



THE EFFECT OF SERVICESCAPE, PERSONAL SERVICES AND SERVICES ON PASSANGER SATISFACTION THROUGH PERCEIVE VALUE MEDIATION AT TERMINAL 3 SOEKARNO AIRPORT - HATTA

Anggraini Gadis^{1*}, Alugoro Mulyowahyudi²

¹⁾ Mercu Buana University, Jakarta, Indonesia, email: diezhapsari@gmail.com

²⁾ Mercu Buana University, Jakarta, Indonesia, email: alugoro_m@yahoo.com

*Corresponding Author: Anggraini Gadis

Abstract: The purpose of this study was to determine the effect of *servicescape*, *personal service* and *services* variables on *customer satisfaction* through *perceived value* mediation at Terminal 3 Soekarno Hatta Airport. This type of research is quantitative with data collection methods passenger questionnaire and literature study. The research population is passengers in internasional airline at Terminal 3 Soekarno-Hatta International Airport. The research sample was 240 people, the sampling technique was using probability simple random sampling technique. A analysis and testing of the hypothesis of this study using SEM with PLS software version 3.0. Hypothesis testing results (1) *Servicescape* take effect positive and significant to *perceived value*. Hypothesis (2) *Servicescape* no effect positive and significant against *Passanger Satisfaction*. Hypothesis (3) *Personal Service* positive and significant effect to *Perceive value*. Hypothesis (4) *Personal Service* positive and significant effect to *Passanger satisfaction*. Hypothesis (5) *Services* positive and significant effect to *Perceive value*. Hypothesis (6) *Services* have no positive and significant effect on *Passanger Satisfaction*. Hypothesis (7) *Perceive value* has a positive and significant effect to *passanger satisfaction*. Hypothesis (8) Indirect influence of *servicescape* positive and significant to *Passanger satisfaction* through *Perceive value* mediation. *Perceive value* is a full mediator . Hypothesis (9) Indirect influence of *Personal Service* Positive and significant to *Passanger Satisfaction* through *Perceive value* mediation. *Perceive value* is a partial mediator between *personal service* and *customer satisfaction*. Hypothesis (10) Indirect Effect of *Services* positive and significant impact on *Passanger satisfaction* through *perceived value*. This means that *Perceive value* is a *full mediator*.

Keywords: Servicescape, Personal Services, Services, Passanger satisfaction, Perceive value.

INTRODUCTION

Airports are an important part of the air transportation system and an important mode of transportation for air travel. In the last few decades the airport industry has changed from being a public facility to a multi-service organization concept (Bezerra & Gomes, 2020), so

airport executives have become concerned about their business performance, understanding passenger experience and satisfaction which is important for airport management.

(Serrano & Kazda, 2020) suggested several ways for an airport to survive the uncertain covid 19, namely by cost control strategies, delaying capex or even eliminating it, balancing opex costs and increasing revenue from non-aeronautics, especially for customer satisfaction.

Several studies on customer satisfaction include a strong relationship between customer quality and customer satisfaction. Several studies on customer satisfaction include a strong relationship between service quality and customer satisfaction. For example (Ardiansyah et al., 2019) states that airport service quality which consists of servicescape, personal service and services has a significant effect on customer satisfaction. (Shashikala & Suresh, 2018) in his journal shows that servicescape factors such as cleanliness, ambient and hygienic factors play an important role in creating and increasing customer value and customer satisfaction. The same thing was also stated by (Fahleti, 2018) that service quality such as tangibles, empathy, assurance, responsiveness affect consumer satisfaction.

Customer satisfaction is a major concern in the service sector. In this case, managerial needs to understand the service part that is the main concern for passengers, so that they can make decisions of course regarding determining the service policies that will be issued to continue to prioritize passengers as the main concern.

