Efforts to Increase the Level of Service at Terminal 3 Domestic at Soekarno Hatta International Airport

Aziz Fahmi Harahap[1], Juliater Simarmata[2], Erman Noor[3]
[1] Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, azzamii.hrp@gmail.com
[2] Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, juliater.simarmata@itltrisakti.ac.id
[3] Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, ermannoor@ymail.com

Corresponding Author: azzamii.hrp@gmail.com

Abstract: The purpose of this study is (1) to determine and analyze the customer satisfaction index against the Level of Service; (2) to know and analyze the Level of Service factors considered important by the customer; (3) to identify and analyze the Level of Service gap between customer expectations and satisfaction; (4) to know and analyze the Level of Service factors that should be improved. The data collection method used a questionnaire with a sample of 201 respondents. The analysis method uses Gap Analysis, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). Based on the results of CSI analysis, a value of 77.73 was obtained, the number was in the range of 60.01 – 80 which means satisfactory or good, while based on the results of the Importance Performance Analysis (IPA) analysis, 9 indicators were obtained which are still in quadrant one can be interpreted that these indicators have low reality and high expectations from Soekarno-Hatta International Airport terminal two.

Keyword: Level of Service, Analisis Gap, Customer Satisfaction Index, Importance Performance Analysis.

INTRODUCTION

Increasingly advanced technology and information accelerate human lifestyles, making life's needs faster and more practical. These needs are not only goods but also services. In the business world, sales of products and services are increasing. People are also becoming smarter in choosing products and services, including airline services (Simarmata et al., 2016). Today, many airline companies compete to meet consumer needs and preferences. In the service business, the quality of service provided to customers becomes very important because customers are increasingly smart in choosing service providers (Sihombing et al., 2023). Service provider companies must treat customers as subjects who assess the quality of the services they provide, not just as objects of assessment. In this case, efforts to provide good and satisfying service to customers must be a top priority for the company. By providing a pleasant and positive experience to customers, companies can build a good reputation and increase customer trust (Setiawan et al., 2021).

We can find out the quality of service by comparing consumer perceptions of the service received by customers and the service itself. If the service received does not meet expectations, then the quality of the service is considered poor. Non-verbal customer needs require deep understanding, functional dialogue with the customer, and understanding of the situation (Simarmata et al., 2017).

Service quality significantly influences consumer expectations because customers simultaneously want to meet their needs and find high-quality service. Quality is related to timely inventory and other customer requirements. The most important quality parameters for the courier industry are delivery timeliness, delivery effectiveness and loss ratio (Ricardianto et al., 2021)

An airport is a means of air transportation that has facilities and equipment to assist aircraft in taking off and landing. Airports also provide various services for passengers and cargo by complying with applicable regulations. It is hoped that adequate facilities can provide satisfaction to passengers and make it easier for them to obtain their needs while in the waiting room. This satisfaction is based on experiences and comparisons from previous buyers, such as comments from friends, promises, and information from marketers and competitors. (Awan, 2022).

Soekarno-Hatta International Airport is an airport located in Banten province, specifically in Tangerang City. This airport is managed by PT Angkasa Pura II as the airport service provider. To achieve customer satisfaction, PT Angkasa Pura II must optimize the quality of its services. Companies implement Level of Service (LOS) to improve the quality of their services and ensure customer satisfaction. Due to the continuous growth of aviation and the development of aviation systems, safety management methodologies need to be improved and improved (Silalahi, 2015).

Level of Service (LOS) is a service category in airport services that includes aspects of security, smoothness, safety, and comfort in managing airport services for passengers (service recipients). LOS is a measure of the supply's ability to meet existing demand and includes an assessment of qualitative and quantitative aspects of the level of optimization, effectiveness, and passenger comfort in the airport terminal. If the number of services is insufficient, there will be quite long queues and this will result in social costs, financial losses, and worker unemployment (Harahap et al., 2020).

The Level of Service (LOS) initiated by the International Air Transport Association (IATA) is used to evaluate the performance of facilities at Terminal 3 of Soekarno-Hatta Airport. To achieve good and efficient airport services, the terminal must also have good quality and performance. The passenger terminal is a very important area at the airport, where various passenger activities are carried out from departure to arrival. Therefore, the quality of airport services must continue to be improved in order to provide a maximum experience for service users (Suryawinata, 2017).

In a company, especially one that operates in the transportation sector, of course, service is one of the things that is very important to maintain the sustainability of the company. The company can even maintain the quality of the services provided and measure the level of service satisfaction through surveys or applications related to service (Yulihapsari et al., 2023).

