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Determination of Airport Area Accessibility, Accuracy of Flight Times, and Check-In Process Time on Airplane Passenger Satisfaction (Study at Soekarno Hatta Airport)

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Abstract: Article on determining airport area accessibility, flight timeliness and check-in process time on airplane passenger satisfaction (Study at Soekarno Hatta Airport) within the scope of marketing management science. This article aims to create hypotheses regarding the relationship between factors, which can then be used for further research in the field of marketing management. The research method used in this research is descriptive qualitative. The data used in this research comes from previous research which is still relevant to the current investigation. Data was collected from leading academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and Sprott journals. The results of this literature research include: 1) Accessibility influences aircraft passenger satisfaction at Soekarno Hatta Airport; 2) Punctuality of flight times influences aircraft passenger satisfaction at Soekarno Hatta Airport; and 3) The speed of the check-in process influences the satisfaction of airplane passengers at Soekarno Hatta Airport.

Keyword: Airline Passenger Satisfaction, Accessibility, Accuracy of Flight Times, Speed of the Check In Process.

INTRODUCTION

As one of Indonesia's busiest airports, Soekarno-Hatta Airport plays an important role in connecting many locations both domestically and internationally. Soekarno-Hatta Airport, being the primary gateway for thousands of passengers each day, is a critical hub for air mobility in Indonesia, benefiting both the economy and tourism. As a result, a thorough grasp of the elements that affect passenger happiness at this airport is critical. First and foremost, the accessibility of the airport area has a significant impact on the customer travel experience. Soekarno-Hatta Airport's position in Tangerang, Banten, necessitates the development of supporting transportation infrastructure, like as toll roads, public transportation, and access from many neighboring locations. The availability and effectiveness of these modes of transportation will have a direct impact on travelers' ability to arrive at the airport quickly and

efficiently. Disruptions or limitations in accessibility might impede passengers' mobility, raise stress levels, and potentially lower their satisfaction with airport services.

Second, flight timeliness is an important consideration in the passenger travel experience. To ensure that their travel plans run successfully, airline passengers anticipate on-time departure and arrival schedules. This timeliness takes into account a variety of parameters, such as aircraft readiness, airport time slot availability, and weather conditions. Flight delays can cause discomfort, tension, and other unpleasant consequences for passengers, resulting in a drop in their satisfaction with airport services. Aside from that, the time it takes to check in at the airport has a significant impact on passenger happiness. Passengers may become frustrated and uncomfortable if the check-in process is delayed, difficult, or has technological problems. Long lines, time-consuming procedures, or issues with computerized check-in systems can all derail travelers' travel experiences, especially those who are time-constrained or have tight itineraries. As a result, improving the efficiency and speed of the check-in procedure at Soekarno-Hatta Airport can help greatly boost passenger satisfaction.

In this environment, research on the impact of airport area accessibility, flight timeliness, and check-in procedure time on airline passenger satisfaction at Soekarno-Hatta Airport becomes extremely important. Understanding the elements that influence passenger happiness enables airport and airline management to find areas for improvement or optimization in order to improve service quality. A thorough and in-depth examination of these concerns is expected to yield recommendations that will assist improve the travel experience of airline passengers at Soekarno-Hatta Airport, as well as the airport's image and reputation on a national and international scale. Thus, this study has substantial implications for improving the competitiveness and quality of airport services, as well as boosting Soekarno-Hatta Airport's position as one of Indonesia's primary air gateways.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does accessibility affect the satisfaction of airplane passengers at Soekarno Hatta Airport?; 2) Does the punctuality of flights affect the satisfaction of airplane passengers at Soekarno Hatta Airport?; and 3) Does the speed of the check-in process affect the satisfaction of airplane passengers at Soekarno Hatta Airport?.

