The Effect of On Time Performance on Passenger Loyalty at Citilink Indonesia Airlines at Sultan Thaha Jambi Airport

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Abstract
As a result of delays that often occur at Sultan Thaha Jambi Airport, the flight departure and arrival times are not correct. So that it has an influence on customer loyalty. Researchers try to conduct studies based on this basis to determine the impact of punctuality on customer loyalty. During the 2019 Eid Transportation Period, Citiink Indonesia achieved a flight punctuality rate (OTP) of up to 94.88%. This research was conducted with quantitative methods. The data used in this study came from primary data obtained by distributing questionnaires to 200 respondents, which were taken by non-probability sampling. Data were analyzed using simple linear regression, partial test (T test), and coefficient of determination. The results of the study show that On Time Performance has a significant effect on Passenger Loyalty on Citilink Indonesia airlines at Sultan Thaha Airport, Jambi. It can be seen from the results of testing the hypothesis that the t count > t table is 10,878 > 1,972 with a significant value of 0.00 <0.05. The results of the calculation of the T test show that H1 is accepted. The results of the coefficient of determination of the On Time Performance variable have an effect of 37.4% on passenger loyalty. From customers (more than 2 times) Citilink Indonesia Airlines On Time Performance can affect Passenger Loyalty with the commitment and comfort provided by the airline with a percentage of more than 8.00%. The majority of Citilink Indonesia airline passengers at Jambi Sultan Thaha Airport prefer flights at lower prices compared to Citilink Airlines which often experience delays with a percentage of more than 6%. This can be seen from the total results of the questionnaire for each variable and the question items.
Keywords: On Time Performance, Citilink Indonesia, Loyalty, Sultan Thaha

INTRODUCTION

The airport is an important connecting water and land area in the distribution network of goods and passengers. Airport operational efficiency is still lacking, such as boarding times during the aircraft departure process, terminals, and sufficient staff shortages can cause delays to increase. Airports need to be managed and designed properly, otherwise the strategic functions they serve will be in vain or even start to burden the environment they are supposed to serve. Airports are a permanent resource whose use cannot be changed without significant investment costs. An airport is a place where aircraft can land, take off, and fly either on land or water, and may include buildings, installations and equipment (Dian. K.A, 2021). Jambi Sultan Thaha Syaifuddin Airport (IATA: DJB, ICAO: WIJJ) is an airport in Jambi City, Jambi Province, Indonesia. Starting in April 2007, this airport was managed by PT Angkasa Pura II and previously managed by the Jambi Provincial Transportation Service. Currently, there are 7 airlines operating at Sultan Thaha Jambi airport, including Citilink Indonesia, Batik Air Indonesia, Lion Air, Sriwijaya Air, Sushi Air, Super Air Jet and Wings Air operating 23 flights a day. Its name is taken from the name of Indonesia's national hero, Sultan Thaha Syaifuddin Jambi, but Sultan Thaha Jambi Airport was down during the corona period but now it is starting to stabilize (Satria. D.S, 2022).

Operations are very important for On Time Performance, safety and security, convenience, and economy in terms of On Time Performance services. Maximizing the effectiveness of ramp handling activities is necessary to meet performance targets on time. Airports must be designed and managed in a way that ensures they are safe and efficient. Otherwise, their strategic role will not be of much use or even become a burden to the communities they are supposed to serve (Bagus W, 2019).

In the aviation industry, Quality and OTP are related characteristics that drive customer loyalty to a service or product. Punctuality will build customer trust and enhance the company's competitiveness. The higher the quality of service and the level of timeliness, the higher the level of professionalism and responsibility of the airline company (Duari, 2018). Flight delays can occur due to several factors. According to Minister of Transportation Regulation No. 89 of 2015 one of the causes of flight delays is the weather factor, an example of the weather factor is smog. The cause of the haze disaster is forest and land fires, in 2019 Indonesia experienced the largest forest and land fire disaster in the last 3 years, amounting to 1,649,258 hectares of forest and land burned with the most hotspots spread across the islands of Sumatra and Kalimantan (Ministry of environment and forestry 2019). The haze caused a number of flight delays (delayed) rerouting, and even cancellations, especially flight routes in the Sumatra and Kalimantan regions, especially Jambi's Sultan Thaha Airport (Firmansyah. F 2021).