Data from the last 5 years Soekaro-Hatta Airport always has an increase in customer satisfaction. In 2022 the survey results show that Soekarno-Hatta Airport deserves to be given a score of 4.98 out of 5.00 from a passenger perspective. This can also prove that Soekarno-Hatta Airport has a good image based on last year's survey results.

The data shows the things that Soekarno-Hatta Airport can excel at in achieving customer satisfaction, namely the cleanliness of toilets, flight information screens, comfort of waiting rooms, the atmosphere felt at the airport and the cleanliness of the terminal at the airport (Subekti, 2019).

Based on Radiman, Gunawan & Wahyuni (2018) customer satisfaction is a basic need that is described as fun. As stated by Daulay & Rany (2018) satisfaction is a person's feeling of happiness or disappointment that arises after comparing impressions with the expected results. Consumers who are satisfied with the product they use will make the consumer buy or consume the product again. Consumer satisfaction is measured by the comparison between the performance provided and consumer expectations. If the performance provided is higher than consumer expectations, the consumer will feel satisfied (Edhie Budi Setiawan, 2021). So, passengers who use Terminal 3 at Soekarno-Hatta Airport will use it repeatedly if the facilities provided reach or exceed their level of satisfaction. With the times, passengers are becoming smarter and more critical, which allows them to provide an assessment of company performance. They judge based on their personal experience, which includes a number of elements such as Level of Service (LOS) to achieve customer satisfaction. This can be an important parameter in determining a company's image.

From the several definitions above, it shows that customer satisfaction is the fulfillment of expectations. Customers can be said to be satisfied with the products and services provided by Soekarno-Hatta Airport if the customer's expectations regarding the products/services provided by the airport meet or even exceed their expectations. In the service industry, customer satisfaction is measured by the level of customer satisfaction based on overall experience with the company. Service quality is a very important part of a company, which can be seen from its vision and mission. With the aim of implementing better service to customers, companies can create satisfaction and grow customer loyalty (Susanto & Jumawan, 2022). The value of service quality influences the company image that customers think of over a long period of time. Apart from that, brand image also plays an important role in today's business competition. If customers hear about a company's unfavorable brand image, most customers will not buy services or products from that company and vice versa. Brand image will result in customer decisions in using services. If customers trust a particular brand because its brand image has been formed, then customers will continue to use that brand. Brand image concerns the good name of a product or service. If the reputation of the product or service has a good name, then there is a greater possibility that customers will consume the product or service. Companies that have a good brand image will often be sought after by customers, and customers are more likely to consume a service from recommendations from friends or social media. The reason customers choose companies that have a good brand image is because they feel more comfortable with recommendations from people, and a good brand image can come from the quality of a company's service and the customer's experience of purchasing or using services (Adhitia Oktoriviano, 2022).

In connection with the above, it is also closely related to the image of a company, where the company's image is built from good performance and achievements in the field. As stated by Jasfar and Kristaung (2015:21), to build a positive image, companies must strengthen their reputation and increase their competence. Therefore, building and maintaining this image is crucial for service organizations if they want to attract and maintain the loyalty of their customers (Hoq et al., 2015: 10). Kotler and Keller (2016:4) explain that image is the impression felt by an individual of an object, product, or organization as a whole, which will then be embedded in consumers' memories.

The author sees that in an airport service is one of the keys that must always be maintained consistently, both from ease of accessing all information, punctuality in the departure process to speed in the arrival process of collecting passenger baggage, which is something that is highly expected by service users at an airport. air so that the expectations and realities of all customers comply with service standards at Airport Soekarno Hatta.

METHOD

Data analysis will be carried out using Gap Analysis, Importance Performance Analysis and Customer Satisfaction Index. This method will help reveal the influence between the variables studied and test validity in a comprehensive way. After processing the data, the next step is to carry out a more in-depth analysis of the results obtained.

RESULTS AND DISCUSSION

Based on the gap analysis, in general, expectations are higher than the realization felt by customers, the highest being the waiting time item for passenger and baggage inspection of less than 7 minutes with a gap score of 2.13. This shows that the company has not been able to meet customer expectations in terms of Level of Service, especially in terms of waiting time for passenger and baggage inspection of less than 7 minutes. And based on the results of filling out the questionnaire that had been processed by the researchers, the results were obtained from 201 respondents. It was found that there were 9 indicators that were still in quadrant one, meaning that these indicators had low reality and high expectations from Soekarno-Hatta Airport Terminal 3 Domestic passengers.

