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Measuring the Level of Customer Satisfaction at Soekarno Hatta Airport Departure Terminal 3 on the Availability of Customer Favorite Brands

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Abstract: Articles related to measuring the level of customer satisfaction at Soekarno Hatta Airport Departure Terminal 3 on the availability of customer favorite brands are in the domain of marketing management science. The aim of this research is to formulate a hypothesis regarding the interrelationship of various aspects, which will then be used as a basis for further research in the field of human resource management. This research uses a qualitative descriptive research methodology. The data used in this research comes from previous research which is still relevant to this research. Information is collected from leading scientific online platforms, such as Publish or Perish, Google Scholar, digital reference books, and the journal Sprott. The results obtained from this research are presented as follows: 1) Brand availability plays a role in measuring the level of customer satisfaction at Soekarno Hatta departure terminal 3; 2) Terminal infrastructure plays a role in measuring the level of customer satisfaction at Soekarno Hatta departure terminal 3; and 3) Product service plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3.

Keyword: Terminal 3 Customer Satisfaction, Brand Availability, Terminal Infrastructure, Product Service

INTRODUCTION

Serving thousands of travelers each day, Soekarno-Hatta Airport Departure Terminal 3 is one of Indonesia's busiest and most crowded terminals. Comprehending the degree to which the availability of consumers' preferred brands at these terminals affects overall customer satisfaction is crucial for initiatives aimed at enhancing the customer experience. It is impossible to dispute the significance of gauging passenger happiness at Soekarno-Hatta Airport, particularly at Departure Terminal 3. Soekarno-Hatta Airport serves as both the beginning and the finish of many domestic and international tourists' journeys as its primary gateway. As a result, both the general impression of the airport and the way in which passengers view general aviation services can be greatly influenced by their experiences at these airports.

It has been demonstrated that a factor influencing consumer pleasure is the presence of their preferred brands in public areas like airport terminals. Whether they are brands of food and drink, electronics, or other goods, customers frequently have specific preferences for particular brands. Customers' experiences can be improved and made more convenient by having these brands available at airports.

There are still a lot of obstacles to be solved, even though the availability of customers' preferred brands at Soekarno-Hatta Airport can be seen as a significant contributing factor to higher customer satisfaction. Among these are problems with distribution and logistics, which may have an impact on the products that are available in airport terminals. Insufficient inventory or delivery delays may cause discontent among customers and diminish the airport's favorable reputation. Additionally, it is necessary to consider any changes in customer preferences. Consumers' preferred brands may change over time in response to shifting consumer trends, way of life shifts, and other variables. In order to foresee and act swiftly in response to these developments, it is crucial that relevant parties at Soekarno-Hatta Airport regularly monitor and comprehend client preferences. Furthermore, carefully controlling the supply of consumers' preferred brands is another crucial factor to take into account. This entails a plan for leasing stores and retail space in airport terminals in addition to collaborating with top brands to guarantee the constant availability of their goods. Strengthening brand-customer interactions at airports can also be facilitated by increased brand engagement.

Measuring the degree of customer satisfaction becomes critical when factoring in the complexity and significance of the availability of consumers' preferred brands at Soekarno-Hatta Airport Departure Terminal 3. To improve the entire customer experience, airport management, store tenants, and connected brands can benefit greatly from in-depth research on the relationship between customer satisfaction and the availability of their favorite brands in these airport terminals. Therefore, it is hoped that this research will positively impact Soekarno-Hatta Airport's efforts to enhance customer satisfaction and service.

Based on the background of the problem that has been written by the researcher, the problem formulation is determined as follows: 1) Does brand availability play a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3?; 2) Does terminal infrastructure play a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3?; and 3) Does product service play a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3?.

METHOD

Literature Examination In preparing the article, methodologies such as systematic literature review (SLR) and library research were used. The methods underwent qualitative evaluation, and their accessibility was verified through scientific web sources including Mendeley and Google Scholar. A systematic literature review (SLR) is a rigorous and methodical process that involves identifying, assessing, and examining all related research literature with the goal of answering a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Investigative in nature, qualitative analysis is carried out primarily for this reason, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Following are the research findings by considering the context and problem formulation:

Terminal 3 Customer Satisfaction

Customer satisfaction at Soekarno-Hatta Airport Terminal 3 relates to how satisfied or dissatisfied service users are with various parts of their experience. This understanding includes

consumers' positive opinions of the terminal's services, facilities, and interactions with staff. At Soekarno-Hatta Airport's Terminal 3, client satisfaction is critical. This terminal serves as the primary gateway for thousands of passengers traveling both locally and internationally on a daily basis. As a result, client satisfaction at these terminals can have a substantial impact on their overall view of the airport and travel experience. To improve customer satisfaction at Soekarno-Hatta Airport Terminal 3, terminal management and service providers must regularly monitor customer feedback, identify areas for improvement, and take the required actions to enhance the overall customer experience. Thus, measures to raise customer satisfaction at Soekarno-Hatta Airport's Terminal 3 will not only improve terminal service quality, but will also strengthen the airport's overall image and reputation (Ulfah et al., 2020).

