Analysis of Decisions to Use Airport Self-Check-In Service Products

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Abstract: This article is a scientific literature review that focuses on the decision analysis of using airport self-check-in service items. It falls within the field of marketing management science. The objective of this article is to formulate a hypothesis concerning the correlation between various aspects, with the intention of subsequently utilizing it as a foundation for further investigations within the realm of human resource management. The research employed a descriptive qualitative research methodology. The data utilized in this study is derived from prior research that remains pertinent to the present inquiry. Information was gathered from prominent scholarly online platforms, such as Publish or Perish, Google Scholar, digital reference books, and Sprott journals. The results obtained from this study are presented below: 1) The decision to utilize airport self check-in service products is influenced by product socialization. 2) The decision to utilize airport self check-in service products is influenced by the behavior of service users. 3) The decision to utilize airport self check-in service products is influenced by the effectiveness of technology usage.

Keyword: Decision to Use Airport Self Check In Service Products, Product Socialization, Service User Behavior, Effectiveness of Technology Use.

INTRODUCTION

Self check-in technology is a notable advancement within the aviation sector that seeks to empower passengers to independently complete the check-in procedure, hence reducing their dependence on airport screening personnel. Despite the longstanding existence of this technology, there are intricacies in its utilization that impact the reach of the product, the behavior of service users, and the efficacy of its implementation.

The adoption of self-check-in technology at airports is significantly influenced by product socialization. Despite the widespread implementation of self-check-in services by most airlines, there remains a significant number of passengers who lack comprehensive knowledge on the existence and advantages of this technology. At a more expansive level, the level of public knowledge regarding self check-in technology may exhibit variability contingent upon aspects such as the accessibility of information, comprehension of the

technology, and patterns in executing the check-in procedure at the airport. Hence, comprehending the impact of product outreach on the adoption rate of self-check-in technology and devising strategies to enhance public awareness and comprehension of its advantages are crucial.

Furthermore, the behavior of service users significantly influences the efficacy of self check-in technology implemented at airports. Individual habits and preferences play a significant role in the utilization of this technology during the check-in procedure. Certain passengers may exhibit a greater propensity to embrace self-check-in technology due to their heightened comfort level with the technology or their familiarity with the self-check-in procedure. Nevertheless, it is worth noting that certain passengers may exhibit hesitancy or lack of confidence when it comes to utilizing self check-in technology, particularly if they lack familiarity with electronic gadgets or suffer technical complications throughout the procedure. Hence, it is imperative to comprehend the diverse patterns of service user behavior and the determinants that impact their inclinations and choices while utilizing self check-in technologies at airports.

Furthermore, the efficacy of employing self-check-in technology is a significant consideration when evaluating the utilization of airport self-check-in service offerings. Despite the intended purpose of enhancing productivity and expediting the check-in procedure, there remain obstacles that must be addressed in order to fully optimize the utilization of this technology. A significant obstacle that arises is the disparity between the technological capacities and the user's proficiency in operating these capabilities. Although the user interface is intended to be user-friendly and intuitive, passengers may nonetheless encounter challenges or confusion while completing the self check-in procedure. Furthermore, the efficacy of self-check-in technology might be impeded by several circumstances, including gadget malfunction, sluggish internet connectivity, or other technical complications. Hence, it is crucial to ascertain potential obstacles to the utilization of this technology and formulate tactics to enhance its efficacy.

In the present setting, it is imperative to adopt a comprehensive perspective when comprehending and evaluating the choice to utilize airport self-check-in service offerings. This necessitates a comprehensive comprehension of the interplay among social, behavioral, and technological elements that impact the acceptance and efficacy of self-check-in technologies. By acquiring a thorough comprehension of the contextual factors surrounding this matter, airlines and airport service providers can formulate more efficacious approaches to enhance the acceptance and utilization of self check-in technology. Consequently, this will lead to heightened operational efficiency, an improved passenger experience, and an augmented sales value. In general.

Based on the background of the problem that has been written by the researcher, the problem formulation is determined as follows: 1) Does product socialization influence the decision to use airport self check-in service products?; 2) Does the behavior of service users influence the decision to use airport self check-in service products?; and 3) Does the effectiveness of using technology influence the decision to use airport self check-in service products?.

