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## Determinants of Passenger Satisfaction and Passenger Loyalty at Terminal 3 of Soekarno Hatta Airport

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**Abstract:** The article on the determinants of passenger satisfaction and passenger loyalty at Terminal 3 of Soekarno Hatta Airport is a scientific literature review article within the scope of marketing management science. The purpose of this writing is to build a hypothesis of the influence between variables which can later be used for further research within the scope of marketing management. The research method used is descriptive qualitative. Data was obtained from previous research that is relevant to this research and sourced from academic online media such as Publish or Perish, Google Scholar, digital reference books and Sinta journals. The results of this article are: 1) Service quality influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport; 2) The quality of information influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport; 3) Accessibility influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport; 4) Service quality influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport; 5) The quality of information influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport; 6) Accessibility influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport; and 7) Passenger satisfaction influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport.

**Keyword:** Passenger Loyalty, Passenger Satisfaction, Service Quality, Information Quality, Accessibility

## INTRODUCTION

Service quality relates to passengers' entire experience with various parts of the terminal's services, whereas information quality comprises the correctness, clarity, and availability of information offered to them. Meanwhile, accessibility refers to the ease of getting to and from the terminal, as well as access to its many facilities and services. The significance of this research stems from the need to understand the elements that influence passenger happiness and loyalty at Terminal 3 at Soekarno-Hatta Airport, one of Indonesia's largest airports. Passenger happiness and loyalty are crucial metrics for evaluating terminal performance and determining how well passengers' wants and expectations are met.

Understanding the elements that drive customer satisfaction and loyalty allows terminal management to identify areas for development in order to enhance the passenger experience and promote loyalty.

Cleanliness, personnel friendliness, efficiency of the check-in and boarding process, facility availability, and general comfort are all factors that contribute to the quality of service at Soekarno-Hatta Airport's Terminal 3. These variables are an important aspect of the passenger experience and can have a considerable impact on how they perceive the terminal and the airlines that operate there. Previous research has demonstrated that great service quality can boost passenger happiness and foster long-term loyalty.

Information quality is also a significant aspect in determining passenger pleasure and loyalty. Timely, reliable, and easily accessible information can help travelers plan their trips more effectively, minimize uncertainty, and boost trust in airport authorities. Clear announcements, the availability of information on flight schedules and terminal services, and the ease of access to that information can all have a substantial impact on the entire passenger experience. Accessibility, or ease of access, is an important aspect in determining passenger happiness and loyalty. Terminal 3 at Soekarno-Hatta Airport, which is easily accessible and well-equipped, can improve passenger comfort and efficiency. Factors such as the availability of well-integrated public transportation, adequate parking, and the accessibility of terminal facilities for individuals with disabilities must all be addressed when evaluating terminal accessibility.

In the context of this study, passenger satisfaction can be described as the level of satisfaction with various aspects of the services and facilities available at Soekarno-Hatta Airport's Terminal 3. Meanwhile, passenger loyalty refers to passengers' proclivity or inclination to utilize the terminal often during their voyage and promote it to others. Many prior research on aviation service and management have found a link between service quality, information quality, accessibility, customer satisfaction, and passenger loyalty. These principles are critical for understanding consumer behavior and establishing ways to increase service quality and client loyalty. Accessibility is an important component of the passenger experience because it affects comfort, service efficiency, personnel friendliness, and facility quality at the airport terminal. Efficient transit access allows passengers to easily switch between modes of transportation, such as from train or bus to the airport terminal, as well as from the airport terminal to other modes of transportation. Adequate and well-organized parking facilities also contribute to a great passenger experience by allowing quick access to the terminal, particularly for those driving their own automobiles. Aside from that, accessibility for customers with specific requirements, such as those with impairments, is a significant consideration in boosting passenger satisfaction. Disabled-friendly terminals with amenities tailored to their individual needs not only demonstrate a commitment to inclusivity, but they can also boost positive impressions of the airport and overall passenger satisfaction.