METHOD

Literature Review Methodologies including systematic literature review (SLR) and library research were used in the preparation of the article. A qualitative evaluation was carried out on the method, and its accessibility was confirmed by consulting leading scientific web sources such as Mendeley and Google Scholar, (Susanto et al., 2023). A systematic literature review (SLR) is a careful and methodical effort in which all relevant research literature is identified, evaluated, and researched to provide an answer to a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Due to its investigative nature, qualitative analysis is mostly carried out for this purpose, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Airplane Passenger Satisfaction

Airline passenger satisfaction refers to passengers' good perceptions of their service and travel experience with an airline. This includes a variety of factors such as flight comfort, cabin crew service quality, security, punctuality, check-in procedures, and airport services. Passenger satisfaction is measured not just by addressing fundamental necessities, but also by expectations, preferences, and entire air travel experience. Interactions with airline staff, the quality of facilities on board the aircraft, and flight timeliness can all have an impact on this.

Overall, passenger happiness is an important metric for assessing the quality of airline services and retaining consumer loyalty (Marina et al., 2018).

The indicators or dimensions contained in aircraft passenger satisfaction are as follows: 1) Service Quality: Is a critical aspect in influencing passenger happiness. This covers seat comfort, cabin cleanliness, cabin attendant friendliness, and the quality of the food and beverages served throughout the flight; 2) Facility Availability: An evaluation of the availability and quality of on-board amenities like entertainment, Wi-Fi, and clean restrooms; 3) Information Accuracy: An airline's ability to offer accurate and timely information to passengers, such as schedule changes, weather conditions, and security processes; and 4) timeliness: Flight timeliness, both at departure and arrival, has an impact on passenger satisfaction (Putra et al., 2020).

The airplane passenger satisfaction variable has been studied by previous researchers, among others: (Alamsyah, 2022), (Utama & Roellyanti, 2022), (Sihombing et al., 2022), (Siahaan et al., 2023), (Majid et al., 2021), (Simarmata et al., 2023), (Yulihapsari et al., 2023), (Simarmata & Keke, 2019), (N. A. Sari et al., 2018), (Simarmata et al., 2018).

Accessibility

Accessibility refers to the convenience and availability of transportation options for reaching a specific destination. In the context of airports, accessibility refers to the availability and quality of transportation infrastructure that enables passengers to arrive at the airport quickly and efficiently. This includes access to highways, public transportation, railways, and other modes of movement. Good accessibility ensures that passengers can reach the airport without encountering substantial hurdles or delays, allowing them to fly smoothly and comfortably (Jamil, 2022).

The indicators for accessibility are as follows: 1) Transportation Availability: A review of the availability and convenience of airport transportation options, including toll roads, public transit, and accessible for people with disabilities; and 2) Travel Distance: Passengers' perceptions of the distance and time required to go to the airport from their current location, as well as the availability of transit alternatives to avoid traffic jams or other interruptions (Sumardi & Jumlad, 2022).

Accessibility variables have been studied by previous researchers, among others: (Hidayatullah et al., 2020), (Tantriana & Widiartanto, 2019), (Prawira & Pranitasari, 2020), (Susanto et al., 2021), (Susanto et al., 2021).

Flight Timeliness

Flight timeliness is the conformity of the flight's departure and arrival schedules to the stipulated times. This provides the aircraft's departure and arrival times at the destination airport. Flight punctuality is critical for travelers because delays can interrupt travel plans, cause inconvenience, and even lead to financial loss. In the aviation sector, on-time flights are one of the most important variables influencing consumer happiness and company image (Zulaichah, 2014).

The indicators for flight timeliness are as follows: 1) Departure Timeliness: An assessment of the airline's consistency in following the established departure timetable; and 2) Timely Arrival: A rating of an airline's ability to arrive on time at its target airport (Christiani & Fatmayati, 2022).

The flight timeliness variable has been studied by previous researchers, among others: (ASSAHARI, 2017), (Zulaichah, 2014), (Christiani & Fatmayati, 2022), (Keke & Susanto, 2019), (Susanto & Keke, 2020), (Susanto et al., 2020), (Supardi et al., 2023), (Widiyanto et al., 2023).