Based on the explanation of the data above, in this study the author tries to conduct research on "The Influence of *Servicescape*, *Personal Service* and *Services* on *Passenger Satisfaction* through the *perceived value* variable at Terminal 3 Soekarno Hatta Airport "

LITERATURE REVIEW

Customer Behavior

The success of a company depends on maintaining its relationship with its customers. Knowing consumer behavior is needed to help companies improve their marketing strategies. Consumer behavior is the study of the exchange processes involved in obtaining, consuming and disposing of goods, services, experiences and ideas (Saeed, 2019). Consumer behavior is the study of the exchange processes involved in obtaining, consuming and disposing of goods, services, experiences and ideas (Saeed, 2019).

Customer satisfaction

(Angelova & Zekiri, 2011). Kotler and Keller in book 15th edition (Kotler Keller 2016;153) said that satisfaction is a person's feeling of pleasure or disappointment from comparing the perceived results with expectations. According to Zeithmal and Bitner (2000) in research on customer satisfaction at Husein Sastranegara Airport (Andrianto & Noor, 2013) explains that customer satisfaction is a response to customer fulfillment, where customer assessments of products and services provide a level of satisfaction related to pleasant consumption. According to Oliver (1998) in Lee et al., (2020) that satisfaction is the result of meeting service and comparison of actual experience with expectations. In the book (Indrasari, 2019) regarding heating and customer satisfaction Umar (2005:65) states that customer satisfaction is the level of consumer feelings after comparing what they receive and their expectations.

Perceived Value

The concept of value is explained by (Sánchez-Fernández & Iniesta-Bonillo, 2007) that value is generated from the calculation of profit and loss from benefits and sacrifices. (Lin & Kuo, 2016) Chen & Chen, (2010) define perceived value as "a consumer's overall assessment of the usefulness of a product (or service) based on the perception of what is

received and what is given". Perceived value is defined as a key factor that positively affects satisfaction (Prebensen et al., 2016) (Ghorbanzade et al., 2019) (SC Chen & Lin, 2015) . Kotler Keller (2016; 151) defines customer perceived value as the difference between the customer's evaluation of the perceived benefits and costs of an offer or alternative. (Zeithaml, 1983) reveals that perceived value is a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and given. Perceive value according to (Veloso et al., 2017) will take into account what is received and its relationship with the price paid.

Servicescape

Because airport services require the physical presence of customers, the physical environment of the airport can affect perceptions of the overall quality of service encounters. *Servicescape* in the model (Delgado Jalón et al., 2019) includes the layout and performance of its facilities used to achieve customer service goals. Environmental conditions are indicated by the state of temperature, noise, aroma, lighting that affect the perception of the environment. Clarity and presence of symbols to communicate the state of the physical environment to customers.

Personal Service

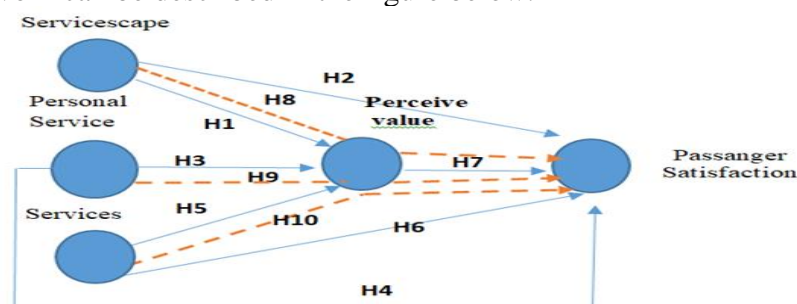
Due to the physical presence of customers who are required to be at the airport, there will be interaction with service personnel. In an effort to obtain information and find solutions, service interaction with service personnel is required (Ardiansyah et al., 2019) .

Services

Services are defined as any activity or service offered by an airport to facilitate passengers on how to use their waiting time at the airport (Fodness & Murray, 2007) . (Torres et al., 2005) link waiting time with airport commercial activities, proving that there is a clear relationship between residence time before boarding and consumption activities in commercial areas. The time spent by business and non-business passengers is different, non-business passengers in the sense of being travelers or passengers with the intention of traveling will spend longer time at the airport than business passengers (Tošić, 1992) . It is also described by (Lemer, 1992) that passengers with the purpose of traveling spend more time at the airport and have greater attention to a pleasant environment and activities that can fill their time. Time is a scarce resource at airports, as the airport experience demands a significant time commitment. The extent to which airports facilitate or frustrate the use of passenger time can have a significant effect on passengers' perceptions of the overall quality of the encounter, this is called form of *service* . (Fodness & Murray, 2007) .