Comfort is one of the most important things that passengers consider when utilizing airport terminals. Good accessibility, such as easy transit access and appropriate parking, can have a substantial impact on passenger comfort. Passengers will feel more at ease if their journey begins with an easy route to the airport terminal, whether by public transportation or private vehicle. Additionally, accessibility for passengers with special needs is a crucial aspect in establishing a welcoming environment for all. Terminals with strong accessibility amenities will provide travelers with a more comfortable and delightful experience, as they will not encounter any impediments or difficulties during their journey through the terminal.

Passengers at Soekarno-Hatta Airport's Terminal 3 have high expectations for service efficiency. Smooth transit access and conveniently accessible parking facilities can help increase service efficiency by shortening the time it takes customers to reach the terminal or complete the parking process. This will increase passengers' satisfaction with their airport terminal experience. Aside from that, good accessibility for passengers with special

requirements can help enhance service efficiency by offering amenities tailored to their needs. Terminals that can give efficient and pleasant service to all customers will boost passenger satisfaction and positive airport experiences.

At Soekarno-Hatta Airport's Terminal 3, staff friendliness is a crucial component in influencing passenger happiness. Good accessibility, including for passengers with special needs, can assist airport staff in providing better services and being more responsive to passenger demands. A terminal that is welcoming to all passengers, including those with special needs, will project a favorable picture of the terminal and boost passenger trust in airport personnel. Thus, effective accessibility can help improve worker friendliness and give a more enjoyable experience for passengers in the airport terminal. At Soekarno-Hatta Airport's Terminal 3, the quality of facilities has a significant impact on passenger happiness. Good accessibility, particularly access for passengers with special needs, can help to increase facility quality by offering amenities that meet the needs of passengers. Passengers will have a better experience at the airport if the terminal can provide facilities that are comfortable, safe, and meet their needs. As a result, good accessibility can contribute to higher facility quality and overall passenger satisfaction levels.

The findings of this study are expected to provide significant insights for the management of Soekarno-Hatta Airport's Terminal 3 in terms of increasing service quality, information quality, and terminal accessibility. By enhancing or reinforcing the elements that influence passenger happiness and loyalty, the terminal can improve its reputation, boost its user base, and solidify its place as one of Indonesia's major airports. Furthermore, the findings of this study can contribute significantly to the literature on service and aviation management, serving as the foundation for future research in this field.

Based on the background of the problem, the problem formulation is obtained as follows: 1) Does service quality affect passenger satisfaction?; 2) Does the quality of information affect passenger satisfaction?; and 3) Does accessibility affect passenger satisfaction?; 4) Does service quality influence passenger loyalty?; 5) Does the quality of information affect passenger loyalty?; 6) Does accessibility affect passenger loyalty?; and 7) Does passenger satisfaction have an effect on passenger loyalty?.

## **METHOD**

The aim of this research is to obtain a research hypothesis, which can later be used for further research. Literature Review Essays are written using Library Research and Systematic Literature Review (SLR) techniques (Susanto et al., 2023). These methods were evaluated qualitatively and are available on academic web sources such as Mendeley and Google Scholar. A systematic literature review, or SLR, is the process of finding, assessing, and analyzing all accessible research data with the aim of addressing a specific research problem. In qualitative analysis, the literature review must be applied consistently with methodological assumptions. The exploratory nature of the research served as the main justification for conducting qualitative analysis (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **Results**

Based on the background of the problem and problem formulation above, the results of this research are as follows:

#### **Passenger Loyalty**

Airport passenger loyalty is a notion that represents the level of loyalty and preference that passengers have for an airport when traveling by air. This involves travelers' proclivity to select and use the same airport regularly depending on their positive experience, comfort, and happiness with the services offered by the airport. Airport passenger loyalty is frequently

quantified using metrics such as frequency of return visits, referrals to others, and amount of participation in airport loyalty programmes (Hidayatullah et al., 2020).

The indicators or dimensions contained in passenger loyalty include: 1) Frequency of Visits: This indicator measures how frequently passengers use the same airport over a certain time period; 2) Repurchase Intention: A passenger's propensity to use the same airport in the future; 3) Recommendation: The likelihood that travelers would recommend an airport to friends, relatives, or coworkers based on their experiences; and 4) Participation in Loyalty Programs: Indicates how many travelers participate in airport loyalty programs, such as special points or membership programs (Subekti, 2019).