METHOD

The approach employed in composing Literature Review papers involves the utilization of Library Research and Systematic Literature Review (SLR) methodologies. These approaches are qualitatively assessed and sourced from many online academic apps such as Google Scholar and Mendeley. A Systematic Literature Review (SLR) is a methodical procedure that involves identifying, evaluating, and interpreting all existing research material in order to address specific research inquiries. In the context of qualitative analysis, it is imperative to employ literature reviews in a manner that aligns with methodological

principles. One of the primary rationales for undertaking qualitative analysis is the inherent exploratory aspect of the research, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION
Results
Following are the research findings by considering the context and problem formulation:

Decision to Use Airport Self Check In Service Products
The use of airport self check-in service goods pertains to the examination in which a passenger makes a determination regarding the utilization of the self check-in technology provided at the airport for the purpose of conducting the check-in procedure prior to their scheduled flight. Within this particular framework, self check-in refers to a method or service that enables passengers to autonomously complete the check-in procedure without necessitating direct engagement with screening personnel at the airport. The process of utilizing airport self check-in service goods involves passengers assessing and choosing the implementation of self check-in technology, taking into account many elements such as comfort, user-friendliness, routines, individual preferences, and contextual circumstances. The adoption of airport self check-in service products is primarily influenced by passengers' appraisal and assessment of several criteria, including comfort, ease of use, habits, personal preferences, and situational circumstances. Through a comprehensive comprehension of the various factors that exert influence on the decision-making process regarding the utilization of these products, airlines and airport service providers can formulate more efficacious strategies aimed at fostering the adoption of self check-in technology. This, in turn, can lead to enhanced operational efficiency and an improved passenger experience throughout their journey (Mawardi & Prabowo, 2023).

The indicators contained in the Decision to Use Airport Self Check In Service Products are as follows: 1) The technology adoption rate is a metric that quantifies the extent to which travellers utilise self check-in services throughout their check-in procedures at airports. The significant rate of usage indicates that travellers have embraced self check-in technology; 2) Level of user satisfaction: This metric quantifies the degree to which consumers express contentment with the use of the self check-in service. A significant degree of satisfaction signifies that the service adeptly satisfies the demands and expectations of the users; 3) The indicator of average check-in time pertains to the efficiency of the check-in procedure while utilising self check-in services in comparison to conventional techniques. The efficiency of utilising the self check-in service can be inferred from shorter check-in times; and 4) Technical error rate refers to the quantification of the occurrence of technical errors or issues encountered by users during the utilisation of the self check-in service. A low error rate is indicative of the self check-in service's availability and high technical quality (Wibowo & Suryoko, 2018).

The Decision to Use Airport Self Check In Service Products variable has been studied by previous researchers, among others: (Fatoni & Hardianti, 2020), (Mawardi & Prabowo, 2023), (Wibowo & Suryoko, 2018).

Product Socialization
Product socialisation is a strategic procedure aimed at acquainting, enlightening, and exerting influence on the general public or intended consumer base regarding a recently launched product or service within the market. The primary objective of product socialisation is to enhance brand recognition, reinforce brand perception, and cultivate consumer engagement and confidence in the product. The practice of product outreach encompasses a sequence of marketing and communication endeavours that are designed to disseminate

information and provide education to consumers regarding the advantages, characteristics, and worth provided by a specific product or service. Product socialisation is a crucial activity within the product life cycle, serving the purpose of acquainting, enlightening, and exerting influence on consumers regarding specific products or services. Through the implementation of efficient product outreach strategies, organisations have the potential to enhance brand recognition, fortify brand perception, cultivate consumer engagement and confidence, and secure product triumph within the marketplace. Hence, it is imperative for organisations to establish a robust and meticulously devised product outreach strategy as an integral component of their marketing endeavours (Bugis & Anggraini, 2023).

The indicators for product socialization are as follows: 1) Awareness Level: This metric quantifies the degree to which the intended audience is cognizant of the product's existence. The effectiveness of product socialisation in reaching the target population and introducing the product is demonstrated by a significant level of awareness; 2) Level of Comprehension: This metric signifies the extent to which the intended audience comprehends the advantages, characteristics, and worth provided by the product. A significant degree of comprehension suggests that the messages communicated through product socialisation have been effectively assimilated and comprehended by the target audience; 3) Interest Level: This metric quantifies the level of enthusiasm or fascination that the audience develops towards the product following their exposure to it through social interaction. A significant level of curiosity signifies that the audience is eager to get further knowledge or even experiment with the product; and 4) Interaction Level: This metric quantifies the extent of engagement that takes place between the target market and product providers throughout the process of socialisation. The augmentation of audience engagement and the reinforcement of the consumer-brand relationship can be achieved through elevated degrees of interaction (Kurniawan et al., 2021).