Conceptual framework

Based on the study of theories and hypotheses that have been compiled, the conceptual framework can be described in the figure below.



Picture 1 : Conceptual Framework

- H1: servicescape has a positive and significant effect on perceived value.
 H2: Servicescape has a positive and significant effect on customer satisfaction
 H3: Personal Services have a positive and significant effect on perceived value.
 H4: Personal Service has a positive and significant effect on customer satisfaction
 H5: Services have a positive and significant effect on perceived value.
 H6: Services have a positive and significant effect on customer satisfaction
 H7: Perceived value has a positive and significant impact on customer satisfaction
 H8: Perceived value is able to mediate between servicescape variables and customer satisfaction
 H9: Perceived value is able to mediate between the personal services variable and the passenger satisfaction
 H10: Perceived value is able to mediate between the service variables and the passenger satisfaction

RESEARCH METHOD

This research method is a quantitative research method. Primary data in the form of (questionnaire and interviews) and secondary data (library study). The independent variables in this study are *servicescape*, *personal service* and *services*, the dependent variable is *passenger satisfaction* and the mediating variable is *perceived value*.

The population in this study were passengers departing international airlines. Samples taken 240 *pax*. This study took the technique of sampling probability simple random sampling. This study uses data analysis methods using SEM PLS with SmartPLS version 3.0 tools

FINDINGS AND DISCUSSION

Measurement Model Testing (outer model)

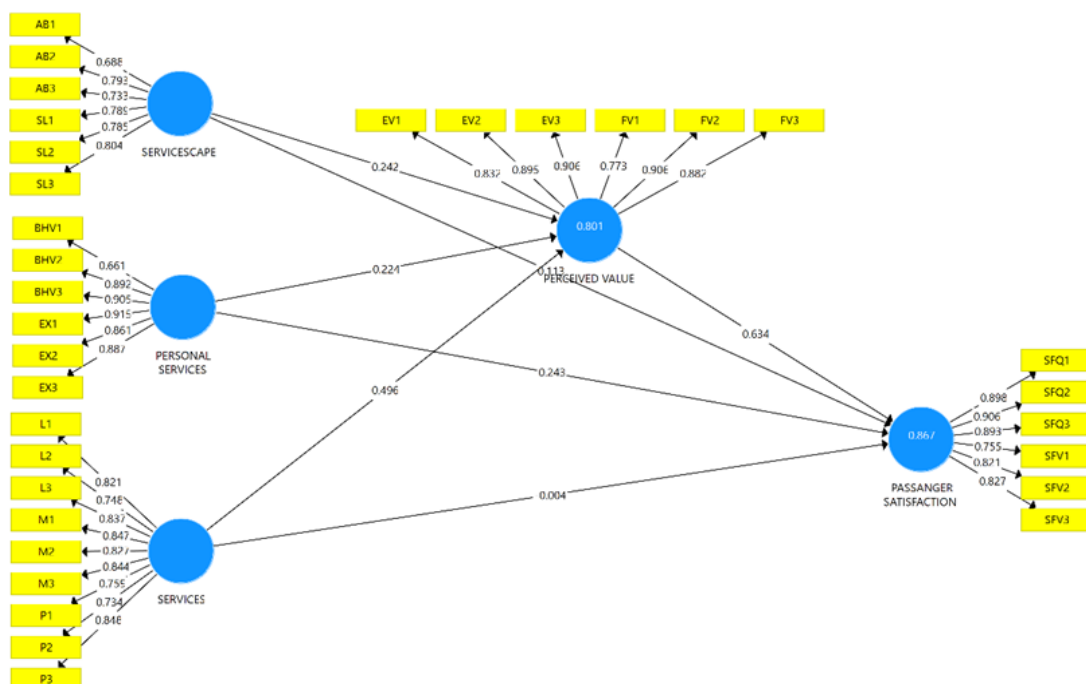
Convergent validity

The data analysis process is carried out by checking the data assumptions to ensure that the data is normally distributed. After that, the loading factor test was carried out. Based on the research, all variables have a normal distribution. It can also be seen that the questionnaire model is valid and reliable with a loading factor value exceeding 0.7; the value of the cross loading factor exceeds 0.7; the value of Ave Square construct exceeds the value of the relationship with other constructs and the value of HTMT is not more than 0.9.