Passenger loyalty has been widely studied by previous researchers, including: (Hidayati et al., 2022), (Mardikawati & Farida, 2013), (Subekti, 2019), (Setyawati et al., 2020), (Harahap et al., 2020), (Susanto et al., 2021), (Suryawan et al., 2024), (Widiyanto et al., 2023), (Supardi et al., 2023),

### **Passenger Satisfaction**

Airport passenger satisfaction refers to the level of satisfaction or emotional satisfaction that passengers experience after using airport facilities and services. This involves assessing comfort, safety, service efficiency, staff friendliness, cleanliness, and the quality of airport amenities. Airport passenger happiness is frequently measured by surveys, interviews, or analysis of feedback from airport services (Awan, 2022).

The indicators or dimensions contained in passenger satisfaction include: 1) Comfort: An assessment of the level of comfort experienced during the airport travel process, including the quality of amenities and waiting areas; 2) Service Efficiency: An assessment of how quickly and easily the airport's check-in, security, and inspection operations work; 3) Staff Friendliness: Perception of the airport staff's friendliness and professionalism when offering services to travelers; and 4) Facility Quality: An evaluation of the quality and cleanliness of public amenities such as restrooms, dining spaces, and waiting areas (Susanto & Jumawan, 2022).

Passenger satisfaction has been widely studied by previous researchers, including: (Setyawan & Prayudista, 2023), (Sihombing et al., 2022), (Sihombing et al., 2022), (Prawira & Pranitasari, 2020), (Majid et al., 2021), (Putra et al., 2020), (Silalahi, 2015), (Keke & Susanto, 2019).

### **Service Quality**

Service quality relates to the standards and skills with which the airport provides services to travelers. This encompasses all contacts between passengers and airport staff, such as check-in, baggage help, security checks, gate services, and airport transportation. Service quality is judged by staff responsiveness, ease of access, friendliness, dependability, and the availability of services that fulfill passenger needs (Lubis & Bunahri, 2023).

The indicators or dimensions contained in service quality include: 1) Responsiveness refers to how fast and effectively airport staff respond to passenger requirements or questions; 2) Reliability: The regularity and dependability with which airport staff offer their services; 3) Friendliness: The degree to which airport staff are nice and helpful to travelers; and 4) Service Availability: An assessment of the airport's overall service availability, including supplementary services such as shuttles or support for travelers with special requirements (Sihombing et al., 2022).

Service quality has been widely studied by previous researchers, including: (Putra et al., 2020), (Sihombing et al., 2022), (Takaselumang et al., 2022), (Susanto & Keke, 2020).

### **Information Quality**

Information quality refers to the clarity, correctness, and accessibility of information provided by the airport to passengers. This includes information on aircraft schedules,

departure gates, schedule revisions, airport amenities, transportation, and other services. Good quality information enables travelers to plan and travel efficiently, avoiding uncertainty and hassle (Vicramaditya, 2022).

The indicators or dimensions contained in information quality include: 1) Information certainty refers to the clarity and accuracy of information offered to passengers, such as flight information, gate locations, and airport services; 2) Information Availability: How easily passengers may obtain the information they require at the airport, whether via announcements, information boards, or mobile applications; and 3) Information Relevance: The amount to which the airport's information fulfills the demands and interests of passengers, such as weather information, schedule modifications, or additional amenities (Ananta & Albanna, 2023).

The quality of information has been widely studied by previous researchers, including: (Vicramaditya, 2022), (Alamsyah, 2022), (Ananta & Albanna, 2023).

### Accessibility

Accessibility refers to the price, availability, and simplicity of access to the airport for travelers. This comprises transportation infrastructure to and from the airport, such as roads, public transportation, parking, and special needs facilities. Good accessibility guarantees that all passengers can readily reach airports, improving their travel experience and contributing to the increase of air traffic (Soehardi et al., 2021).