Check In Process Speed

Check-in process speed refers to the amount of time it takes passengers to complete the check-in process at the airport before their flight. Check-in entails reviewing paperwork, handing over luggage, and collecting boarding cards or tickets. The speed of the check-in procedure is significant since it can influence the passenger experience at the airport. A delayed or confusing check-in process can make passengers anxious, upset, and even miss their flight. Thus, improving the efficiency and speed of the check-in process is a critical step toward improving the passenger experience and ensuring seamless airport operations (Hendiyana et al., 2022).

The indicators for the speed of the check-in process are as follows: 1) Waiting Time: Passengers' perceptions of the time required to complete the airport check-in process, whether manual or self-check-in; and 2) Simplicity of Process: Assess the check-in process's simplicity of navigation and understanding, as well as the availability of helpful staff and necessary amenities (Auliana, 2022).

The variable speed of the check-in process has been studied by previous researchers, among others: (Pamungkas & Laksana, 2023), (Hendiyana et al., 2022), (Auliana, 2022), (Ayodeji et al., 2023), (Siahaan et al., 2023), (Risby et al., 2022), (Satish et al., 2023).

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	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Yuliana, 2017)	Facilities, services and accessibility influence passenger satisfaction at Husein Sastranegara Airport in Bandung	The influence of accessibility on passenger satisfaction	The influence of facilities and services on passenger satisfaction at Husein Sastranegara Airport in Bandung	H1
2.	(Christiani & Fatmayati, 2022)	Punctuality of flight times and quality of service influence the Company's reputation and passenger satisfaction at Komodo Labuan Bajo Airport, East Nusa Tenggara.	The influence of flight timeliness on airplane passenger satisfaction	The influence of service quality on company reputation	H2
3.	(Pamungkas & Laksana, 2023)	The speed of the check-in process influences the satisfaction of airplane passengers at Wings Air airline at Rahadi Oesman Airport	The influence of the speed of the check-in process on airplane passenger satisfaction	The research object was carried out on water wings	H3

Discussion

The Effect of Accessibility on Airplane Passenger Satisfaction

First and foremost, the availability of transportation to and from the airport improves passenger efficiency. The availability of various modes of transportation, such as toll roads, general transportation, and taxi services, would increase the ease with which people can get to the airport. Passengers who have good transportation accessibility will find it easier and

more comfortable to reach the airport, which in turn can increase their satisfaction with the trip.

Aside from that, the distance traveled from the starting point or location affects their perception of the airport's accessibility. As the amount of distance that must be tested increases, so does the likelihood of failure or injury throughout the journey to the airport. Passengers who have to travel long distances will face challenges such as traffic jams, long travel times, or high transportation costs. All of these factors can have an impact on passenger satisfaction, especially if they experience anxiety or stress while traveling.

Accessibility to passenger satisfaction can also be enhanced by other factors that improve their overall experience. The single most important factor is the quality of service provided by the staff. Passengers who experience difficulty in getting to the airport may be more susceptible to stress or fatigue upon arrival at the airport, which may increase their perception of the quality of service provided by the airline or airport. The availability of facilities in airports, such as a nice swimming pool, food and beverage facilities, and facilities for people with disabilities, can also improve the quality of life for residents.

Aside from that, increased airport accessibility can have an impact on the accuracy of information provided to users. Passengers who have good accessibility will receive accurate and timely information about changes to flight schedules, weather conditions, or security processes. Similarly, passengers who experience difficulty in reaching the airport will experience difficulty in obtaining the information necessary for their journey. Lack of or insufficient information might increase the level of fear or anxiety among people, which can have an impact on their perception of the journey.

Finally, airport accessibility may affect passenger time constraints. Passengers who can reach the airport easily and at a certain time will meet the plane's departure schedule. Similarly, passengers who experience obstacles or delays on their way to the airport may experience difficulty in reaching the plane as scheduled. Lack of ability to reduce departure schedules can lead to dissatisfaction and resentment among passengers, which can affect their perception of the entire journey.