Product socialization variables have been studied by previous researchers, among others: (Vernia et al., 2020), (Hidayah & Kartini, 2017), (Martina et al., 2021), (Susanto et al., 2023).

Service User Behavior

Customer behaviour encompasses the entirety of actions, choices, and engagements undertaken by individuals or consumers while utilising services rendered by service providers. Service user behaviour encompasses multiple facets, ranging from the selection of a service provider, interactions during service utilisation, to assessment and contentment following the service experience. Consumer behaviour is significantly impacted by a range of elements, such as personal preferences, requirements, past encounters, anticipations, and contextual circumstances. Service user behaviour is a multifaceted phenomenon that encompasses intricate dynamics among individuals, service providers, and the external environment. The comprehension of service user behaviour holds significant importance for service providers as it aids in the formulation of marketing strategies, the creation of services that align with customer requirements, and the enhancement of consumer happiness. Service providers can enhance service quality, foster robust client relationships, and attain enduring success in the marketplace by comprehending the determinants that impact service user behaviour (Saribanon et al., 2016).

The indicators contained in the service user behavior are as follows: 1) Customer Complaint Rate: This metric represents the quantity and nature of grievances communicated by customers to the service provider. A diminished frequency of grievances signifies commendable service quality and a heightened degree of client contentment; 2) The recommendation rate is a metric that quantifies the extent to which customers endorse a certain service to others. A substantial rate of recommendations signifies that the consumer is content with the service and possesses a sense of ease in endorsing it to others; 3) Interaction

Level: This metric measures the extent of engagement between customers and service providers during the utilisation of a service. An elevated degree of engagement has the potential to enhance the rapport between clientele and service providers; and 4) The customer retention rate is a metric that quantifies the number of customers who continue to utilise the service on many occasions following their initial encounter. A high customer retention rate signifies customer satisfaction and a propensity for client loyalty (Rahman & Fakhrudin, 2022).

Service user behavior variables for tourist attractions have been studied by previous researchers, among others: (Saribanon et al., 2016), (A. Krisnanto, 2021), (Rahman & Fakhrudin, 2022), (Ulfah et al., 2020), (Novianty et al., 2021), (Sari et al., 2018), (Simarmata et al., 2016), (Susanto & Jumawan, 2022), (Suryawan et al., 2024), (Supardi, Widiyanto, et al., 2023), (Supardi, Kamsariaty, et al., 2023), (Susanto et al., 2024).

Effectiveness of Technology Use

The efficacy of technology utilisation pertains to the degree to which a technology is employed proficiently in order to accomplish intended objectives or address prevailing challenges. Technology effectiveness encompasses both the capacity of the technology to satisfy user requirements and its efficiency in achieving the desired outcomes. Within the realm of business, the evaluation of technology utilization's efficacy frequently revolves around the extent to which organisational objectives are attained, heightened efficiency, diminished expenditures, or enhanced client contentment. In this digital era, the key to organisational success is in the efficient utilisation of technology. Through the strategic use of technology, organisations have the potential to enhance productivity, bolster decision-making processes, elevate customer satisfaction levels, mitigate expenses, and augment overall profitability. Hence, it is crucial for organisations to persist in allocating resources towards the advancement and execution of appropriate technology, while ensuring its optimal utilisation to attain the intended business objectives (Fani et al., 2015).

The indicators found in effectiveness of technology use are as follows: 1) Operational efficiency is a metric that assesses the effectiveness of technology in optimising operational procedures within an organisation. High operational efficiency is indicative of the ability of technology to effectively decrease costs, time, or resources necessary for the execution of routine activities; 2) The response speed is a metric that quantifies the efficiency with which an organisation or individual may address changes or demands by leveraging technological means. The demonstration of high response speed exemplifies the capacity to effectively utilise technology in order to address market needs or emerging circumstances; 3) Availability and reliability are metrics that assess the frequency with which technology is accessible and operating as intended. Ensuring a high level of availability and dependability is crucial in order to have a dependable technological infrastructure that can effectively support operational and service activities; and 4) The indicator of error reduction pertains to the efficacy of technology in mitigating errors or failures inside corporate processes or services. Minimising errors can lead to enhanced efficiency and enhance the overall quality of service (Permana et al., 2024).