The indicators or dimensions contained in accessibility include: 1) transit Access: An assessment of the availability and dependability of airport transit options, such as trains, buses, taxis, and shuttles; 2) Parking Facilities: The availability and comfort of parking facilities at the airport for guests driving private vehicles; and 3) Access for Passengers with Special requirements: An evaluation of the airport's facilities and assistance for passengers with limited mobility or other special requirements (Ricardianto et al., 2019).

Accessibility has been widely studied by previous researchers, including: (Tantriana & Widiartanto, 2019), (Prawira & Pranitasari, 2020), (Yuliana, 2017).

### Relevant Previous Research Results

The process of generating a research hypothesis involves reviewing relevant publications, which involves discussing past research findings and identifying similarities and differences with the research proposal. This is illustrated in table 1:

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Similiarities with this article	Differences with this article	Basic Hypothesis
1.	(Sihombing et al., 2022)	Health protocols and service quality influence passenger satisfaction at Soekarno Hatta International Airport	The influence of service quality on passenger satisfaction	The influence of health protocols on passenger satisfaction	H1
2.	(Rinaldi & Santoso, 2018)	Information quality, system quality and service quality influence customer satisfaction and repurchase interest	The influence of information quality on customer satisfaction	The influence of system quality and service quality on repurchase intention	H2
3.	(Yuliana, 2017)	Facilities, services and accessibility information influence passenger satisfaction at Husein	The influence of accessibility on passenger satisfaction	The influence of facilities and services on passenger satisfaction at	H3



		Sastranegara Airport in Bandung		Husein Sastranegara Airport in Bandung	
4.	(Ulfah et al., 2020)	Service quality and customer satisfaction influence consumer loyalty to Lion Air airlines	The influence of service quality on consumer loyalty	The influence of consumer satisfaction on consumer loyalty	H4
5.	(Vicramaditya, 2022)	E-Service Quality, information quality and perceived value influence customer satisfaction and customer loyalty	The influence of information quality on customer loyalty	The influence of e-service quality and perceived value on customer satisfaction	H5
6.	(Hidayatullah et al., 2020)	Accessibility, connectivity, service quality influence passenger satisfaction and passenger loyalty	The influence of accessibility on passenger loyalty	The influence of connectivity and service quality on passenger satisfaction	H6
7.	(Ulfah et al., 2020)	Service quality and customer satisfaction influence consumer loyalty to Lion Air airlines	The influence of consumer satisfaction on consumer loyalty	The influence of service quality on consumer loyalty to Lion Air airline	H7

## Discussion

The further analysis of this article comes from the problem formulation, research findings, and previous research:

### **The Influence of Service Quality on Passenger Satisfaction at Terminal 3 of Soekarno Hatta Airport**

The service quality of Soekarno-Hatta Airport's Terminal 3 has a considerable impact on passenger satisfaction, which includes factors such as comfort, service efficiency, personnel friendliness, and facility quality. First and foremost, terminal service responsiveness has a significant impact on passengers' judgments of their level of happiness. The attentiveness of airport personnel to passengers' wants and requests can enhance their entire travel experience. For example, swiftly addressing inquiries or difficulties raised by passengers can leave a positive impression and boost their satisfaction.

At Soekarno-Hatta Airport's Terminal 3, service reliability is a major aspect in influencing passenger happiness. Passengers expect the airport to deliver consistent and reliable service. This includes characteristics like operational timeliness, uniformity in security inspection procedures, and facility reliability. Passengers are more likely to be satisfied with their travel experience if they believe the airport service is reliable. Another factor influencing passenger satisfaction at Soekarno-Hatta Airport's Terminal 3 is staff friendliness. Passengers who have friendly and welcome contacts with airport staff may feel more respected and cared for. The staff's cordial demeanor and friendliness can create a nice environment for passengers whether giving instructions, providing information, or assisting them. This can improve the airport's reputation and overall passenger happiness.