In general, expectations are higher than the realization felt by customers, the highest being the item waiting time for passenger and baggage inspection of less than 7 minutes with a gap score of 2.13. This shows that the company has not been able to meet customer expectations in terms of Level of Service, especially in terms of waiting time for passenger and baggage inspection of less than 7 minutes.

In the item, the number of seats available in the departure waiting room must be 60% of the total passengers during busy times with a gap score of 0.36. This shows that although the company has not been able to meet customer expectations in terms of Level of Service, the number of seats available in the departure waiting room must be 60% of the total passengers during busy times, which is almost close to customer expectations.

In the item, the number of trolleys meets or exceeds the specified standards and is in good condition or not damaged with a gap score of 0.25. This shows that although the company has not been able to meet customer expectations in terms of comfort, the number of trolleys that meet or exceed predetermined standards and are in good or undamaged condition is almost close to customer expectations.

The improvement strategy that must be carried out is to carry out process analysis and mapping, use of advanced technology such as biometric scanners, risk pre-inspection systems, increase the capacity of inspection facilities, efficient scheduling, employee training, efficient queue management, partnerships with airlines, implementation of pre-inspection systems online, as well as ongoing monitoring and evaluation. In addition, increased operational efficiency, use of advanced technology for scanning and identification, improved queuing processes, and employee training to increase productivity. For added value, what must be done is to expand internet coverage and increase charging areas at airports.

CONCLUSION

Based on the gap analysis, it was found that in general the expectations were higher than the realization felt by customers, the highest being the waiting time item for passenger and baggage inspection of less than 7 minutes with a gap score of 2.13. This shows that the company has not been able to meet customer expectations in terms of Level of Service, especially in terms of waiting time for passenger and baggage inspection of less than 7 minutes. Based on the results of the Customer Satisfaction Index (CSI) analysis, a CSI of 77.73 was obtained, this figure is in the score range of 60.01 – 80, which means satisfactory or good. Based on the results of the Importance Performance Analysis (IPA) analysis, 9 indicators were obtained which were still in quadrant one, meaning that these indicators had

low reality and high expectations from Soekarno-Hatta airport terminal 3 domestic passengers at Soekarno Hatta Airport.

The improvement strategy that must be carried out is to carry out process analysis and mapping, use of advanced technology such as biometric scanners, risk pre-inspection systems, increase the capacity of inspection facilities, efficient scheduling, employee training, efficient queue management, partnerships with airlines, implementation of online pre-inspection systems, and ongoing monitoring and evaluation. In addition, increased operational efficiency, use of advanced technology for scanning and identification, improved queuing processes, and employee training to increase productivity. For added value, what must be done is to expand internet coverage and increase charging areas at airports.

REFERENSI

Achmad Zultan Mansur, Budi Setiawan, & Yahya, K. (2020). Studi Pelayanan Dan Fasilitas Terminal Penumpang Bandar Udara Di Ibukota Provinsi Kalimantan Utara. *PADURAKSA: Jurnal Teknik Sipil Universitas Warmadewa*, *9*(2), 212–228. https://doi.org/10.22225/pd.9.2.1866.212-228

Adhitia Octoriviano, F., Simarmata, J., Pahala, Y., Setiawan, A., & Saribanon, E. (2022). Pengaruh Citra Merek dan Kualitas Layanan Terhadap Kepuasan Pelanggan Kargo dan Dampaknya atas Loyalitas Pelanggan pada PT Citilink Indonesia. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, *8*(2). https://journal.itltrisakti.ac.id/index.php/jmtbtl

Astutik, H. P., & Tapatab, J. T. A. (2022). Analisis Tingkat Kepuasan Penumpang di Bandar Udara El Tari Kupang NTT Pada Masa Pandemi. *Seminar Nasional Riset &...*,529–537. https://eproceeding.itp.ac.id/index.php/sinarint/article/view/87%0Ahttps://eproceeding.itp.ac.id/index.php/sinarint/article/download/87/61

Awan, F. H. (2022). *PENGARUH FASILITAS RUANG TUNGGU TERHADAP KEPUASAN PENUMPANG BANDAR UDARA INTERNASIONAL El TARI KUPANG*.

