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The Influence of Service Quality, Price, Location, Promotion, and Product Quality on Business Partner Satisfaction in Public Areas at Terminal 3 of Soekarno-Hatta Airport PT Angkasa Pura II (Study of Business Partners in 2023 at Soekarno-Hatta Airport)

Mego Setyo Putro^{1*}, Juliater Simarmata², Salahudin Rafi³

¹Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, mas.mego@gmail.com

²Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, juliater.simarmata@itltrisakti.ac.id

³Institut Transportasi Logistik Trisakti, Jakarta, Indonesia, kang.rafi@gmail.com

*Correspondence: mas.mego@gmail.com

Abstract: This research explores the new strategy adopted by PT Angkasa Pura II as an airport operator to innovate to increase business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport through multiple regression research methods. This research identifies the potential for increasing business partner satisfaction with PT services. Angkasa Pura II, PT Angkasa Pura II through the Commercial Division so that they can run business directly, especially in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. By improving service and evaluating commercial aspects, it is hoped that it will be directly proportional to increasing business partner satisfaction PT Angkasa Pura II, This research was carried out through 2 stages of analysis, namely instrument analysis which included validity and reliability tests, and Multiple Regression Analysis. Based on the results of the analysis, it was found that service and price simultaneously or together influence partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport by 65%. Based on this data, opportunities to increase business partner satisfaction can still be possible by increasing competence and adjusting commercial aspects or changing business models carried out by PT Angkasa Pura II.

Keywords: Business Partner Satisfaction, Terminal 3, Validity Test, Reliability Test, Multiple Regression

INTRODUCTION

There are several airports in the Asian region currently that have the advantage of being modern (having added value and complete facilities), having a fairly large development land area, having development plans in the short to long term; It would be better if we had bigger development plans such as Airport City or Aeropolis, namely Changi Airport, Singapore, KLIA, Malaysia and Hong Kong International Airport, Hong Kong. Meanwhile, in Indonesia Soekarno-Hatta Airport is an airport that has the advantage of competing in the Asian region with other modern airports. The current advantage of Soekarno-Hatta Airport is that Terminal

3 of Soekarno-Hatta Airport experiences an increase in the number of passengers every year and the frequency of flights also increases. In line with the growth in airplane passengers in Indonesia, the development of users of Soekarno-Hatta International Airport as the main airport in Indonesia is also increasing.

Business partners located in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport, have an important role in providing commercial facility services and also non-aeronautical income for airport managers. Because the services provided are not only to passengers but also to delivery people, the airport community, and other stakeholders (Fauziah et al., 2023). Airport customer satisfaction has a positive effect on service quality as measured by physical evidence, reliability, responsiveness, assurance, and empathy (Widiyanto et al., 2023). Research shows that better service quality, such as that related to security, clarification, and management of customer complaint phenomena, positively impacts customer satisfaction (Supardi et al., 2023). Customer satisfaction at the airport is a key factor in maintaining service quality and attracting tourists and passengers to use the airport facilities (Harahap et al., 2020). Customer satisfaction will create loyalty to a service (Simarmata et al., 2020)

According to (Putri, 2020) Several business partners who are generally located in the public departure area of Terminal 3 of Soekarno-Hatta Airport include: (1). Retail Shop: Retail shop that sells a variety of goods ranging from local souvenirs, clothing, travel equipment, to snacks and drinks. (2). Restaurants and Cafes: Restaurants and cafes that serve various types of food and drinks, from local to international dishes, to fulfill passengers' culinary needs before departure. (3). Fast Food Outlets: Fast food outlets such as coffee shops, burger shops, sandwich shops, and so on that provide food and drinks in faster and more convenient portions. (4). Airport Lounge: An airport lounge that provides premium facilities such as comfortable seating, food and beverage service, Wi-Fi access, and other amenities for business class passengers or those with a lounge membership. (5). Fitness Service Providers: There are also fitness service providers such as spas or massage centers to provide relaxation services to passengers before departure. (6). Car Rental and Transportation Services: There are car rental services and other transportation services such as shuttle or taxi services available at the departure area to make it easier for passengers to travel after arriving at their destination. (7) Financial Service Providers: ATMs, money changers and other financial services can also be found in the departure area to meet passengers' financial needs before traveling. (8). Duty-Free Shop: Duty-free shop that sells a variety of duty-free products such as perfumes, cosmetics, alcohol and other products of interest to international passengers. (9). Telecommunication Services: Telecommunication service providers such as SIM card shops or cell phone services can also be found in the departure area to meet passengers' communication needs. (10). Information and Customer Service Centers: Finally, information and customer service centers that provide assistance and information to passengers on various matters related to their travel are also important business partners in the departure public areas (Fikri, 2022). All of these business partners contribute to the comfort and satisfaction of passengers at the airport before they travel (Susanto & Jumawan, 2022)