Apart from that, the availability of suitable services has an impact on customer satisfaction at Soekarno-Hatta Airport's Terminal 3. The provision of services ranging from public amenities to assistance services for passengers with special needs is critical in satisfying the diverse demands of passengers. For example, the availability of clean and comfortable restrooms, appropriate rest places, and efficient transit facilities would boost passenger

satisfaction since they will feel that their demands are being satisfied. Passenger satisfaction at Soekarno-Hatta Airport's Terminal 3 is determined by factors such as comfort, service efficiency, personnel friendliness, and facility quality. Comfort is an important aspect in influencing the level of passenger happiness. Passengers anticipate a nice and clean atmosphere at the airport, including waiting areas, eateries, and facilities. Noise, cleanliness, and seating comfort will all have an impact on how comfortable passengers feel at the airport.

Service effectiveness is also a major component in passenger satisfaction at Soekarno-Hatta Airport's Terminal 3. Passengers expect the airport inspection process and other procedures to go smoothly and without incident. Long wait times, lengthy check-in processes, and time-consuming security inspections can all lower passenger satisfaction. As a result, enhancing airport service efficiency can lead to large increases in customer satisfaction. Staff friendliness is also significant in evaluating passenger satisfaction at Soekarno-Hatta Airport's Terminal 3. Positive and courteous interactions from airport staff can improve passengers' travel experiences. Staff that are friendly, informative, and attentive to passenger demands will create a good and pleasant environment at the airport, enhancing passenger satisfaction. Finally, the quality of facilities at Soekarno-Hatta Airport's Terminal 3 plays an essential role in influencing passenger pleasure. Modern, clean, and comfortable facilities will improve the airport's passenger experience. This includes facilities such as clean bathrooms, comfortable rest places, and children's play areas.

Service quality influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Putra et al., 2020), (Sihombing et al., 2022), (Takaselumang et al., 2022), (Tuchen et al., 2023), (Choi et al., 2024), (Lucas, 2022), (Pauwels et al., 2024).

### **The Influence of Information Quality on Passenger Satisfaction at Terminal 3 of Soekarno Hatta Airport**

The service quality of Soekarno-Hatta Airport's Terminal 3 has a considerable impact on passenger satisfaction, which includes factors such as comfort, service efficiency, personnel friendliness, and facility quality. First and foremost, terminal service responsiveness has a significant impact on passengers' judgments of their level of happiness. The attentiveness of airport personnel to passengers' wants and requests can enhance their entire travel experience. For example, swiftly addressing inquiries or difficulties raised by passengers can leave a positive impression and boost their satisfaction.

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The quality of information influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Vicramaditya, 2022), (Alamsyah, 2022), (Ananta & Albanna, 2023).

### **The Effect of Accessibility on Passenger Satisfaction at Terminal 3 of Soekarno Hatta Airport**

Accessibility is an important component of the passenger experience because it affects comfort, service efficiency, personnel friendliness, and facility quality at the airport terminal. Efficient transit access allows passengers to easily switch between modes of transportation, such as from train or bus to the airport terminal, as well as from the airport terminal to other modes of transportation. Adequate and well-organized parking facilities also contribute to a great passenger experience by allowing quick access to the terminal, particularly for those driving their own automobiles. Aside from that, accessibility for customers with specific requirements, such as those with impairments, is a significant consideration in boosting passenger satisfaction. Disabled-friendly terminals with amenities tailored to their individual needs not only demonstrate a commitment to inclusivity, but they can also boost positive impressions of the airport and overall passenger satisfaction.

Comfort is one of the most important things that passengers consider when utilizing airport terminals. Good accessibility, such as easy transit access and appropriate parking, can have a substantial impact on passenger comfort. Passengers will feel more at ease if their journey begins with an easy route to the airport terminal, whether by public transportation or private vehicle. Additionally, accessibility for passengers with special needs is a crucial aspect in establishing a welcoming environment for all. Terminals with strong accessibility amenities will provide travelers with a more comfortable and delightful experience, as they will not encounter any impediments or difficulties during their journey through the terminal.