As a result of delays that often occur at Sultan Thaha Jambi Airport, the flight departure and arrival times are not correct. So that it has an influence on customer loyalty. Researchers try to conduct studies based on this basis to determine the impact of punctuality on customer loyalty. During the 2019 Eid Transportation Period, Citiink Indonesia achieved a flight punctuality rate (OTP) of up to 94.88% (Bagus, S. S (2021). The research objectives are as follows: To find out whether there is an effect of On Time Performance (OTP) on passenger loyalty Citilink Indonesia airlines at Sultan Thaha Jambi Airport To find out how much influence On Time Performance (OTP) has on customer loyalty Citilink Indonesia airlines at Sultan Thaha Airport Jambi To find out how On Time Performance influences Citilink Indonesia airline passenger loyalty at Sultan Airport Thaha Jambi.

Theoretical Basis
On Time Performance

Fundamental concepts and theories related to On Time Performance, According to the principles of aircraft departure coordination from the International Air Transport Association (IATA), on-time performance (OTP) is the ability of the aircraft to depart according to the advertised flight schedule. Air freight defines OTP as air transport, also referred to as the timely performance of a company's services, reputation, operations and economy. Service companies are all factors that are directly affected by many circumstances, such as aircraft delays from previous flights, damaged ground handling equipment, and adverse weather conditions, which may impact air freight. (IATA, Principles of Aircraft Departure Coordination). According to Soemohadiwidjoya (2017), On Time Performance (OTP) is a measure that shows the ability of transportation facilities to arrive on time at their destination. Regarding OTP, there must always be a connection with delay, if the departure and arrival times of the aircraft are determined according to schedule, then it is said to be on time performance (OTP). Airplanes have a use value while in the air, on time performance is very important, delay and on time performance (OTP) are closely related because delay (Delay) is the opposite of On time performance (OTP).

Customer Loyalty

Hasan (2014) defines customer loyalty as some people who buy continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for the product. Kotler and Keller (2016) say Loyalty is a customer who is committed to having an emotional attachment to the brand or company he is targeting. Kartajaya (2014) states that the highest loyalty is seen from the activeness of customers in recommending brands. However, recommendations are often biased. The fact is that we often hear recommendations from colleagues in the form of negative recommendations. Customer loyalty is an important factor that must be maintained by companies to ensure their long-term survival and to foster positive working relationships with their clients. Loyal customers will benefit the business because they can indirectly help by recommending goods or services they have experienced to their families. or friends. Loyal customers will always use products or services from these companies and are reluctant to use products from other companies. Loyal customers are an important company asset that must be maintained. Loyal customers have several characteristics that can show how much loyal customers are to a product or service. (Ningtias, 2018)

Citilink Indonesia Airlines

PT Citilink Indonesia is a subsidiary of Citilink Indonesia, established based on the Notary Deed of Natakusumah No. 01 dated January 6 2009, domiciled in Sidoarjo, East Java, with approval from the Minister of Law and Human Rights No. AHU-14555.AH.01.01 Year 2009 dated 22 April 2009. Citilink's share ownership at the time of establishment was 67% PT Citilink Indonesia (Persero), Tbk. and 33% PT Aerowisata. Based in Jakarta and Surabaya, Citilink has served more than 330 daily flight frequencies with 97 routes to 49 cities (Sinaga, H. M. 2018). Since 2011, when Citilink (PT Citilink Indonesia) took delivery of its first A320 and accelerated its expansion as part of the Citilink Group's efforts to compete more aggressively in the low-cost traveler market, Citilink (PT Citilink Indonesia) has been the fastest growing airline. in Indonesia. Based on notarial deed No. Natakusumah. 01, dated January 6 2009, and registered in Sidoarjo, East Java, the Citilink Indonesia Company was formed with the blessing of the Menkumham.

