Factors That Influence Increased Revenue: Baggage Drop Services, Determining Flight Time Slots, and Selection of Tenants

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Abstract: Article on factors that influence increasing revenue: baggage drop service, determining flight time slots, and tenant selection 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) Baggage drop services have an effect on increasing revenue; 2) Determining the flight slot time has an effect on increasing revenue; and 3) Tenant selection has an effect on increasing revenue.

Keyword: Increased Revenue, Baggage Drop Service, Determining Flight Time Slots, Tenant Selection

INTRODUCTION

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the drop baggage service have an effect on increasing revenue?; 2) Does determining the flight time slot have an effect on increasing revenue?; and 3) Does tenant selection have an effect on increasing revenue?.

METHOD

Literature Review Methodologies including systematic literature review (SLR) and library research were used in the preparation of the article. A qualitative evaluation was conducted on the method, and its Baggage Drop Service 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

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

Increased Revenue

Increasing revenue refers to efforts made by a corporation or organization to grow its income or financial receipts over a set period of time. This can be accomplished through a variety of techniques, including boosting product or service sales, acquiring new consumers, expanding market share, or optimizing spending and investments. Many businesses prioritize increasing revenue because larger revenues yield better profits, allowing for operational expansion, innovation, or additional investment (Pamungkas, 2020).

The indicators or dimensions contained in increasing revenue are as follows: 1) Product or Service Sales: The sale of company-produced products or services is the primary measure of revenue growth. This could include selling airline tickets, providing additional services like reserving special seats or in-flight meals, or selling goods at airport stores; 2) Market Share: The percentage of the market held by enterprises in a specific industry. Increased market share can lead to increased revenue as the company attracts more customers away from competitors; 3) Operational Efficiency: Improving operational efficiency can lower expenses while increasing profit margins, resulting in higher net income. These indications could include higher productivity, reduced waste, or improved logistics efficiency; and 4) Increased Customer Value: Prioritize improving customer value, which includes boosting customer loyalty and generating more money from each customer. These indicators could include evaluating customer retention, average transaction value, or growth in cross-selling or up-selling (Languju et al., 2022).

Variables for increasing revenue have been studied by previous researchers, including: (Karma, 2019), (Chairunnisa et al., 2023), (Languju et al., 2022), (Simarmata et al., 2023), (Sari et al., 2018), (Simarmata et al., 2022), (Sipone, 2024), (Kazda, 2017), (Ricardianto et al., 2023), (Tsui & Fung, 2016), (Simarmata et al., 2020).

Baggage Drop Service

Baggage drop service is a service given by airlines or airports that allows customers to drop off their luggage at a designated counter without having to carry it with them when they board the aircraft. This improves passenger convenience by decreasing the weight of carrying luggage during check-in and security procedures, as well as the time required to enter the departure area. This solution also helps to alleviate check-in congestion and speeds up the boarding procedure (Reswara, 2023).

The indicators contained in the Baggage Drop Service are as follows: 1) Waiting Time: This statistic indicates the average time it takes for travelers to arrive at the luggage drop desk and complete the baggage drop operation. The shorter the wait period, the better the luggage drop service; 2) Consumer Satisfaction: Determines the level of consumer satisfaction with luggage drop services. This can be accomplished by conducting customer surveys or soliciting direct feedback after using the baggage drop service; 3) Baggage managing Accuracy: This indicator assesses the amount of accuracy in managing passenger baggage, including ensuring that baggage is delivered to the correct location and on schedule; and 4) Improved Operational Efficiency: Measuring the efficiency of the luggage drop procedure from an operational standpoint, such as the amount of people needed, the time required to process each passenger, and the use of technology to improve efficiency (Ardiansyah & Ahyudanari, 2017).

Baggage Drop Service variables have been studied by previous researchers, including: (Reswara, 2023), (Ardiansyah & Ahyudanari, 2017), (Hardianika, 2023)

Determination of Flight Time Slots

Flight slot timings are determined by assigning airlines a certain time schedule for taking off and arriving at the airport. Aviation authorities or airport management do this to regulate air traffic, prevent aircraft collisions, and guarantee that airport infrastructure is used efficiently. Airport capacity, weather conditions, and aviation regulatory rules all have an impact on flight slot times (R. D. Putri, 2018).