Passengers at Soekarno-Hatta Airport's Terminal 3 have high expectations for service efficiency. Smooth transit access and conveniently accessible parking facilities can help increase service efficiency by shortening the time it takes customers to reach the terminal or complete the parking process. This will increase passengers' satisfaction with their airport terminal experience. Aside from that, good accessibility for passengers with special requirements can help enhance service efficiency by offering amenities tailored to their needs. Terminals that can give efficient and pleasant service to all customers will boost passenger satisfaction and positive airport experiences.

At Soekarno-Hatta Airport's Terminal 3, staff friendliness is a crucial component in influencing passenger happiness. Good accessibility, including for passengers with special



needs, can assist airport staff in providing better services and being more responsive to passenger demands. A terminal that is welcoming to all passengers, including those with special needs, will project a favorable picture of the terminal and boost passenger trust in airport personnel. Thus, effective accessibility can help improve worker friendliness and give a more enjoyable experience for passengers in the airport terminal. At Soekarno-Hatta Airport's Terminal 3, the quality of facilities has a significant impact on passenger happiness. Good accessibility, particularly access for passengers with special needs, can help to increase facility quality by offering amenities that meet the needs of passengers. Passengers will have a better experience at the airport if the terminal can provide facilities that are comfortable, safe, and meet their needs. As a result, good accessibility can contribute to higher facility quality and overall passenger satisfaction levels.

Accessibility influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Tantriana & Widiartanto, 2019), (Prawira & Pranitasari, 2020), (Yuliana, 2017).

### **The Influence of Service Quality on Passenger Loyalty at Terminal 3 of Soekarno Hatta Airport**

Service quality is a key feature of the passenger experience, and it can influence a variety of characteristics connected to passenger loyalty, such as frequency of visits, intent to reuse the service, referrals to others, and membership in loyalty programmes. Responsiveness refers to terminal staff's capacity to respond swiftly and efficiently to passenger requests and questions, whereas reliability refers to the consistency and dependability of the terminal's services. Friendliness comprises the terminal staff's pleasant and friendly attitude toward passengers, whereas service availability refers to the availability of numerous services and amenities required by passengers while in the airport.

Service quality plays a critical role in defining customer impressions and experiences at Soekarno-Hatta International Airport Terminal 3. Good terminal personnel responsiveness ensures that passengers feel heard and appreciated throughout their interactions with the terminal. The terminal's ability to respond swiftly and efficiently to any concerns or difficulties that emerge can boost passenger confidence and pleasure. In addition, service reliability has a significant impact on passenger opinions of the terminal. A terminal that consistently provides reliable and trustworthy services will make a good impression on travelers and improve their trust in the station.

Staff friendliness is also a key factor in developing passenger loyalty. A good and helpful attitude from terminal workers can create a pleasant and welcoming environment for passengers, increasing passenger satisfaction and desire to use terminal services again. Positive interactions with terminal workers can also increase passengers' intents to promote the terminal to others, thereby increasing the terminal's image in the eyes of the public. As a result, staff friendliness effects not only individual passenger happiness, but also long-term commitment to the airport.

At Soekarno-Hatta Airport's Terminal 3, service availability has a significant impact on passenger loyalty. Terminals that provide a variety of services and facilities for passengers, such as restaurants, shops, rest rooms, and health facilities, will make their journey more enjoyable and comfortable. The availability of suitable services can improve passenger satisfaction and encourage them to use terminal services again in the future. Furthermore, the availability of outstanding service might improve the possibility of passengers joining in the terminal's loyalty programs, such as membership or point collection schemes.

This study is significant because it will help us better understand the relationship between service quality and passenger loyalty at Soekarno-Hatta Airport's Terminal 3. Understanding the elements that drive passenger loyalty allows terminal management to identify areas that may be improved in order to promote customer loyalty and strengthen the

terminal's market position. Aside from that, this study can help management develop methods to improve service quality and establish relationships with passengers. Thus, it is intended that this research will contribute significantly to our understanding of the elements that influence passenger loyalty at Soekarno-Hatta Airport's Terminal 3, as well as serve as a foundation for future research in this area.

Service quality influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Sitanggang et al., 2024), (Yuliantini et al., 2022), (Majid et al., 2019).