Relevant Research

Table 1. Relevant Research

No.	Name	Year	Title	Research Result
1.	Dortina, Kausar dan Mbulu	2017	The Effect of On Time Performance on Repurchasing Interest at PT Garuda Indonesia (Persero) Tbk	From the research results it can be concluded that the influence of On Time Performance at PT. Garuda Indonesia (Persero) Tbk. The consumer repurchase intention is 32%, which means that the On Time Performance (X) variable is positively correlated with the Repurchase Intention (Y) variable, with a moderate level of relationship.
2.	Satria Bagus Santoso	2021	Level of On Time Performance on Garuda Indonesia and Citilink Airlines at Tjilik Riwut Palangka Raya Airport	The results showed that the average OTP in 2019 at Tjilik Riwut Airport in Palangka Raya on Garuda Indonesia airline flight GA551 PKY-CGK was 95.48% and flight GA 553 PKY CGK was 93.89%, while the average OTP for Citilink airlines in 2019 reached 99.28%.

| 3. | Andrianto Prasetya Nugroho | 2015 | The Influence of Service Quality on Customer Loyalty Through Mediation of Customer Satisfaction at Air Asia Indonesia Airlines | The object of this study were 200 respondents who had used Air Asia Indonesia's services at least three times in the last three years. The results of hypothesis testing show that service quality has an effect on customer loyalty by 54%, service quality has an effect on customer satisfaction by 35%, customer satisfaction has an effect on customer loyalty by 66%, and service quality has an effect on customer loyalty through the mediation of customer satisfaction by 23%. |

Source: Previous Research Results

Hypothesis

This study aims to determine whether there is an influence of On Time Performance (OTP) on passenger loyalty of Citilink Indonesia airlines at Sultan Thaha Airport, Jambi. Provisional estimates for the results of this study are:

H0 : There is no effect of On Time Performance (OTP) on passenger loyalty of Citilink Indonesia airlines at Sultan Thaha Jambi Airport.

H1 : There is an influence of On Time Performance (OTP) on passenger loyalty of Citilink Indonesia airlines at Sultan Thaha Jambi Airport.

RESEARCH METHODS
Research Design

This study uses a quantitative method, which is a research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behaviors, relationship variables and to test several hypotheses about sociological and psychological variables from samples taken from a certain population (Sugiyono, 2017).

Population

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). The entire research subject studied is referred to as the research population. The population in this study were all flight service users who had used Citilink Indonesia at least 2 times at Sultan Thaha Airport, Jambi.

Sample

Sugiyono (2017) defines a sample as part of the number and characteristics possessed by the population. The maximum number of samples used in this study is 200 respondents, taken by non-probability sampling. According to Sekaran and Bougie (2013: 252) purposive sampling is a limited design for specific people who can provide the necessary information because only they have the information or meet the criteria set by the research. Roscoe in Sugiyono (2017) suggests that a sample size that is appropriate for use in research is between 30 and 500. The sample in this study uses 200 samples. The criteria for selecting the sample required and allowed to fill out the questionnaire in this study are as follows: Respondents are from 17 years old. Respondents who have used Citilink Indonesia at least 2 times. Respondents, both men and women, used Sultan Thaha Jambi Airport as a departure airport.

Data Collection Technique

Research instruments are measuring tools such as tests, questionnaires, interview guidelines and observation guidelines used by researchers to collect data in a study

(Sugiyono, 2017). The research instrument used is an instrument for quantitative data with the main/primary data in the form of a questionnaire/questionnaire, which will be filled out by a portion of the population selected as the sample. Sugiyono (2017) suggests that data collection techniques are the most important step in research, because the main goal of research is to obtain data.

RESEARCH RESULTS AND DISCUSSION

This research was conducted to find out whether there is and how much influence On Time Performance has on the loyalty of Citilink Indonesia airline passengers at Sultan Thaha Jambi Airport. Next to find out how On Time Performance affects passenger loyalty. Researchers conducted research in March 2023 due to frequent delays or inaccurate flight times on Ciilink Indonesia airlines when researchers conducted field work practices in August-September 2020. Therefore researchers wanted to find out whether this condition was still occurring at Sultan Airport Thaha Jambi, after being researched at the time of the study, delays still often occur on Citilink Indonesia airlines, thus affecting the airline's On Time performance.

The results of the study of the 200 samples studied were mostly male with a percentage of 67%. Most of the sample is aged 26-45 years with a percentage of 55.5%, where at that age people are still in their productive period working, traveling and on time performance is very necessary for everyone especially those who choose to travel by air transport, apart from the price passengers also expect convenience in flight, one of which is to be on time. Then for education 57.5% have an undergraduate degree/diploma, and for jobs 49.5% work as a private sector. Here it can be seen that in terms of education and profession it greatly influences a person's mindset to choose and be loyal to the airline he chooses.