The effectiveness of technology use variable has been studied by previous researchers, among others: (Fani et al., 2015), (Tiara et al., 2023), (Bakri et al., 2023), (Susanto, Suryawan, et al., 2021), (Susanto, Ricardianto, et al., 2021), (Susanto & Keke, 2020), (Ali et al., 2024), (Arcúrio et al., 2018), (Tsui & Fung, 2016), (Zuniga & Boosten, 2020), (Ayodeji et al., 2023), (Sari et al., 2018), (Miller et al., 2016).

Previous Research

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Simmilarities with this article	Differences with this article	Basic Hypothesis
1.	(Bugis & Anggraini, 2023)	The level of knowledge, service quality, product socialization and customer literacy influence the existence of BSI bank and the decision to use airport self check-in service products	The influence of product socialization on the decision to use airport self check-in service products	The influence of the level of knowledge on the decision to use airport self check-in service products	H1
2.	(Adi & Suryawardana, 2019)	The behavior of service users influences the decision to use self check-in and use of transportation services	The influence of service user behavior on the decision to use self check-in	The influence of service user behavior on transportation service users	H2
3.	(Tiara et al., 2023)	The effectiveness of the use of information and communication technology on electronic correspondence management and the decision to use self check-in	The influence of the effectiveness of the use of information technology on the decision to use self check-in	The influence of communication on electronic correspondence management	H3

Discussion

Based on the findings above and previous research, the research discussion is formulated as follows:

The Influence of Product Socialization on the Decision to Use Airport Self Check In Service Products

The initial stage in the decision-making process regarding the utilisation of self check-in services at airports is contingent upon the extent of awareness around these services. Product socialisation plays a crucial role in enhancing user awareness regarding the availability of self check-in services. This can be achieved through several means such as marketing campaigns, promotional activities, or direct dissemination of information to prospective users. When individuals gain knowledge about the availability of such services, their inclination to contemplate utilising them during the airport check-in procedure increases.

Moreover, the degree of comprehension about the self-check-in service also impacts the choice to use the product. Effective product outreach entails the provision of comprehensive and unambiguous information pertaining to the utilisation of the self-check-in service, its associated advantages, and the procedural aspects involved. By comprehending the functioning of the service and the advantages it offers, users develop more confidence and motivation to utilise the self check-in service while travelling at the airport. Interest level is a crucial determinant in the choice to utilise self check-in services at airports. The effective socialisation of a product has the potential to generate user interest and enthusiasm towards self-check-in services through the emphasis on the benefits and additional value provided. Users who are interested are more inclined to be receptive to experimenting with the service and are more likely to embrace self-check-in technology.

Furthermore, the degree of engagement between consumers and self-check-in service providers also impacts their choices regarding product utilisation. Enhancing users' views of service quality and fostering trust in self-check-in technology can be achieved through positive experiences with airport staff or self-check-in devices. The implementation of product socialisation strategies aimed at enhancing the user-service provider relationship has

the potential to foster a favourable user experience, hence promoting sustained utilisation of self-check-in services.

Conversely, the utilisation of self check-in service goods at airports is subject to various aspects, including the extent of technological integration, user contentment, mean check-in duration, and rates of technical malfunctions. The technology adoption rate refers to the proportion of passengers who utilise self check-in services throughout their airport check-in procedure. As the adoption rate increases, the probability of users utilising the self check-in service also increases. The decision to utilise the product is also influenced by the level of user satisfaction with the self check-in service. Enhancing customer happiness and fostering repeat usage of self-check-in services can be achieved through the provision of a pleasant and frictionless experience. In contrast, unsatisfactory experiences or technical difficulties can diminish user contentment and impede the use of self-check-in technologies.

The average duration of check-in is an additional determinant that impacts judgements on product usage. The implementation of efficient and expeditious self-check-in services has the potential to enhance convenience and functionality for users, hence augmenting their propensity to utilise the service at the airport. Conversely, extended durations for check-in or intricate procedures may diminish consumers' inclination to utilise self-check-in services. Ultimately, the frequency of technical errors might also impact the choices made regarding product utilisation. Users may experience irritation and a decrease in trust in the self check-in service due to technical failures or system issues. In order to enhance user experience and minimise technical faults in self check-in services at airports, it is imperative for effective product outreach to prioritise user training and technical enhancements.