Daulay, R., & Rany, M. Al. (2018). *Analysis of Service Quality Factors on Customer Satisfaction on Taxi Online in Medan City*. 678–683. https://doi.org/10.31227/osf.io/k89u4

Dewi, R. K., Adrian, Q. J., Sulistiani, H., & Isnaini, F. (2021). Dashboard Interaktif Untuk Sistem Informasi Keuangan Pada Pondok Pesantren Mazroatul'Ulum. *Jurnal Teknologi Dan Sistem Informasi (JTSI)*, *2*(2), 116–121. http://jim.teknokrat.ac.id/index.php/JTSI

Edhie Budi Setiawan. (2021). How To Build Customer Loyalty: Through Customer Experience, Perceived Price, And Customer Satisfaction. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(4), 1546–1554. https://doi.org/10.17762/turcomat.v12i4.1410

Eka Tampubolon, J. Y., & Suryanata, I. G. N. P. (2022). Inovasi Baggage Handling System Di Bandar Udara Internasional I Gusti Ngurah Rai Bali. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, *11*(04), 412. https://doi.org/10.24843/eeb.2022.v11.i04.p03

Halim, Yudhi priyanto, Sigit & suprnma, budi latif. (2023). *KEPUASAN PELAYANAN PENUMPANG ANGKUTAN UDARA PADA BADAN USAHA ANGKUTAN UDARA NIAGA BERJADWAL DALAM NEGERI DI BANDARA SOEKARNO-HATTA*.

Harahap, V. N., Susanto, C., Strategi, M., Aplikasi, :, Perusahaan, P., Udara, C., Bandara, D., Memenangkan, U., & Bisnis, P. (2020). Strategic Management: Applications In Air Cargo Companies at the Airport To Win Business Competition. *Jurnal Ilmiah Kedirgantaraan*, *17*(2), 81–90.

Ricardianto, P., Wicaksana, D. A., Harahap, V. N., & Wardhana, A. (2021). Formulasi Strategi dalam Meningkatkan Seat Load Factor Penerbangan PT. Garuda Indonesia pada Rute Surabaya–Lombok. *Warta Ardhia*, *46*(2), 71–83.

Setiawan, E. B., Valdhavessa, D., Bambang, H., Marina, S., Desa, L., Bilqis, F. R., Agusinta, L., Hernawan, M. A., & Sidjabat, S. (2021). How To Build Customer Loyalty: Through Customer Experience, Perceived Price, And Customer Satisfaction. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(4), 1546–1554. https://doi.org/10.17762/turcomat.v12i4.1410

Sihombing, S., Manik, P., Ratu Anisya, L., Nurcahayati, D., Hidayat, M., & Utami Yulihapsari, I. (2023). The Effect of Service Quality, Ticket Prices and Ease of Transaction on Customer Satisfaction of Mass Rapid Transit Jakarta. *KnE Social Sciences*, *2023*, 854–868. https://doi.org/10.18502/kss.v8i9.13398

Silalahi, S. A. (2015). Service Blueprint Terminal Kargo Bandara Soekarno Hatta. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, *2*(1), 150–171.

Simarmata, J., Keke, Y., Veronica, Silalahi, S. A., & Benková, E. (2017). HOW TO ESTABLISH CUSTOMER TRUST AND RETENTION IN A HIGHLY COMPETITIVE AIRLINE BUSINESS. *Polish Journal of Management Studies*, *16*(1), 202–214. https://doi.org/10.17512/pjms.2017.16.1.17

Simarmata, J., Suryana, Y., Kaltum, U., & Oesman, Y. M. (2016). *Airline Customer Retention in Indonesia 2015*.

Subekti, S. (2019). Analisis Kualitas Pelayanan Terminal Penumpang Di Bandar Udara Rendani Manokwari. *Warta Penelitian Perhubungan*, *26*(2), 117. https://doi.org/10.25104/warlit.v26i2.873

Susanto, P. C., & Jumawan, J. (2022). Analisis Kualitas Pelayanan Terhadap Kepuasan Penumpang di Bandar Udara. *Aviasi : Jurnal Ilmiah Kedirgantaraan*, *19*(2), 45–52. https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/113

Yulihapsari, I. U., Simarmata, J., Pahala, Y., Veronica, & Keke, Y. (2023). Kualitas Pelayanan, Harga, Promosi dan Citra Merek : Pengaruhnya terhadap Keputusan Pembelian Jasa Pengiriman PT. Jalur Nugraha Ekakurir (JNE). *Attractive : Innovative Education Journal*, *5*(1), 364–374.