Table 1

| Variabel | indikator | loading faktor | Ave square | HTMT | cronbach Alpha | composite realibility | AVE |
|------------------|-----------|----------------|------------|-------|----------------|-----------------------|-------|
| Servicescape | AB1 | 0.688 | 0,790 | 0,847 | 0,798 | 0,868 | 0,623 |
| | AB2 | 0.793 | | | | | |
| | AB3 | 0.733 | | | | | |
| | SL1 | 0.789 | | | | | |
| | SL2 | 0.785 | | | | | |
| | SL3 | 0.804 | | | | | |
| Personal Service | BHV1 | 0.661 | 0,858 | 0,777 | 0,926 | 0,943 | 0,736 |
| | BHV2 | 0.892 | | | | | |
| | BHV3 | 0.905 | | | | | |
| | EX1 | 0.915 | | | | | |
| | EX2 | 0.861 | | | | | |
| | EX3 | 0.887 | | | | | |

| | | | | | | | |
|------------------------|------|--------------|-------|-------|-------|-------|-------|
| services | P1 | 0.759 | 0,806 | 0,849 | 0,909 | 0,928 | 0,649 |
| | P2 | 0.734 | | | | | |
| | P3 | 0.848 | | | | | |
| | L1 | 0.821 | | | | | |
| | L2 | 0.748 | | | | | |
| | L3 | 0.837 | | | | | |
| | M1 | 0.847 | | | | | |
| | M2 | 0.827 | | | | | |
| | M3 | 0.844 | | | | | |
| Perceived value | FV1 | 0.773 | 0,931 | 0,881 | 0,846 | 0,928 | 0,866 |
| | FV2 | 0.906 | | | | | |
| | FV3 | 0.882 | | | | | |
| | EV1 | 0.832 | | | | | |
| | EV2 | 0.895 | | | | | |
| | EV3 | 0.906 | | | | | |
| Passanger Satisfaction | SFQ1 | 0.898 | 0,902 | | 0,923 | 0,946 | 0,814 |
| | SFQ2 | 0.906 | | | | | |
| | SFQ3 | 0.893 | | | | | |
| | SFV1 | 0.755 | | | | | |
| | SFV2 | 0.821 | | | | | |
| | SFV3 | 0.827 | | | | | |



Picture 2. Loading Factor Test

(source: Smart PLS 3.0)

After testing the outer model, it is continued with the inner model test, through testing the path coefficients, Fsquare, R square, Qsquare and GoF as well as hypothesis testing. Through the results of the study, the Rsquare Psanger satisfaction value was 0.770; the value of Rsquare perceived value is 0.664. The average F-square value of each variable has a weak and moderate F-square value, except that the value of the personal service variable on the perceived value does not affect. Then the next step is to look at the SRMR value and the NFI

value, all variables are included in the standard value, the SRMR value is below 0.8 and the NFI is close to a value of 1, which is 0.835.