Accessibility, which includes transportation and travel time, is critical in determining the safety of passengers. Accessibility can be improved through various aspects of the journey, such as service quality, availability of facilities, information accuracy, and timeliness. As a result, it is critical for entrepreneurs and other stakeholders to consider these accessibility factors in order to increase productivity and improve their overall journey experience.

Accessibility influences airplane passenger satisfaction, this is in line with previous research conducted by: (Hidayatullah et al., 2020), (Tantriana & Widiartanto, 2019), (Prawira & Pranitasari, 2020).

The Effect of Flight Timeliness on Airplane Passenger Satisfaction

The impact of flight time on airline passenger satisfaction is enormous, as punctuality is one of the most important elements impacting passengers' views of service quality and overall travel experiences. First and foremost, the flight departure time is an important factor in determining customer happiness. Passengers hope that the plane departs on time, as delays can create pain, anxiety, and even delayed travel connections for passengers on connecting flights. A timely departure offers passengers trust that the airline is dependable and professional in carrying out its operations, which might boost their happiness with the services.

Aside from that, the plane's arrival time is an essential factor in determining passenger happiness. Passengers expect the jet to arrive at the destination airport on schedule. Good arrival times enable passengers to plan their trips more efficiently, cut airport wait times, and shorten the time required for their travel plans. Apart from that, punctuality of arrival effects

passengers' perceptions of the professionalism and quality of service provided by airlines. Passengers who endure delays in plane arrivals may get disappointed and frustrated, lowering their degree of satisfaction with the service.

Flight punctuality also has an impact on passengers' perceptions of the airline's service quality. Passengers are more likely to arrive on time when they receive professional and high-quality service from airlines. Consistent on-time flights provide the impression that the airline has an efficient and dependable operational system, which can improve passenger opinions of the service delivered. On-time flights provide passengers with a more positive travel experience, which contributes to their happiness.

In addition, flight time pressure has an impact on the availability of airport facilities. Passengers that arrive on schedule at their destination airport have more time to use airport amenities including waiting areas, restaurants, and shopping before continuing their journey. Good arrival times can assist passengers to better plan their travel itineraries, such as arrival dates for connecting flights or airport meetings. On the other side, mishaps involving aircraft arrivals might disrupt customers' travel plans and diminish the amount of time available to use airport services.

Finally, short flight periods have an impact on the accuracy of information provided to passengers. Passengers rely on reliable and timely flight schedule information to organize their trip effectively. Punctuality of flights ensures that the information provided by airlines is consistent and dependable, which promotes passenger trust. Good flight timeliness also lowers the possibility of travelers obtaining incorrect or misleading information regarding their journey, which might lessen anxiety or anxiety levels while traveling.

Overall, flight timeliness, including the punctuality of aircraft departure and arrival, has a significant impact on airline passenger satisfaction. Good flight timeliness not only improves passenger happiness, but it also influences their sense of service quality, facility availability, information correctness, and overall time quality. As a result, airlines and connected parties must continue to prioritize on-time flights in order to maximize passenger happiness and enhance their travel experience.

The punctuality of flight times influences airplane passenger satisfaction, this is in line with previous research conducted by: (ASSAHARI, 2017), (Zulaichah, 2014), (Christiani & Fatmayati, 2022).

The Effect of Check-In Process Speed on Airplane Passenger Satisfaction

The speed of the check-in procedure has a considerable impact on the overall passenger travel experience. First and foremost, waiting time during the airport check-in procedure is important in assessing passenger happiness. A lengthy and time-consuming check-in process can leave passengers feeling frustrated and uncomfortable, especially if they are short on time or have tight flight connections. Passengers who have to wait in the check-in queue for an extended period of time may experience tension and anxiety, affecting their assessment of the airline's service quality.

Furthermore, the ease of the check-in process affects passenger happiness. Passengers may struggle to complete the check-in process quickly and efficiently if it is complex and confusing. Passengers want the airport check-in procedure to be simple and efficient, with no needless hurdles or hassles. The ease of the check-in process has a significant impact on passengers' impressions of airline professionalism and service quality. A simple and straightforward check-in process will create the impression that the airline is concerned about their passengers' comfort and needs.