The indicators contained in Determining Flight Time Slots are as follows: 1) Slot Availability: This indication indicates the availability of take-off and landing time slots at the airport. The more spaces available, the more flexible airlines may organize their travel itineraries; 2) Punctuality: Determines the aircraft's punctuality in using the given time slot. This is critical for maintaining air traffic order and avoiding delays that could affect airport operations; 3) Infrastructure Utilization: This statistic assesses the level of airport infrastructure utilization, including runways and terminals, while establishing flight time slots; and 4) Security and Safety: Assessing the level of security and safety in aircraft operations in the context of slot time selection. This includes preventing airplane collisions and making good use of time slots (Utami, 2022).

Variables for Determining Flight Time Slots have been studied by previous researchers, including: (Rabbani et al., 2021), (Suryaman & Wang, 2022), (Rizki & Samsudin, 2014).

Selection of Tenants

Tenant selection is the process of selecting and assigning tenants or occupants to commercial space within an airport or terminal area. This comprises retail outlets, restaurants, cafes, financial services, and other amenities provided to travelers and airport guests. The airport authority or terminal management selects tenants based on a variety of considerations, including brand reputation, product or service quality, market appropriateness, and potential contribution to revenue and passenger experience. Selecting the proper tenant can improve the airport's appeal and comfort for passengers while also increasing revenue from commercial space rental (Ramadhan et al., 2022).

The indicators contained in Tenant Selection are as follows: 1) Brand Reputation: This indicator assesses prospective renters' brand reputation using product or service quality, brand image, and previous customer experience; 2) Suitability to Target Market: Determines how closely tenants match the characteristics and preferences of the airport's target market. This is critical to ensuring that tenants can attract and meet the needs of airport passengers and visitors; 3) Contribution to Revenue: This indicator calculates the potential income earned by tenants based on sales predictions and the contribution to airport commercial space rental income; and 4) Product or Service Quality: Evaluates the quality of products or services provided by tenants, such as cleanliness, personnel friendliness, and availability of goods or services (Permatasari & Hidayat, 2017).

Tenant Selection Variables have been studied by previous researchers, including: (Ramadhan et al., 2022), (Permatasari & Hidayat, 2017), (Hanantyo & Susanto, 2022), (Fauziah et al., 2023), (S. R. Putri, 2020), (Susanto 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	Simmilarities with this article	Differences with this article	Basic Hypothesis
1.	(Hendiyana et al., 2022)	Flight routes and baggage drop services have an impact on increasing revenue and	The effect of baggage drop service on	The influence of flight routes on the check-in service process	H1

		the check-in service process	increasing revenue		
2.	(Rabbani et al., 2021)	Fulfilling flight slot times has an impact on increasing revenue and take-off time targets	The effect of fulfilling flight time slots on increasing revenue	The effect of fulfilling the flight time slot on the target take off time	H2
3.	(Fauziah et al., 2023)	The selection of tenants influences the facilities supporting the tourism sector and increasing revenue	The influence of tenant selection on increasing revenue	The influence of tenant selection on supporting facilities for the tourism sector	H3

Discussion

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

1. Effect of Baggage Drop Service on Increasing Revenue

Efficient luggage drop services can significantly increase revenue for airlines and airports. First and foremost, waiting time during the baggage drop process is critical to increasing income. Passengers who have low wait times are more likely to be happy with service and have a better overall travel experience. This can boost consumer loyalty, encourage them to utilize the same service again, and potentially enhance sales of items or services provided by airlines or airport tenants.

Consumer happiness is also a significant component that helps to boost revenue. Passengers who are pleased with their luggage drop services are more likely to recommend the airline or airport to others, thus attracting more new customers. Furthermore, pleasant experiences with luggage drop services can boost a company's brand image and reputation, influencing future purchasing decisions. Accurate luggage management is also vital for increasing revenue. When passenger baggage is managed well and on schedule, the danger of loss or damage to baggage is reduced, lowering the compensation costs that airlines must bear. Furthermore, accurate luggage handling can boost customer trust in airlines, resulting in increased customer loyalty and product or service sales.