In general, the impact of product socialisation, including factors like as awareness, comprehension, interest, and engagement, on the decision-making process regarding the utilisation of airport self-check-in service items holds significant importance. The effectiveness and acceptance of self check-in services at airports are contingent upon several crucial elements, namely effective product outreach, technological adoption, user pleasure, check-in time efficiency, and reduction of technical mistakes. Hence, service providers must prioritise their product outreach endeavours as a crucial component of their marketing and service development strategy.

Product socialization influences the decision to use airport self check-in service products, this is in line with previous research including: (Vernia et al., 2020), (Hidayah & Kartini, 2017), (Martina et al., 2021).

The Influence of Service User Behavior on the Decision to Use Airport Self Check In Service Products

The assessment of user experience with self-check-in services is significantly influenced by the customer complaint rate. A low complaint rate suggests that the self check-in service is perceived as functional and aligns with user expectations, potentially impacting users' inclination to sustain their usage of the service. On the other hand, a high rate of complaints may suggest issues or shortcomings in the self-check-in service, which could impede the adoption of technology and lead to an increase in technical errors.

Furthermore, the degree of endorsement from customers serves as a significant metric for comprehending the efficacy and reception of self-check-in services at airports. A high percentage of recommendations signifies a significant level of customer satisfaction and their assurance in endorsing the service to others. This, in turn, has the ability to enhance the self-check-in service's image and reputation among prospective users. Word-of-mouth endorsements can significantly impact the adoption of technology and shape consumers' choices to utilize self check-in services in the future.

Moreover, the extent of engagement between the user and the self-check-in service concurrently exerts a substantial influence on the determination to utilize the product.

Favorable engagements between users and services have the potential to enhance consumers' views of service quality and bolster their confidence in self-check-in technologies. On the other hand, subpar or unpleasant interactions have the potential to diminish user contentment and impact their inclination to utilize self-check-in services at the airport. The evaluation of self check-in services at airports also encompasses the consideration of customer retention rate as a significant determinant. A high retention rate signifies consumer satisfaction with the service and a propensity for continued usage. Furthermore, this phenomenon has the potential to impact the rates of technology adoption and enhance overall user happiness. Nevertheless, if the rates of customer retention are poor, it may indicate the presence of service-related problems that require attention, such as high rates of technical errors or user unhappiness.

Conversely, the use of self check-in service items at airports is subject to various aspects, including the extent of technological acceptance, user happiness, average check-in duration, and technical mistake rate. The technology adoption rate refers to the proportion of passengers who utilize self check-in services throughout their airport check-in procedure. As the adoption rate increases, the probability of consumers utilizing the self check-in service also increases. The decision to utilize the product is also influenced by the level of user satisfaction with the self check-in service. Enhancing customer happiness and fostering repeat usage of self-check-in services can be achieved through the provision of a pleasant and frictionless experience. On the other hand, subpar experiences or technical difficulties have the potential to diminish user pleasure and impede the adoption of technology.

The average duration of check-in is an additional determinant that impacts judgments on product usage. The implementation of efficient and expeditious self-check-in services has the potential to enhance convenience and functionality for users, hence augmenting their propensity to utilize the service at the airport. Conversely, extended durations for check-in or intricate procedures may diminish consumers' inclination to utilize self-check-in services. Ultimately, the frequency of technical errors might also impact the choices made regarding product utilization. Users may experience irritation and a decrease in trust in the self check-in service due to technical failures or system issues. Hence, it is imperative for enterprises to prioritize technical enhancement initiatives and user education in order to mitigate technical malfunctions and enhance user satisfaction with self-check-in services at airports.

This study highlights the significant impact of service user behavior on the adoption of self check-in service items at airports. The success and acceptance of self check-in services at airports are influenced by various aspects, including customer complaint rates, recommendation rates, interaction rates, and customer retention rates. These factors have a significant impact on technology adoption, user satisfaction, check-in timeframes, and technical mistake rates. Hence, comprehending and attending to user behavior is crucial for service providers while developing and enhancing their self-check-in services

The behavior of service users influences the decision to use airport self check-in service products, this is in line with previous research including: (Saribanon et al., 2016), (A. Krisnanto, 2021), (Rahman & Fakhrudin, 2022).