METHOD

The data analysis method uses multiple regression and uses the IBM SPSS version 25.0 application, with a sampling method using Slovin Theory with a quantitative research type. The data collection method used a hardcopy questionnaire and interviews with a sample of 26 business partner respondents in the public area of Departure Terminal 3 at Soekarno-Hatta Airport using a Likert scale.

RESULTS AND DISCUSSION

- 1) Service quality has a positive and significant influence on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.000 below 0.05 (Sig. 0.000 < 0.05).
- 2) Price has a positive and significant influence on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.002 below 0.05 (Sig. 0.002 < 0.05).
- 3) Location does not have a significant effect on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.076 above 0.05 (Sig. 0.076 > 0.05).
- 4) Promotion does not have a significant effect on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.443 above 0.05 (Sig. 0.443 > 0.05).
- 5) Product quality does not have a significant effect on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.307 above 0.05 (Sig. 0.307 > 0.05).
- 6) Service quality, price, location, promotion and product quality simultaneously have a positive and significant effect on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport. With a significance level of 0.000 below 0.05 (Sig. 0.000 < 0.05).

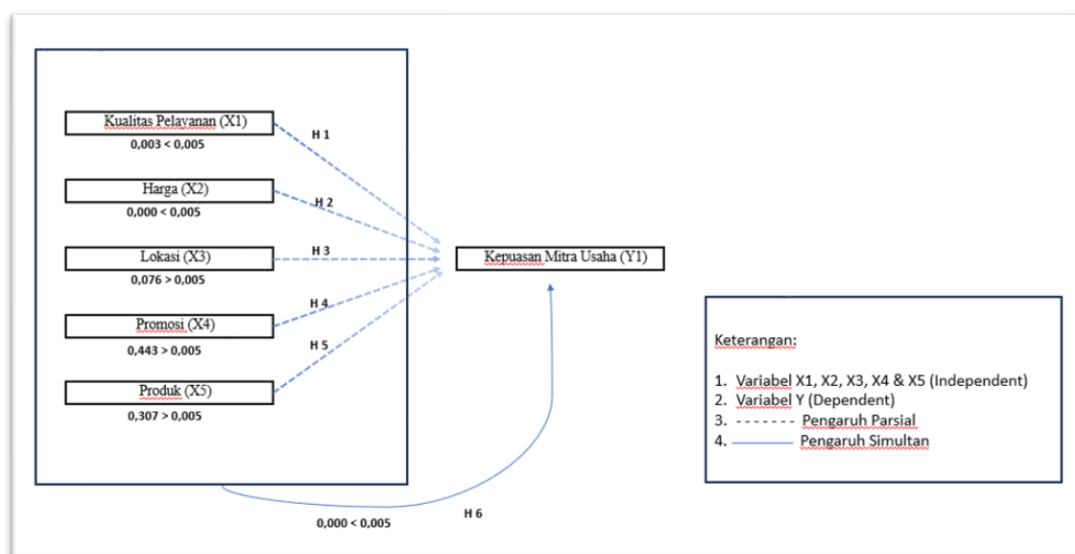


Figure 1. Conceptual Framework

Hypothesis

Service Quality on Business Partner Satisfaction

Quality is a comprehensive effort that includes every effort to improve a company or organization in satisfying customers. Quality must be described and communicated based on its relationship to each customer and in accordance with customer expectations. Meanwhile, services are all activities or benefits that one party can offer to another party. According to Tjiptono (2007) Service quality is an effort to fulfill a product or service accompanied by consumer desires and the accuracy of the delivery method in order to meet customer expectations and satisfaction. According to Kotler and Keller (2016) There are five indicators that can be used to evaluate service quality, namely direct evidence (tangibles), reliability, responsiveness, assurance and empathy. Therefore, service quality must start from customer

needs and end with customer satisfaction. As parties who use services, customers are assessors of the company's service quality level. One of the factors that determines the level of success and quality of a company is the company's ability to provide service to customers.