Table 2

| variabel | passanger satisfaction | perceived value | personal service | services | servicescape |
|------------------------|------------------------|-----------------|------------------|----------|--------------|
| passanger satisfaction | 0,897 | | | | |
| perceived value | 0,788 | 0.931 | | | |
| personal service | 0,812 | 0.689 | 0.899 | | |
| services | 0,794 | 0.793 | 0,783 | 0,808 | |
| servicescape | 0,770 | 0.697 | 0,713 | 0,730 | 0,789 |

The value of AVE Square of passanger satisfaction (0.897) is higher than the value of AVE of relationship of passanger satisfaction to other variables. The value of AVE square Perceived value (0.931) is higher than the relationship between perceived value and other variables. The AVE value of personal service square (0.899) is higher than the AVE value of the service relationship with other variables. The AVE value of Servicescape square (0.789) is higher than the AVE value of the relationship between services and other variables. All variables have HTMT values below 0.90. After the Fornell Lackel and HTMT tests have been carried out, we can see the cross loading factor test on each indicator where the loading value of an indicator must be higher than the cross loading value. Then the next analysis is to assess the relationship between variables as well as test the results of the hypothesis and test the mediating variable. With the boothstrapping menu, the results are as follows.

Table 3

| original sample | Sample Mean | T statistic | P value | HIPOTESA | hipotesa result |
|-----------------|-------------|-------------|---------|----------|-----------------|
| 0,224 | 0,219 | 2,544 | 0,011 | H1 | accepted |
| 0,226 | 0,226 | 3,516 | 0,000 | H2 | accepted |
| 0,094 | 0,115 | 0,726 | 0,468 | H3 | rejected |
| 0,359 | 0,346 | 4,604 | 0,000 | H4 | accepted |
| 0,556 | 0,543 | 4,096 | 0,000 | H5 | accepted |
| 0,120 | 0,129 | 1,439 | 0,151 | H6 | rejected |
| 0,289 | 0,293 | 3,470 | 0,001 | H7 | accepted |
| 0,065 | 0,061 | 2,476 | 0,014 | H8 | accepted |
| 0,027 | 0,037 | 0,630 | 0,529 | H9 | rejected |
| 0,160 | 0,159 | 2,678 | 0,008 | H10 | accepted |

The mediation test of the perceived value variable lies in H8, H9 and H10. The ability test of the perceived value mediating variable on the servicescape variable on customer satisfaction can be seen in the H8 test results. H8 describes whether the mediating perceived value variable is able to mediate the servicescape variable on customer satisfaction? H8 test results state that servicescape has a positive effect on customer satisfaction through perceived value. It can be said that the perceived value variable mediates the servicescape variable on customer satisfaction. Looking at the previous hypothesis test, H2 is the hypothesis of a direct

relationship between servicescape and customer satisfaction and the test results are positive and significant, so perceived value mediation is partial mediation.

H9 describes whether the perceived value variable is able to mediate the personal service variable on customer satisfaction. The indirect test results show that personal service has no effect on Passenger satisfaction. From the direct test results, the personal service variable has no effect on the perceived value. The result of the direct relationship of personal service to customer satisfaction is significant positive. So from the following data analysis, it is stated that the perceived value variable does not mediate personal service on customer satisfaction.

H10 describes whether the perceived value variable is able to mediate the service variable on the customer satisfaction. From the results of the indirect test, it states that H10 is accepted, the services variable has a positive effect on customer satisfaction through perceived value. while the direct relationship, namely H6, states that services do not have a positive and significant effect on customer satisfaction. so that in this case it can be said that the perceived value variable is able to fully mediate between the service variables and the customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This study has limitations on the number of respondents. The selected respondents are part of the number of passengers who number in the thousands and are taken from passengers of an airline. Suggestions for further research to involve more respondents and taken from various airline passengers in terminal 3. What is meant by service users is not limited to passengers but employees of agencies who work so that service users can be involved as respondents to provide input from the user's point of view subscription service.

Based on the research above, it can be concluded that perceived value mediates the service and servicescape variables on customer satisfaction except for personal value. Perceived value plays a role in customer satisfaction with services and servicescape. So as a suggestion, management needs to know what is the desire to meet the expectations of passengers on terminal 3.