The indicators or dimensions contained in terminal 3 customer satisfaction are as follows: 1) Information Quality: This dimension assesses the availability and clarity of information offered to passengers, whether via information boards, voice announcements, or mobile apps. Customer satisfaction can be increased by providing timely and easy-to-understand information; 2) Wi-Fi and Internet Connection Availability: In today's digital age, Wi-Fi and a stable internet connection have become critical components of the airport passenger experience. The speed, consistency, and availability of Wi-Fi at Soekarno-Hatta Airport's Terminal 3 can be a useful measure of consumer satisfaction; and 3) Accessibility: This indicator assesses the ease of travel to and from Soekarno-Hatta Airport's Terminal 3, including public transit, parking, and accessibility for passengers with limited mobility (Saribanon et al., 2018).

Terminal 3 customer satisfaction variables have been studied by previous researchers, including: (Simarmata, Keke, et al., 2017), (Novianty et al., 2021), (Simarmata et al., 2018), (Saribanon et al., 2016), (Susanto & Jumawan, 2022), (Susanto et al., 2024), (Suryawan et al., 2024), (Widiyanto et al., 2023), (Supardi et al., 2023), (Susanto et al., 2024), (Susanto et al., 2021), (Harahap et al., 2020), (Susanto & Setyawati, 2019), (Simarmata et al., 2020), (Pauwels et al., 2024), (Majid et al., 2021), (R. P. Ricardianto et al., 2014), (Risby et al., 2022), (Zu et al., 2024).

Brand Availability

Brand availability refers to a brand's capacity to be present and accessible to consumers across several distribution channels and points of sale. This information covers how readily consumers may find and purchase products or services from certain brands in a variety of locations and times. Brand availability is an important aspect in shaping customer purchasing behavior and overall brand perception. To summarize, brand availability plays an essential role in influencing customer purchase behavior and overall brand performance. Brands with high availability across multiple distribution channels and points of sale have a substantial competitive edge in acquiring and maintaining customers. As a result, in order to secure their brand's long-term success in the market, businesses must closely monitor and control its availability (Nadiya & Ishak, 2022).

The indicators or dimensions contained in brand availability are as follows: 1) Distribution: Distribution is an important determinant of brand availability. This encompasses the brand's geographical reach as well as its distribution channels, which include retail, e-commerce, and others. The more points of sale that carry the brand's items, the greater the level of brand availability; 2) Stock availability refers to how many of a brand's products are available in stores or through distribution networks. If a product is frequently out of stock or difficult to locate, the availability of that brand will be limited; and 3) Brands with products available in important locations such as retail malls, airports, or train stations have more availability than brands with just remote locations (Stuurman et al., 2021).

Brand availability variables have been studied by previous researchers, including: (Ali & Mappesona, 2016), (Stuurman et al., 2021), (Nadiya & Ishak, 2022).

Terminal Infrastructure

Airport terminal infrastructure is a collection of structures, buildings, and other support systems developed and constructed to enable flight operations and passenger services at an airport. This infrastructure consists of several important components that create the atmosphere in which passengers interact with the airport prior to, during, and after their flights. The airport terminal infrastructure comprises of several primary buildings, including passenger terminals, departure and arrival areas, registration and immigration facilities, waiting rooms, departure gates, and baggage storage areas. Cargo terminals house facilities for managing and transporting products transported via the airport. Airport terminal infrastructure also includes a variety of support systems, such as passenger information systems, voice announcement systems, directional sign systems, and passenger management systems, all of which are intended to offer travelers with information and assistance while at the airport (Ali et al., 2024).