1. The hypothesis testing in this study uses a simple linear regression analysis method which produces a constant value of 13,206 meaning that the consistent value of the customer loyalty variable is 13,206. The X coefficient is 0.604 meaning that if the On Time Performance value has increased by 1 unit, then Passenger Loyalty (Y) will increase by 0.604. The coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive. Based on the Partial Test (T Count) the t count value is 10,878 > t table 1.972 with a significance value of 0.00 <0.05. This shows that the On Time Performance variable has a significant effect on Passenger Loyalty. That is, the results of the calculation of the t test show that H1 is accepted, it can be concluded that there is an effect of On Time Performance on the loyalty of Citilink Indonesia airline passengers at Sultan Thaha Airport, Jambi.

2. Based on the test of the coefficient of determination, the correlation value (R) is 0.612. From this output, the coefficient of determination (R Square) is 0.374, which implies that there is an influence of the On Time Performance variable (independent variable) on the Passenger Loyalty variable (dependent variable) which is equal to 37.4%. Based on the explanations of experts and the results of research on the On Time Performance (X) and Passenger Loyalty (Y) variables, it can be said that the flight punctuality factor is very important to apply in order to provide good service to customers. and comfort, this will affect the customer's desire to use airline services repeatedly. Timeliness (On Time Performance) has a major effect on passenger loyalty on Citilink Indonesia airlines at Sultan Thaha Jambi Airport of 37.4%.

3. Based on the questionnaires distributed, On Time Performance greatly influences passenger loyalty, seen from the percentage of several question points. In the On Time Performance (X) variable, question number 9, namely Citilink Indonesia Airlines is always

committed to prioritizing passenger comfort and safety until it reaches the goal of getting the largest score, namely with a percentage of 8.45% or agree. And in the variable Passenger Loyalty the greatest value is found in question number 7, namely passengers have used Citilink Indonesia flight services more than 2 times with a percentage of 8.57% or agree. So it can be concluded that from customers (more than 2 times) Citilink Indonesia OTP Airlines can affect Passenger Loyalty with the commitment and comfort provided by the airline with a percentage of more than 8.00%. Meanwhile, the smallest percentage in the On Time Performance (X) variable is in question number 7, that is, every time you use Citilink Indonesia, there has never been a delay with a percentage of 5.95% or disagree. In the variable Passenger Loyalty (Y), the smallest percentage is found in question number 6, namely passengers will still buy Citilink Indonesia Airline tickets even though they are more expensive than competitors with a percentage of 5.97% or disagree. So it can be concluded that the majority of Citilink Indonesia airline passengers at Sultan Thaha Jambi Airport prefer flights with cheaper prices compared to Citilink Airlines which often experience delays with a percentage of more than <6.00%.

CONCLUSION

From the research title "The Effect of On Time Performance on Passenger Loyalty on Citilink Indonesia Airlines at Sultan Thaha Airport Jambi" that the results of testing the hypothesis of 200 respondents are positive, so it can be said that the direction of the influence of variable X on Y is positive. The On Time Performance variable has a significant effect on Passenger Loyalty. It can be seen from the t count > t table, namely 10,878 > 1,972 with a significant value of 0.00 <0.05. The results of the calculation of the T test show that H1 is accepted, it can be concluded that there is an effect of On Time Performance on the loyalty of Citilink Indonesia airline passengers at Sultan Thaha Jambi Airport. The test results for the Determination Coefficient of 0.374 indicate that there is an influence of the On Time Performance variable (independent variable) on the Passenger Loyalty variable (the dependent variable) which is equal to 37.4%. So it can be concluded that from customers (more than 2 times) Citilink Indonesia OTP Airlines can affect Passenger Loyalty with the commitment and comfort provided by the airline with a percentage of more than 8.00%. The majority of Citilink Indonesia airline passengers at Jambi Sultan Thaha Airport prefer flights at lower prices compared to Citilink Airlines which often experience delays with a percentage of more than 6%. This can be seen from the total results of the questionnaire for each variable and the question items.

From the discussion of the results of research on Citilink Indonesia airlines at Sultan Thaha Jambi Airport, several suggestions are presented as follows: For Citilink Indonesia airlines, to further improve OTP because many of the passengers who surveyed directly to the field complained about delay problems, it's just that passengers are still loyal to because it is convenient and is a child of Garuda Indonesia Airlines. Therefore, On Time Performance is needed to increase passenger loyalty so they don't switch to other airlines. For further researchers to be able to develop variables and the number of respondents in order to get maximum results.

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