Increasing operational efficiency can also lead to increased revenue. An efficient and smooth baggage drop process can save a company time and money, lowering operational expenses while increasing profit margins. High operational efficiency can also enable a company to serve more consumers at the same time, resulting in increased income. Selling superior products or services can also help you generate more income. Airlines and airports may attract more passengers by providing high-quality, efficient luggage drop services. This can boost sales of airline tickets, supplementary services like travel insurance, and other products and services provided by the corporation.

Aside from that, providing good luggage drop service can help the organization improve its market share. Airlines or airports that provide a favorable travel experience might attract more consumers away from their competitors, increasing revenue and market share in the aviation business. Finally, efficient baggage drop services can significantly increase income for airlines and airports. Short lead times, great consumer happiness, accurate baggage management, and increased operational efficiency can all help boost product or service sales, market share, operational efficiency, and customer value. To meet their financial and operational objectives, airlines and airports must continuously improve their luggage drop services.

Drop Baggage services have an effect on increasing revenue, this is in line with previous research conducted by: (Reswara, 2023), (Ardiansyah & Ahyudanari, 2017), (Hardianika, 2023).

2. The effect of determining flight time slots on increasing revenue

Determining flight slot schedules has a substantial impact on airline and airport revenue generation. First and foremost, appropriate slot time is critical to increase revenue. The availability of enough slots allows airlines to offer more flights to customers, potentially increasing product or service revenues. Customers are more likely to find a flight schedule that meets their demands when there are more departure time alternatives available, which can lead to more airfare sales and additional services.

Punctuality in selecting flight slot schedules has a direct impact on revenue generation. Punctuality in creating flight schedules offers passengers confidence that they will arrive or depart on time, which is an important consideration when selecting an airline. Passengers like airlines that are dependable and consistent in preserving timeliness, which can boost market share and corporate revenue. Furthermore, punctuality improves operational efficiency by reducing the likelihood of flight schedule delays and disruptions.

The utilization of airport infrastructure is another major aspect that effects revenue growth by influencing aircraft slot timings. Airlines can maximize the number of flights served in a given time period by making the most use of airport infrastructure. This can boost airport revenue by charging rent for runways, terminals, and other assets. Furthermore, smart use of infrastructure can aid in boosting operational efficiency, allowing airlines to offer more flights at lower prices.

Another key consideration when establishing flight slot hours is safety and security, which has an impact on revenue growth. Maintaining high levels of safety and security is a primary goal in the aviation business. Determining slot schedules that consider flight safety and security helps reassure customers that the airline is emphasizing their safety. This can boost a company's brand image and increase consumer value, resulting in long-term revenue growth.

Overall, choosing aircraft slot timings has a wide-ranging and significant impact on airline and airport income generation. The availability of enough slots, punctuality in determining flight schedules, efficient use of infrastructure, and well-maintained security and safety all contribute to increased product or service sales, market share, operational efficiency, and customer value. As a result, airlines and airports must exercise caution when determining flight time slots to ensure that decisions benefit all parties involved and encourage long-term commercial success.

Determining flight time slots has an effect on increasing revenue, this is in line with previous research conducted by: (Rabbani et al., 2021), (Suryaman & Wang, 2022), (Rizki & Samsudin, 2014).

3. Effect of Tenant Selection on Increased Revenue

The selection of airport tenants has a substantial impact on income generation for airlines and airport administrators. First and foremost, tenant brand reputation is critical to acquiring customers and generating product or service sales. Tenants with a good brand reputation are more likely to gain customer attention and create trust, resulting in increased sales of their products or services. Customers frequently prefer well-known and trusted brands, thus tenant brand reputation is a crucial aspect in recruiting customers and growing corporate income.

