strongly Agree (SA) was used in the survey questions. The survey consisted of 40 questions and was constructed based on the variables of ticket price, service quality, baggage management, and customer satisfaction. Data were collected by distributing the questionnaires to 114 individuals who had utilized the services of PT Garuda Indonesia.

[4] Valeria Faralla, Graziano Abrate, and Giovanni Fraquelli, 'The Interplay between Perceived Quality and Sustainability Attitudes in Consumers' Modal Choice in Local Transportation', *Sinergie*, 43.2 (2025), doi:10.7433/s127.2025.02.

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The analytical technique used SPSS version 25, starting with validity and reliability testing. Cronbach's Alpha was used in the reliability test to gauge the instrument's stability for each variable, guaranteeing consistency in the findings. Classical assumption tests, such as tests for heteroscedasticity and multicollinearity, were then performed. Since there were more than fifty samples, the Shapiro-Wilk test was used to assess the normality of the data. Multiple linear regression was then used to evaluate the normally distributed, heteroscedastic, and multicollinearity-free data to determine the beta coefficient values. Hypothesis testing using the coefficient of determination (R^2) was part of the last step of SPSS analysis, the F-test to examine the mean differences among the three independent variables, and the t-test to test the mean difference between the two groups.

In this study, fare price, service quality, and baggage handling were used as independent variables, while customer satisfaction served as the dependent variable, as illustrated in Figure 1 below. Fare represents how much money customers spend on commodities, services, or products, with the value determined by the buyer. This is consistent with previous studies revealing that consumers primarily consider comparing the price paid with the advantages that the product or service offers in a transaction. In this regard, reasonable fares corresponding to the caliber of services the business provides become a key factor influencing purchasing decisions[8] . Customers will continue to choose the best-quality services that give satisfaction, even when the fare is relatively higher. Cost optimization, accompanied by improvements in service quality, will enhance user satisfaction and operational efficiency.

The service quality variable in the process of selling goods or services includes safety, assurance, speed, and comfort received by customers. Furthermore, the friendliness and empathy demonstrated by staff toward customers also serve as indicators of service quality. Service quality arises from customer perception, not from the provider's perception. From the customer's viewpoint, service quality is an overall assessment of the excellence of services delivered. An effective baggage handling process is another vital element in preserving client satisfaction. The baggage handling process begins with baggage inspection, weighing, and labeling by baggage officers during the sweeping baggage stage. It continues until passengers arrive at their destination airport and retrieve their baggage at the baggage claim area [9].

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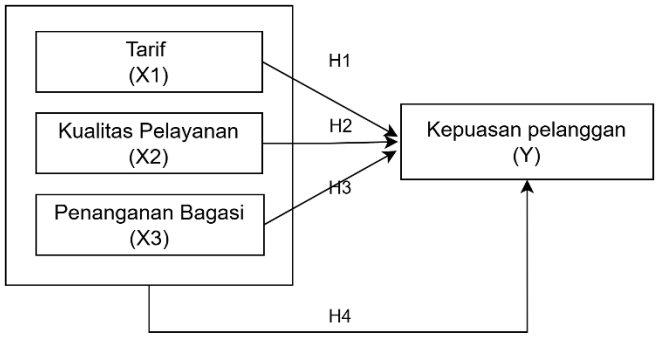


Figure 1 Conceptual Framework

The research variables employed in this study—the impact of fare (X1), service quality (X2), and luggage handling (X3) on the dependent variable, customer satisfaction (Y)—are depicted in Figure 1 above. Four theories were developed and examined based on this framework. An alternative hypothesis (H_a) that asserts a significant effect on the dependent variable (Y) and a null hypothesis (H_0) that asserts no significant effect on the dependent variable (Y) comprise each hypothesis. The theories to be tested in this study are as follows:

H_{01} : Fare has no discernible impact on passengers' happiness with Garuda Indonesia Airlines.

H_{a1} : Fare and customer satisfaction have a big impact on Garuda Indonesia airline passengers.

H_{02} : Passengers' happiness with Garuda Indonesia airlines is not significantly impacted by service quality.

H_{a2} : Customer satisfaction among Garuda Indonesia airline passengers is significantly impacted by service quality.

H_{03} : Passengers' satisfaction with Garuda Indonesia airlines is neither positively or significantly correlated with luggage handling.