The indicators or dimensions contained in the terminal infrastructure are as follows: 1) Amenities and Services: This comprises an assessment of the various amenities and services available within the airport terminal, such as shops, restaurants, lounges, information centers, and children's play spaces. The presence of these amenities guarantees that travelers have access to a wide range of services to suit their needs while waiting for their flights; 2) Health & Wellness Facilities: This section assesses the availability of health and wellness facilities within the airport terminal, such as prayer rooms, medical clinics, and relaxation or spa spaces. This facility ensures passengers' comfort and well-being while at the airport; and 3) Information and Navigation Systems: This involves assessing the availability and efficacy of information and navigation systems within the airport terminal, such as passenger information boards, flight information screens, and mobile applications. This device allows travelers to more quickly navigate the terminal and gives pertinent information about their flights (Simarmata, Yuliantini, et al., 2017).

Terminal infrastructure variables have been studied by previous researchers, including: (Ali et al., 2024), (Susanto et al., 2024), (Simarmata, Yuliantini, et al., 2017).

Product Services

Product servicing is a term that refers to all efforts made by a company or service provider to improve the customer experience with the products they buy or use. This includes not only selling the goods, but also offering a variety of supplementary services to ensure client satisfaction and well-being. Product service is crucial in this context because it helps organizations and customers create long-term connections while also enhancing the added value of the products they offer. Product service is critical in today's corporate environment. In an increasingly competitive climate, businesses must aim to provide not only high-quality products but also exceptional service. Good product service can help businesses differentiate themselves from their competition, boost customer happiness, and foster strong loyalty. As a result, businesses should view product servicing as an essential component of their company strategy and spend proactively to improve it. This allows them to provide excellent customer experiences while also maintaining a loyal and long-term customer base (Ekaprana et al., 2020).

The indicators or dimensions contained in product services are as follows: 1) Product Information: This dimension covers the information offered to customers about the product, such as its description, features, specifications, and usage instructions. Customers may make informed purchasing decisions with clear and thorough information; 2) After-Sales Services: These are services supplied to clients after their purchase, such as repair services, warranties, or technical support. Good after-sales service instills confidence in customers and increases their pleasure with the product; and 3) Product Quality: This dimension assesses the physical

and functional quality of the product itself. High-quality, durable, and dependable items will boost customer satisfaction and brand loyalty (Widayat & Purwanto, 2020).

Product service variables have been studied by previous researchers, including: (P. Ricardianto et al., 2023), (Bulele, 2016), (Albari & Kartikasari, 2019),(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.	(Stuurman et al., 2021)	Brand availability and merchandising influence brand awareness and customer satisfaction	The effect of brand availability on customer satisfaction	The influence of merchandising on brand awareness	H1
2.	(Ali et al., 2024)	Information technology, infrastructure and human resource competency influence the measurement of customer satisfaction levels at Soekarno Hatta Departure Terminal 3	The influence of infrastructure on measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3	The influence of information technology on measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3	H2
3.	(P. Ricardianto et al., 2023)	Product service quality, ticket price policy and passenger trust in passenger satisfaction and loyalty	The influence of product service quality on passenger satisfaction	The influence of ticket price policies on passenger loyalty	H3

Discussion

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

1. The Role of Brand Availability in Measuring the Level of Customer Satisfaction at Soekarno Hatta Departure Terminal 3

Wide brand distribution, proper stock availability, and product affordability are all essential variables in influencing customer impression and experience at airports. First and foremost, widespread brand distribution has a significant impact on consumer happiness at Soekarno-Hatta Airport's Terminal 3. Wide distribution guarantees that the brand's products are available at a variety of airport places of sale, such as retail shops, duty-free shops, and shops within the terminal. When customers can readily discover things from companies they like at the airport, they are more likely to be satisfied because they do not have to look elsewhere or put off purchasing. Furthermore, widespread distribution allows clients to purchase these products even when they have urgent demands or limited time.

Furthermore, appropriate stock availability plays an important part in determining customer satisfaction at airports. Adequate stock availability guarantees that customers' preferred brands are accessible in sufficient numbers in airport shops. This is significant since out of stock or limited availability can frustrate buyers who had hoped to acquire the product. For example, if a consumer wishes to purchase a specific souvenir or product from an airport shop before to departure, enough stock availability will ensure that they can do so without inconvenience or disappointment.

Product pricing is also a major aspect in determining customer happiness at Soekarno-Hatta Airport's Terminal 3. Product affordability comprises pricing and financial accessibility,

ensuring that the items available at airports are accessible to a wide range of client segments. If products from a specific brand are reasonably priced or match the value supplied, buyers may be more inclined to purchase them. Aside from that, financial accessibility is a crucial consideration, particularly for customers looking to purchase things as mementos or gifts for others.