The Influence of the Effectiveness of Using Technology on the Decision to Use Airport Self Check In Service Products
The level of technological adoption is significantly influenced by the operational efficiency of self check-in technology at airports. Efficient implementation of self check-in technology enhances airport operational processes, resulting in speedier and more efficient operations. This, in turn, can incentivize users to transition to self check-in services. Users are more likely to favor services that offer a quick and smooth check-in process, leading to higher rates of technology adoption.

The velocity of the self check-in system's reaction likewise exerts a substantial impact on the choice to utilize the product. When consumers are able to promptly react and obtain rapid access to the self-check-in service without experiencing prolonged waiting periods, their satisfaction with the service experience is more probable. A high level of reaction speed has been found to positively impact user satisfaction levels and can contribute to the adoption of technology, as users are more inclined to engage with responsive and efficient services.

In addition to this, the decision to utilize the merchandise is also influenced by the accessibility and dependability of the self check-in system. Consistent availability and reliability of a self-check-in system would enhance users' confidence in utilizing the service. Users' satisfaction levels and trust in self-check-in technologies are enhanced by the presence of high system availability and reliability. Conversely, if the self-check-in system encounters frequent issues or lacks continuous availability, users may feel frustrated and be inclined to seek alternate options, thereby impeding the adoption of technology.

The mitigation of technical mistakes also exerts a substantial influence on judgments regarding product utilization. Users tend to find more confidence and comfort in utilizing a self-check-in system when it encounters less technical issues or problems. The mitigation of technical problems has the potential to enhance customer satisfaction and alleviate user irritation. Furthermore, the mitigation of technical mistakes can also enhance the efficacy of check-in procedures and diminish the likelihood of user delays or inconveniences.

The decision to utilize self check-in technology at airports is significantly influenced by its overall effectiveness. The elements that significantly impact technology adoption, user satisfaction levels, check-in durations, and technical error rates include operational efficiency, speed of response, availability and reliability, and reduction of technical faults. Hence, it is imperative for service providers to ensure the meticulous design and effective implementation of their self check-in systems in order to enhance user experience and foster greater acceptance of self check-in services at airports.

The effectiveness of the use of technology influences the decision to use airport self check-in service products, this is in line with previous research including: (Fani et al., 2015), (Tiara et al., 2023), (Bakri et al., 2023).

Conceptual Framework

A conceptual framework has been established based on research findings, previous investigations, and the above-mentioned discourse:
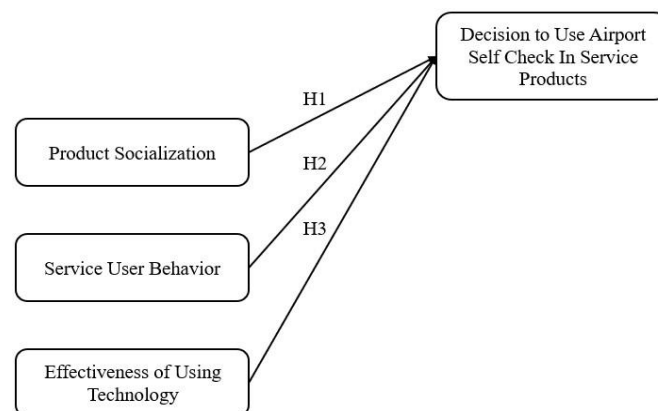

Figure 1. Conceptual Framework

Based on Figure 1 above, product socialization, service user behavior and the effectiveness of using technology influence the decision to use airport self check-in service products. However, apart from product socialization variables, service user behavior and

effectiveness of technology use which influence the decision to use airport self check-in service products, there are other variables which influence them, including:
1. Ease of Use: (Simarmata et al., 2019), (Hussain et al., 2016), (Ali et al., 2022), (Prastiawan et al., 2021), (Sihombing et al., 2023), (Abu-Alsondos et al., 2023).
2. Time Efficiency: (Mawikere, 2018), (Mahardita, 2017), (Widyantoro et al., 2020).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:
1. Product socialization influences the decision to use airport self check-in service products.
2. The behavior of service users influences the decision to use airport self check-in service products.
3. The effectiveness of the use of technology influences the decision to use airport self check-in service products.

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