H_{a3} : The customer satisfaction of travelers flying with Garuda Indonesia is significantly impacted by luggage handling.

H_{04} Fare, level of service, and luggage handling have no discernible impact on Garuda Indonesia airline passengers' pleasure.

H_{a4} : Fare, luggage handling, and service quality all have a big impact on how satisfied Garuda Indonesia airline customers are.

RESULT AND DISCUSSION

This study utilized a dataset collected from 114 respondents who had previously flown with Garuda Indonesia Airlines. Data collection was conducted over a one-week period, from August 27, 2025, to September 2, 2025. The obtained data were analyzed using SPSS software. The analysis identified several unusual data points, indicated as outliers, that needed to be removed. After the removal of outliers, a total of 96 respondents provided relevant data for further research. A validity test was performed on all 40

questionnaire items. The results showed a significance value of < 0.05 and an r-count greater than r-table (df = 96 − 2 = 94, r-table = 0.2006), indicating that all instruments were valid. The Cronbach's Alpha reliability test was also conducted on the three independent variables, where X_1 obtained a value of 0.721, X_2 obtained 0.903, X_3 obtained 0.895, and the dependent variable obtained 0.937. Since all four variables exceeded the minimum reliability threshold of 0.60, they were considered reliable.

To ascertain if the data were normally distributed, the Shapiro-Wilk test was employed. The findings revealed a statistical value of 0.980 and a significant value of 0.151. Given that the significance value was higher than 0.05, these findings suggest that the data were regularly distributed. The degree of intercorrelation between the variables under investigation was ascertained using the second standard test, the multicollinearity test. If the tolerance value is more than 0.10 or the Variance Inflation Factor (VIF) value is less than 10, the data are considered to be free of multicollinearity. According to the study's findings, all variables had VIF values below 10 and tolerance levels over 0.10, as presented in Table 1 below.

Table 1. VIF Values

Coeffisients[a]		
Model	**Tolerance**	**VIF**
X1	0.443	2.259
X2	0.591	1.693
X3	0.365	2.742

To find out if there was any residual variance inequality among the predicted values, the heteroscedasticity test was used. According to the testing criterion, the data are deemed to be heteroscedastic if the resulting significance value (Sig.) is higher than 0.05. In contrast, the data fail if the significance threshold is less than 0.05, the heteroscedasticity test. According to the study's findings, each of the three independent variables had significance values more than 0.05. Therefore, it can be concluded that no heteroscedasticity occurred, and the data in this study satisfied the classical assumptions for linear regression, as presented below in Table 2.

Table 2 Heteroscedasticity TestiResults

Coeffiecients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**		
	B	Std. Error	**Beta**	**t**	**Sig.**
(Constant)	273	0,064		4,261	0,000
X1	-0,025	0,022	-0,173	-1,183	0,240
X2	0,003	0,022	0,019	0,148	0,882
X3	-0,031	-0,02,	-0,229	-1,427	0,157

The coefficient of determination (Adjusted R^2) in the hypothesis testing was used to ascertain the degree to which variations in the dependent variable(Y) may be explained by the independent variables.

Table 3 Coefficient of Determination (R^2) Test

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,955[a]	,911	,908	,12241

a. Predictors: (Constant), X3, X2, X1

An Adjusted R Square value of 90.8% is shown by the determination test results, which are displayed in Table 3. This suggests that fare, service quality, and baggage handling collectively explain 90.8% of customer satisfaction, while the remaining 9.2% is due to other factors that were not examined in this study. After determining the overall contribution of the model, the next stage was to conduct a simultaneous significance test of the regression model, as presented within Tablei4.

Table 4 Multiple Linear Regression Analysis Outcomes

Coefficients[a]					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Standard Error**	**Beta**	**t**	**Sig**
(Constant)	0,222	0,112		1,979	0,051
X1	0,153	0,038	0,190	4,063	0,000
X2	0,562	0,039	0,587	14,516	0,000
X3	0,225	0,037	0,309	6,005	0,000

a. Dependent Variable: Y

The findings of the regression analysis, which are displayed in Table 4, indicated that all three independent factors had a positive effect on customer satisfaction. This suggests that improvements in these variables lead to higher levels of customer satisfaction. The unstandardized coefficients (B) show how much each factor influences customer satisfaction in its original measurement units, while the standardized coefficients (Beta) indicate the proportional impact of each variable. Among the three variables, service quality (X2) has the highest Beta value (0.587), making it the most dominant factor influencing customer satisfaction (Y).