In the context of information quality, Wi-Fi availability, and internet connectivity, brand availability can be viewed from a different angle. For example, if a company offers items or services linked to technology or information, the availability of high-quality information and reliable Wi-Fi connection might boost the likelihood of customers learning more about the brand. Customers can make better purchasing decisions when they have timely and accurate information about the items or services offered by brands at airports. Aside from that, the presence of Wi-Fi and a reliable internet connection can assist clients in connecting with brands via online platforms. Customers can utilize an internet connection to look up reviews or other information about a certain product or brand before making a purchase. This promotes customer transparency and trust in the brand.

Accessibility is another important factor in determining customer satisfaction at Soekarno-Hatta Airport's Terminal 3. Accessibility offers simple access to the airport's amenities and services, such as shops, restaurants, and other locations. Brand availability, which includes distribution, stock availability, and product price, can all help to improve customer accessibility. When products from popular companies are readily available across the airport, customer convenience and satisfaction improve. Thus, brand availability, which includes distribution, stock availability, and product affordability, plays an important role in measuring customer satisfaction at Soekarno-Hatta Airport Departure Terminal 3, particularly in terms of information quality, Wi-Fi and internet connection availability, and accessibility. Ensuring that the brands that customers desire are easily accessible, in appropriate numbers, and reasonably priced can assist boost customer satisfaction and promote a great airport experience.

Brand availability plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3, this is in line with previous research including: (Ali & Mappesona, 2016), (Stuurman et al., 2021), (Nadiya & Ishak, 2022), (Susanto et al., 2023).

2. The Role of Terminal Infrastructure in Measuring the Level of Customer Satisfaction at Terminal 3 Soekarno Hatta Departure

Terminal infrastructure has a significant impact on the measuring of customer satisfaction levels at Soekarno-Hatta Airport Departure Terminal 3, particularly in terms of information quality, Wi-Fi and internet connection availability, and accessibility. The terminal's facilities and services, including health and fitness facilities and information and navigation systems, can have a considerable impact on the customer's experience and opinion of the airport.

First and foremost, the terminal's amenities and services contribute significantly to increased customer satisfaction. Shops, restaurants, lounges, information centers, and children's play facilities can all help passengers feel more at ease and engaged while they wait for their trip. The quality and variety of these facilities will create a better experience for customers and may boost their overall satisfaction with the airport. Furthermore, health and fitness facilities can help measure client happiness. Medical facilities, leisure rooms, or spas in the airport can provide a sense of comfort and well-being to clients who are stressed or tired throughout their journey. It can also give customers a pleasant image of the airport and boost their perceptions of the quality of service given.

Information and navigation systems play an important role in improving consumer happiness at airports. These technologies, which include passenger information boards, flight information screens, and mobile applications, ensure that clients have easy and quick access to

the information they require. This includes details about airline itineraries, departure gates, and any other significant changes that may affect their journey. The quality and dependability of this information system are crucial to making passengers feel informed and guided while at the airport. When considering the function of terminal infrastructure in terms of information quality, Wi-Fi and internet connection availability, and accessibility, it is critical to note that all of these factors are interconnected and mutually beneficial. For example, the quality of information and navigation systems can improve customer access to information, influencing the quality of Wi-Fi and internet connections at airports. Similarly, having good Wi-Fi might make it easier for clients to access information, influencing their view of the quality of the information offered.

Overall, terminal infrastructure has a significant impact on the measuring of customer satisfaction at Soekarno-Hatta Airport Departure Terminal 3. Customers have a great experience thanks to the facilities and services supplied, as well as the health and fitness facilities and information and navigation systems. By assuring the quality and availability of all components of this terminal infrastructure, the airport can boost customer satisfaction and solidify its status as a desirable and dependable destination.

Terminal infrastructure plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3, this is in line with previous research including: (Ali et al., 2024), (Susanto et al., 2024), (Simarmata, Yuliantini, et al., 2017).

3. The Role of Product Service in Measuring the Level of Customer Satisfaction at Soekarno Hatta Departure Terminal 3

Product service, which includes product information, after-sales service, and product quality, plays an important role in determining customer satisfaction at Soekarno-Hatta Airport Departure Terminal 3, particularly in terms of information quality, Wi-Fi and internet connection availability, and accessibility. Good product service can boost customers' perceptions of the airport and strengthen their loyalty to the company. First of all, product knowledge has an essential role in affecting the measurement of consumer satisfaction levels at airports. Accurate and thorough information about products available at airports can assist customers in making more informed shopping decisions. For example, information on prices, product descriptions, and product attributes can assist customers in selecting products that meet their needs and preferences. Good information can also help to build customer trust in the brands available at the airport.