Kasuwar, M., & Gambo, K. (2016). Service Quality And Customer Satisfaction Among Domestic Air Passengers In Nigeria. *International Journal Of Business And Management Studies*, *8*(2).

Khairul Ikhwan, F. P. S. S. , S. H. , M. A. (2019). *Tingkat Kepuasan Pengguna Jasa Bandara Internasional Halim Perdanakusuma Terhadap Fasilitas, Pelayanan Dan Aksesibilitas Menggunakan Metode Customer Satisfaction Index (Csi) Dan Importance Performance Analysis (Ipa)*.

Kurniawan, M. (2019). *Pengaruh Pelatihan dan Pengembangan terhadap Kinerja Karywan Divisi Keamanan Aviation di Indonesia Angkasa Pura II (Persero) Palembang*.

Lusiana, E. (2022). *A INDONESIA DI TEMPAT PEMERIKSAAN IMIGRASI BANDAR UDARA INTERNASIONAL SOEKARNO-HATTA*.

Lustyana, A. T., & Salsabila, A. V. (2020). *KEPUASAN PENGGUNA BANDARA*. *15*(02), 13– 24.

PHAKSI, R. A. K. (2020). *PENGARUH WAKTU TUNGGU, HARGA, DAN KUALITAS LAYANAN TERHADAP KEPUASAN KONSUMEN PADA MASKAPAI PENERBANGAN AIR ASIA DI TERMINAL 2D BANDARA SOEKARNO-HATTA*.

Purwita, W., & Kusumo Bintoro, B. P. (2019). Analisis Pengaruh Kualitas Pelayanan Publik terhadap Kepuasan Penumpang. Studi Kasus: Pelayanan Jasa Penumpang di Bandara Wiriadinata Tasikmalaya. *Management, and Industry (JEMI)*, *2*(3), 120–127.

RADIMAN*Gunawan, A., & Wahyuni, S. F. (2018). The Effect of Marketing Mix, Service Quality, Islamic Values and Institutional Image on Studentsâ Satisfaction and Loyalty. *Expert Journal of Marketing*, *6*(2), 95–105.

Ramadhan, D., Abdurrahman, L., & Santosa, I. (2020). *ANALISIS PERANCANGAN IMPLEMENTASI LAYANAN INTERNAL KAPASITAS DAN KINERJA LAYANAN PADA PT . DIRGANTARA INDONESIA MENGGUNAKAN KERANGKA KERJA ITIL V3Analysis of Company Internal Service Implementation Design by Assessing Availability , Capacity and Performa*. *7*(2), 6920–6938.

Simarmata, J., Keke, Y., Akbar, R., & Trisakti, S. (2018). *ON-TIME PERFORMANCE ANALYSIS AND ISSUES TO KEEP CUSTOMERS SATISFIED (CASE STUDY: DOMESTIC FLIGHTS OF GARUDA INDONESIA IN SOEKARNO-HATTA INTERNATIONAL AIRPORT)*.

Sri Intan, C., Lois, L., Endang Wahyuni, R., & Ibnu Kholdun, A. (2022). *The Effect of Facility and Quality of Service on Passenger Satisfaction at Terminal 3 Airport Soekarno Hatta on The Covid-19 Pandemic. Jurnal Manajemen Bisnis Transportasi Dan Logistik*, *8*(2). https://journal.itltrisakti.ac.id/index.php/jmtbtl

Sugiyono. (2018). *Populasi, Kuantitatif, dan R&D*.

Suryawinata, M. F. (2017). *Evaluasi Kinerja Fasilitas Terminal 1A Bandara Internasional Soekarno Hatta Dalam Melayani Pergerakan Penumpang*.

Yarlina, L. (2018). Penilaian Kriteria Prasarana Bandar Udara Internasional dalam Mendukung Peningkatan Kunjungan Pariwisata. *Warta Penelitian Perhubungan*, *30*(2), 67–76.

Ulfah, R., Simarmata, J., Keke, Y., Amonalisa, S., & Amin, A. F. (n.d.). *THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION THROUGH CUSTOMER LOYALTY (STUDY CASE LIONAIR AIRLINE, INDONESIA)*.

Wahyuningsih, E., Afra Azizah, S., Firdaus, M. I., & Siregar, S. R. (n.d.). THE ANALYSIS OF DELIVERY SERVICE QUALITY USING SIX SIGMA AND SERVQUAL METHODS IN IMPROVING CUSTOMER SATISFACTION. http://proceedings.itltrisakti.ac.id/index.php/altr