The speed of the check-in process has an impact on the passenger's perception of the airline's service quality. Passengers often credit the efficiency and convenience of the check-in process to the airline's professionalism and service quality. A quick and easy check-in process offers the impression that the airline has an efficient and dependable operational

system, which can boost customer satisfaction with the service. Passengers that go through an efficient check-in process have a more positive and satisfying travel experience.

Aside from that, the speed with which passengers can check in has an impact on the availability of airport facilities. Passengers that finish the check-in process quickly and efficiently will have more time to use airport amenities like waiting spaces, restaurants, and shops before continuing their journey. The expedited check-in process also enables passengers to better plan their trip itinerary, including the arrival time of connecting transit or meeting other parties at the airport. In contrast, a slow and time-consuming check-in process might limit passengers' ability to use airport services, lowering their satisfaction with the trip experience.

Finally, the speed of the check-in procedure influences the accuracy of information received by passengers. Passengers rely on accurate and timely information about the check-in process to organize their trips effectively. A speedy and effective check-in process ensures that the information provided by the airline is consistent and dependable, increasing passenger faith in the airline. Good check-in processing speed also decreases the possibility of passengers obtaining incorrect or misleading information about their trip, which can lessen anxiety or uncertainty during travel.

Overall, the speed and ease of the check-in procedure have a significant impact on airline passenger satisfaction. A fast check-in process not only boosts passenger happiness, but it also influences their opinion of service quality, facility availability, information correctness, and overall timeliness. Therefore, airlines and connected parties must continue to prioritize the speed of the check-in procedure in order to maximize passenger happiness and improve their travel experience.

The speed of the check-in process influences airplane passenger satisfaction, this is in line with previous research conducted by: (Pamungkas & Laksana, 2023), (Hendiyana et al., 2022), (Auliana, 2022).

Conceptual Framework

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

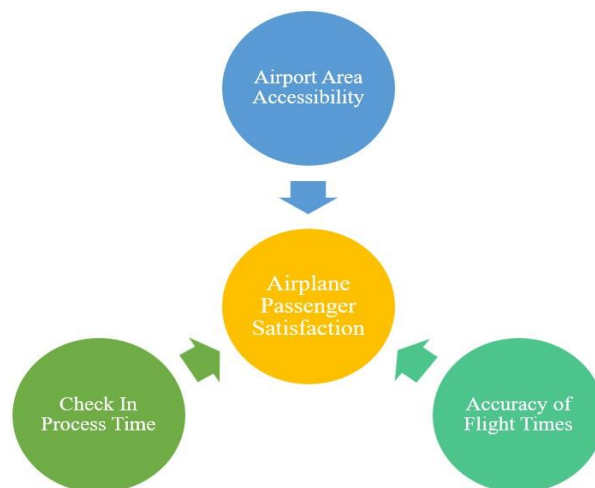


Figure 1. Conceptual Framework

Based on Figure 1 above, accessibility, punctuality of flights and speed of the check-in process influence aircraft passenger satisfaction. However, apart from the variables of accessibility, punctuality of flights and speed of the check-in process which influence airplane passenger satisfaction, there are other variables which influence it, including:

1. Ticket Price: (Subekti, 2017), (Khairunnisa et al., 2019),(A. N. Sari & Wakhidah, 2022).

2. Information Quality: (Prastika & Ginusti, 2022), (Ananta & Albanna, 2023), (Maudi Nurlita, 2021).
3. Company Image: (Bhinawan & Ali, 2017), (Anggraini & Mulyani, 2022), (Syahwi & Pantawis, 2021).

CONCLUSION

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

1. Accessibility influences aircraft passenger satisfaction at Soekarno Hatta Airport.
2. Punctuality of flight times influences aircraft passenger satisfaction at Soekarno Hatta Airport.
3. The speed of the check-in process influences the satisfaction of airplane passengers at Soekarno Hatta Airport.

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