Furthermore, after-sales service contributes significantly to increased customer satisfaction at Soekarno-Hatta Airport's Terminal 3. Repair services, product warranties, and after-purchase technical assistance can provide clients with peace of mind that they will be supported if there is an issue with the product they purchased. Good after-sales care can boost customer satisfaction and foster long-term partnerships between customers and brands. Product quality is also an important factor in determining consumer satisfaction levels at airports. High-quality, long-lasting, and dependable items will improve customers' usage experiences. Customers will feel more confidence in purchasing things from the airport if they have a solid reputation and are known for their quality. Good product quality can also contribute to the airport's excellent image and overall consumer happiness.

The role of product services might be viewed differently in terms of information quality, Wi-Fi and internet connection availability, and accessibility. For example, accurate and thorough product information can be supplied via a variety of channels, such as airport websites, mobile applications, and promotional materials at the airport. After-sales services, such as online or offline customer care, can also help clients get more information about products or handle issues with their internet connection or Wi-Fi service. When considering the function of product service in terms of information quality, Wi-Fi and internet connection availability, and accessibility, it is critical to note that all of these factors are interconnected

and mutually beneficial. For example, providing correct information regarding the availability of after-sales service or customer assistance can help customers resolve issues with their internet connection or Wi-Fi service. On the other hand, good product quality and competent after-sales care can help to reduce problems or discomfort caused by false quality information or a slow internet connection.

Thus, the role of product service, which includes product information, after-sales service, and product quality, is important in determining the level of customer satisfaction at Soekarno-Hatta Airport Departure Terminal 3, particularly in terms of information quality, Wi-Fi availability, and connections. internet and accessibility. Airports may improve customer satisfaction and develop a positive image in the eyes of customers by ensuring that the products and services they provide satisfy high standards.

Product service plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3, this is in line with previous research including: (P. Ricardianto et al., 2023), (Bulele, 2016), (Albari & Kartikasari, 2019).

Conceptual Framework

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

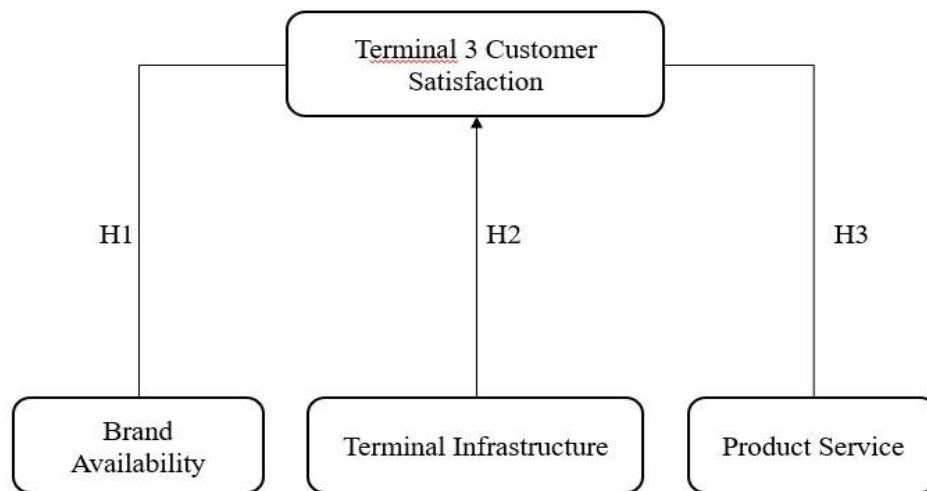


Figure 1. Conceptual Framework

Based on Figure 1 above, brand availability, terminal infrastructure and product services play a role in measuring the level of customer satisfaction at Terminal 3 of Soekarno Hatta Airport. However, apart from the variables of brand availability, terminal infrastructure and product service which play a role in measuring the level of customer satisfaction at Soekarno Hatta Airport Terminal 3, there are other variables that influence them, including:

- 1) Application of Information Technology: (Ilham et al., 2021), (Avrizal & Haryanto, 2019), (Widiati et al., 2015).
- 2) Employee Competency: (Gunawan et al., 2022), (Widodo & Yandi, 2022), (Aima et al., 2017).
- 3) Airport Facilities: (P. Ricardianto et al., 2021), (Sitanggang et al., 2024), (Nissa & Awan, 2022).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:

1. Brand availability plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3.

2. Terminal infrastructure plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3.
3. Product service plays a role in measuring the level of customer satisfaction at Soekarno Hatta Departure Terminal 3.

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