BIBLIOGRAPHY

- Andrianto, T., & Noor, AA (2013). The influence of service quality on customer satisfaction at Husein Sastranegara Airport Bandung. ... *Research Workshop and ...*, 4, 103–109. <https://jurnal.polban.ac.id/proceeding/article/view/197>
- Angelova, B., & Zekiri, J. (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences*, 1 (3), 27. <https://doi.org/10.6007/ijarbss.v1i2.35>
- Aradiansyah, FN, Yuniawati, Y., & Ridwanudin, O. (2019). *The Influence of Airport Service Quality toward Passenger Satisfaction*. 259 (Isot 2018), 370–374. <https://doi.org/10.2991/isot-18.2019.82>
- Chen, CF, & Chen, FS (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31 (1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, SC, & Lin, CP (2015). The impact of customer experience and perceived value on sustainable social relationships in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40–50. <https://doi.org/10.1016/j.techfore.2014.11.011>
- Delgado Jalón, ML, Gómez Ortega, A., & De Esteban Curiel, J. (2019). The social perception of urban transport in the city of Madrid: the application of the Servicescape Model to

- the bus and underground services. *European Transport Research Review* , 11 (1). <https://doi.org/10.1186/s12544-019-0373-5>
- Fodness, D., & Murray, B. (2007). Passengers' expectations of airport service quality. *Journal of Services Marketing* , 21 (7), 492–506. <https://doi.org/10.1108/08876040710824852>
- Ghorbanzade, D., Mehrani, H., & Rahehagh, A. (2019). The effect of experience quality on behavioral intentions of domestic tourists in visiting water parks. *Cogent Business and Management* , 6 (1). <https://doi.org/10.1080/23311975.2019.1580843>
- indrasari, meithiana dr. (2019). *marketing and customer satisfaction* (1st ed.). unitomo press.
- Kotler, P., & Keller, KL (2016). *Marketing Management* (Vol. 15). <http://www.ncbi.nlm.nih.gov/pubmed/13814724>
- Lee, S., Jeong, E., & Qu, K. (2020). Exploring Theme Park Visitors' Experience on Satisfaction and Revisit Intention: A Utilization of Experience Economy Model. *Journal of Quality Assurance in Hospitality and Tourism* , 21 (4), 474–497. <https://doi.org/10.1080/1528008X.2019.1691702>
- Lemer, AC (1992). Measuring performance of airport passenger terminals. *Transportation Research Part A* , 26 (1), 37–45. [https://doi.org/10.1016/0965-8564\(92\)90043-7](https://doi.org/10.1016/0965-8564(92)90043-7)
- Lin, CH, & Kuo, BZL (2016). The Behavioral Consequences of Tourist Experience. *Tourism Management Perspectives* , 18 , 84–91. <https://doi.org/10.1016/j.tmp.2015.12.017>
- Prebensen, NK, Kim, H. (Lina), & Uysal, M. (2016). Cocreation as Moderator between the Experience Value and Satisfaction Relationship. *Journal of Travel Research* , 55 (7), 934–945. <https://doi.org/10.1177/0047287515583359>
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. . (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory* , 7 (4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Serrano, F., & Kazda, A. (2020). The future of airport post COVID-19. *Journal of Air Transport Management* , 89 (August), 101900. <https://doi.org/10.1016/j.jairtraman.2020.101900>
- Torres, E., Domínguez, JS, Valdés, L., & Aza, R. (2005). Passenger waiting time in an airport and expenditure carried out in the commercial area. *Journal of Air Transport Management* , 11 (6), 363–367. <https://doi.org/10.1016/j.jairtraman.2005.04.001>
- Tošić, V. (1992). A review of airport passenger terminal operations analysis and modeling. *Transportation Research Part A* , 26 (1), 3–26. [https://doi.org/10.1016/0965-8564\(92\)90041-5](https://doi.org/10.1016/0965-8564(92)90041-5)
- Veloso, CM, Magueta, DM, Fernandes, PO, & Ribeiro, H. (2017). The Effects of Customer Satisfaction Through Perceived Value and Service Quality. *International Journal of Current Research and Academic Review* , 2 (September), 15–16. www.ijcrar.com
- Zeithaml, VA (1983). Antithymocyte globulin reacts with many normal human cell types. *Blood* , 62 (5), 1047–1054. <https://doi.org/10.1182/blood.v62.5.1047.1047>