To test whether all independent variables collectively have a significant effect on the dependent variable, an F-test was employed. The model is considered important when the significance value (p-value) is smaller than the predefined alpha level (0.05) or when the F-statistic exceeds the critical F-value. As shown in Table 5, the calculated F-value (314.22) is much higher than the critical value (2.703), with a significance level of 0.000 ($p < 0.001$). Therefore, the regression model comprising X1, X2, and X3 has a significant simultaneous effect on Y and is appropriate for predicting customer satisfaction.

Table 5 Results ofiF-Test

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	14,129	3	4,710	314, 322	,000[b]
	Residual	1,378	92	,015		
	Total	15,507	95			

According to the results of the F-test, the alternative hypothesis (Ha4) is supported and the fourth hypothesis (H04), according to which the independent factors have no discernible impact on the dependent variable, is rejected. This demonstrates that pricing, level of service, and baggage handling have a big impact on how satisfied Garuda Indonesia passengers are.

The t-test was utilized to determine the unique influence of each independent variable on the dependent variable, as shown in Table 4 (columns t and Sig). The critical t-value was 1.985 with 96 data points and 94 degrees of freedom (df = n – 2). The variable is deemed to have a significant influence if tcalculated > ttable or Sig. < 0.05.

The results show that variable X1 (Fare) obtained a t-value of 4.063, which is greater than the t-table value of 1.9855, and a significance level of Sig. Value of 0.000, which is less than 0.05. Consequently, the null hypothesis (H01)—stating that fare does not affect customer satisfaction—is rejected, and the alternative hypothesis (Ha1) is accepted, implying a significant effect. In the same way, H02 is rejected and Ha2 accepted, indicating that service quality, assessed through five dimensions, significantly influences customer satisfaction. Likewise, receiving the third alternative hypothesis (Ha3) shows that baggage handling substantially affects customer satisfaction (Y). Overall, the findings demonstrate that service quality contributes most to customer satisfaction.

These results align with those of earlier research. According to research by Saut et al. (2023), client satisfaction and service quality are significantly correlated(Saut & song, 2022). Similarly, Slack (2020) reported that service quality significantly affects customer satisfaction(Slack & Singh, 2020). The influence of airline fare was also investigated by(Kisiel, 2020).The statement indicated that most customers are willing to choose airlines with higher fares if the facilities and services provided are perceived as superior. This suggests that fare plays a crucial part in determining client satisfaction and decision-making in choosing an airline. Moreover, (Nounou & Shaban, 2025) found that efficient and secure baggage handling significantly enhances customer satisfaction, while poor handling creates dissatisfaction and negative perceptions that may harm the airline's image. The results also reveal that there is a favorable correlation between airline image and customer happiness, suggesting that a higher level of satisfaction leads to a better reputation(Agarwal & Gowda, 2021). Therefore, enhancing customer satisfaction serves as a key strategy in maintaining the airline's reputation and competitive advantage.

CONCLUSION

Garuda Indonesia, recognized as among the top airlines in the globe by 2025, operates as a full-service carrier (FSC). It serves more than 90 domestic and international destinations with over 600 daily flights. In the context of increasing air transport growth, customer satisfaction remains a key determinant of business competitiveness. To maintain its competitive edge, the company must optimize service quality, ensure efficient baggage handling, and provide fair pricing consistent with the facilities offered.

The three independent customer satisfaction indicators are significantly and favorably influenced by several factors, according to the regression analysis conducted with SPSS version 25. Quality of service (Beta = 0.587) was the most influential factor, followed by baggage handling and fare. The adjusted R^2 value of 90.8% indicates that nearly all the combined effects of these factors can account for variances in customer satisfaction. The F-test results also confirmed that the regression model as a whole possesses a substantial impact on client satisfaction.

Consistent with previous studies, the t-test results demonstrate that each variable has a notable effect. To continuously maintain and enhance customer satisfaction, airlines should carefully consider pricing strategies, service quality, and baggage handling. The findings reinforce prior evidence suggesting a positive connection between an airline's perceived reputation and customer happiness. Customers tend not to choose the lowest fares. Instead, they prioritize service quality and overall experience. This research adds to the development of service management practices within the aviation sector, particularly in designing strategic initiatives to enhance customer experience for Garuda Indonesia passengers at Juanda International Airport

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