Suitability for the target market is also a significant component in determining improved income. Tenants who provide items or services that meet the demands and preferences of the airport's target market are more likely to attract customers and increase sales. Airport managers can select tenants who are suitable and appealing to passengers and airport

visitors by thoroughly understanding their target market's characteristics and preferences. This might enhance tenant market share and help to boost overall revenue growth.

Contribution to revenue is also a significant factor in tenant selection. Airport managers want tenants who contribute significantly to airport earnings, whether through commercial space leasing payments or product or service sales. Airport managers can maximize income from commercial space rentals and boost the airport's overall income by selecting tenants with the ability to contribute significantly. The quality of the products or services given by tenants has a substantial impact on revenue growth. Tenants that offer high-quality items or services are more likely to attract clients and increase sales. Good product or service quality can boost customer satisfaction and loyalty, resulting in higher sales and long-term revenue development.

Aside from increasing product or service sales, choosing the right tenants can help increase market share. Airport management may attract more visitors and increase their market share by providing clients with a wide and appealing tenant selection. This can generate revenue from commercial space rentals while also contributing to airport revenue growth. Overall, selecting the right tenant may significantly boost revenue for airlines and airports. Airport managers can increase product or service sales, expand market share, improve operational efficiency, and significantly increase customer value by selecting tenants who have a strong brand reputation, are relevant to the target market, contribute revenue, and provide high-quality products or services. As a result, airport management must exercise caution when selecting tenants to guarantee that they can significantly contribute to revenue development and company success.

Tenant selection has an effect on increasing revenue, this is in line with previous research conducted by: (Ramadhan et al., 2022), (Permatasari & Hidayat, 2017), (Hanantyo & Susanto, 2022).

Conceptual Framework

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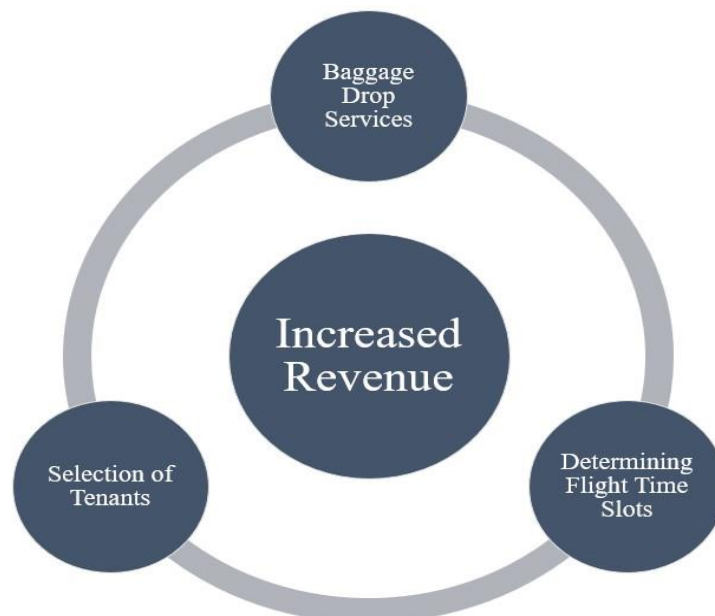

Figure 1. Conceptual Framework

Based on Figure 1 above, Baggage Drop Services, Determining Flight Slot Times and Tenant Selection have an effect on increasing revenue. However, apart from the Drop Baggage

Service variables, Determining Flight Slot Time and Tenant Selection which influence Increased Revenue, there are other variables which influence it, including:
1) Promotion: (Simarmata et al., 2017), (Fatmayati, 2022), (Yulihapsari et al., 2023).
2) Service Quality: (Susanto et al., 2024), (Jaya Sakti et al., 2021), (Jumawan et al., 2023), (Sihombing et al., 2023).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:
1. Drop Baggage service has an effect on increasing revenue at Terminal 1 Angkasa Pura 2 Soekarno Hatta.
2. Determining the flight time slot has an effect on increasing revenue at Terminal 1 Angkasa Pura 2 Soekarno Hatta.
3. Tenant selection has an effect on increasing revenue at Terminal 1 Angkasa Pura 2 Soekarno Hatta.

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