### **The Influence of Information Quality on Passenger Loyalty at Terminal 3 of Soekarno Hatta Airport**

Information quality is an important feature of the passenger experience since it influences a variety of variables connected to passenger loyalty, including frequency of visits, desire to reuse the service, referrals to others, and participation in loyalty programs. Information certainty refers to the clarity and timeliness of information presented to passengers, whereas information availability refers to the ease with which passengers can obtain various pieces of information while in the airport. Meanwhile, information relevance refers to how well the terminal's information meets the demands and interests of passengers.

At Soekarno-Hatta Airport's Terminal 3, information quality has a significant impact on passenger perceptions and experiences. Passengers can be confident that they are receiving precise and dependable information to help them navigate their journey. Clear and timely information regarding flight schedules, departure gates, and other pertinent information can make passengers feel more secure and comfortable in the terminal. Furthermore, the provision of accurate information is critical to ensure that passengers have easy access to the information they require. Terminals that provide numerous sources of information, such as information displays, notice boards, or mobile applications, can improve passengers' access to information and overall satisfaction with the terminal experience.

The relevance of information plays a vital role in encouraging passenger loyalty. Information relevant to travelers' needs and interests will enhance their terminal experience. Terminals that can provide passengers with information relevant to their needs, such as information on local transit, food, or health facilities, can provide a more enjoyable experience for passengers and improve the possibility that they will return to the terminal in the future. Furthermore, strong information relevance can boost passengers' likelihood of recommending the terminal to others, since they believe it can suit their varied demands well.

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The quality of information influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Vicramaditya, 2022), (Alamsyah, 2022), (Ananta & Albanna, 2023).

### **The Effect of Accessibility on Passenger Loyalty at Terminal 3 of Soekarno Hatta Airport**

Information quality is an important feature of the passenger experience since it influences a variety of variables connected to passenger loyalty, including frequency of visits, desire to reuse the service, referrals to others, and participation in loyalty programs.

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Accessibility influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Ali et al., 2016) dan (Gorgolewski et al., 2017).

### **The Influence of Passenger Satisfaction on Passenger Loyalty at Terminal 3 of Soekarno Hatta Airport**

Passenger satisfaction is an important factor in assessing their experience and perception of airport services, as it has the potential to influence a number of variables related to passenger loyalty, including frequency of visits, intent to reuse the service, recommendations to others, and participation in loyalty programs. Comfort is a key factor in determining travelers' opinions of airport terminals, including seating comfort, cleanliness, and air quality. Smooth and speedy check-in, security, and boarding processes contribute to passenger satisfaction with their airport experience. Staff friendliness is also crucial in shaping passengers' opinions of the terminal, with factors such as airport staff's cheerful, responsive, and helpful attitude increasing passengers' overall impression of the terminal. Furthermore, the quality of facilities, such as shops, restaurants, and waiting spaces, might influence passenger satisfaction, with pleasant, modern, and diverse facilities likely to improve passengers' perceptions of the terminal and satisfaction.

At Soekarno-Hatta Airport's Terminal 3, passenger loyalty is mostly influenced by comfort. Passengers who feel at ease in the terminal, whether they are waiting for a flight or roaming around the departure area, are more likely to be satisfied and return to use the terminal's services. Seating comfort, terminal cleanliness, and indoor air quality can all have a major impact on passengers' views of the airport's overall comfort and their choice to use

terminal services again in the future. At Soekarno-Hatta Airport's Terminal 3, service efficiency has a significant impact on passenger loyalty. Passengers are more likely to be satisfied and return to terminal services if the check-in, security, and boarding processes are seamless and quick. Delays or failure to deliver timely and effective service may generate passenger unhappiness and impact their decision to utilize terminal services again in the future. Therefore, terminal management must guarantee that all service procedures run smoothly and efficiently in order to maximize passenger happiness and loyalty.

Staff friendliness is also vital in developing passenger loyalty at Soekarno-Hatta Airport's Terminal 3. Passengers are more likely to be satisfied with their terminal experience if airport staff are courteous, attentive, and helpful. Positive encounters with airport staff can boost passengers' overall impressions of the terminal, increasing their likelihood of recommending it to others and returning to use its services in the future. As a result, terminal management must give proper training to airport staff in order to ensure that all passengers receive courteous and helpful service. The quality of facilities at Soekarno-Hatta Airport's Terminal 3 can have a considerable impact on passenger loyalty. Passengers are more satisfied with their terminal experience when they have access to modern, comfortable, and diverse amenities such as shops, restaurants, and comfy waiting places. These amenities can improve passengers' overall perceptions of the terminal, making them more likely to recommend it to others and return to use its services in the future. As a result, terminal management must guarantee that the terminal's facilities are constantly enhanced and updated to meet the demands and expectations of passengers.

Thus, passenger satisfaction, which encompasses comfort, service efficiency, staff friendliness, and facility quality, can have a substantial impact on passenger loyalty at Soekarno-Hatta Airport's Terminal 3. A thorough grasp of the factors that determine passenger satisfaction can assist terminal management in developing initiatives to enhance the passenger experience and increase loyalty. By ensuring that comfort, service efficiency, personnel friendliness, and facility quality remain top priorities, Soekarno-Hatta Airport Terminal 3 can solidify its status as one of Indonesia's premier airports and retain passenger loyalty.

Passenger satisfaction influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport, this is in line with research conducted by: (Nissa & Awan, 2022), (Novianty et al., 2021), (Jaya Sakti et al., 2021).

### Conceptual Framework

Based on the problem formulation, relevant previous research and the results and discussion of the research above, including:

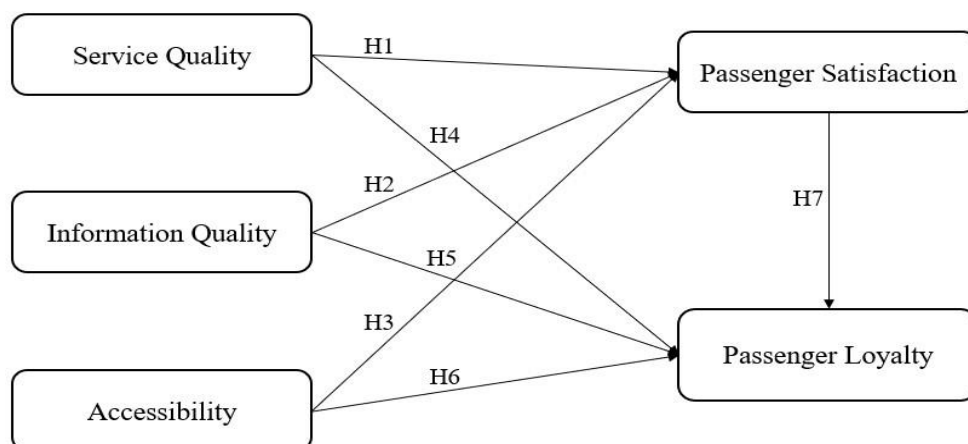


Figure 1. Conceptual Framework

Based on Figure 1 above, service quality, information quality and accessibility influence passenger satisfaction and loyalty. Apart from the three independent variables that influence the dependent variable, there are other variables that influence passenger satisfaction and loyalty, including:

1. Application of Information Technology: (Yuliana et al., 2021), (Johanis & Tanaamah, 2022), (Winoto et al., 2020).
2. Ticket Price: (Simarmata & Keke, 2016), (Ricardianto et al., 2023), (Sihombing et al., 2023), (Sari et al., 2020).
3. Airport Cleanliness: (Pambudi & Sutarwati, 2022), (Melani, 2023), (Rifaldi, 2019).

## CONCLUSION

Research conclusions are obtained from the background of the problem, problem formulation, previous research, results, and subsequent analysis:

1. Service quality influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport.
2. The quality of information influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport.
3. Accessibility influences passenger satisfaction at Terminal 3 of Soekarno Hatta Airport.
4. Service quality influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport.
5. The quality of information influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport.
6. Accessibility influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport.
7. Passenger satisfaction influences passenger loyalty at Terminal 3 of Soekarno Hatta Airport

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