This is also supported by several studies conducted by Apriliani & Armaniah (2023), Ayunani et al. (2023), Palelu et al. (2022), Woen & Santoso (2021), Herlambang & Komara (2021), Pramesti et al. (2021), and Sintya et al. (2018) that service quality has a positive effect on consumers or business partners. From this description, hypothesis H1 is formulated as follows:

H1: Service quality has a positive effect on Business Partner Satisfaction Price to Satisfaction.

Business partner

Price is the amount of money (monetary units) or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a product or service Tjiptono & Chandra (2017). According to Kotler and Armstrong (2014) Price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service.

Kotler and Armstrong (2018) explain price indicators, namely price conformity to quality, price suitability to benefits and price suitability to competitiveness. Additionally, according to Kotler and Armstrong (2018) Price is the amount of money charged for a product or service, and the amount of value exchanged by consumers to obtain utility or benefits from owning or using a product or service. Because there are benefits from a certain service, to get it it must be exchanged for a certain amount of money which is equivalent to the quality of the service. This certainly explains that the price of a product or service has a strong influence on consumer satisfaction.

This is also supported by several studies conducted by Ayunani et al. (2023), Apriliani & Armaniah (2023), Woen & Santoso (2021), Ramadhan & Mahargiono (2020), Gofur (2019), and Sintya et al. (2018) that price has a positive effect on consumer or business partner satisfaction. From this description, hypothesis H2 is formulated as follows:

H2: Price has a positive effect on Business Partner Satisfaction.

Location on Business Partner Satisfaction

Location is a place with a strategic function where consumers can reach business places (dining places, shopping centers, etc.) easily, safely, and have a large parking area. Location is also a major factor in the success of a product or service sale. According to Ratih Hariyati (2005) Location is a place, a physical position that has a strategic function because it can determine the achievement of a business entity's goals. Nugroho and Pramita (2009) Location is defined as a distribution channel for manufacturing industrial products, while location is defined as a place of service for service industrial products. If a company succeeds in obtaining and maintaining a strategic location, it can become an effective barrier for competitors to gain access to the market. Apart from that, the decision in selecting a location also reflects the company's long-term financial commitment, because changing a bad location is sometimes difficult and very expensive. Selecting the correct location will provide an advantage for the company in facing business competition. Accurate location selection is one of the factors considered by entrepreneurs before opening their business. Good location factors are relative for each different type of business. According to Tjiptono and Chandra (2005) said that the mood or response of customers is significantly influenced by the location, design and layout of service facilities. Choosing a location is considered important for the survival of an existing business, because a strategic location makes it easier for a consumer to reach the business, meaning that the more strategic the location, the higher the level of consumer satisfaction.

This is also supported by several studies conducted by Ramadhan & Mahargiono (2020), (Rutjuhan & Ismunandar, 2020), Ismanto et al. (2021) and Nurhanifah (2014) that location has a positive effect on consumer or business partner satisfaction. From this description, hypothesis H3 is formulated as follows:

H4: Location has a positive effect on Business Partner Satisfaction.

Promotion of Business Partner Satisfaction

Promotion is one of the important variables that determines the success of product or service marketing activities. No business runs without promotional activities. The success of a company in marketing its products is greatly influenced by the promotional program implemented and promotions are said to be successful if they can influence consumers so that they are interested in buying the products or services offered. According to Boone and Kurtz (2002) Promotion is a series of methods used to achieve marketing targets using effective costs by providing added value to products or services, both to intermediaries and consumers. Additionally, according to Tjiptono and Chandra (2008) Promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product. Promotion aims to provide information, differentiate products, increase or stabilize sales and highlight product value. Most promotional activities highlight the value of the product by explaining the benefits of product ownership that are less known to buyers. Thus, promotions are very profitable for consumers who have a high sense of curiosity so that they can influence and persuade consumers to buy the products or services offered in order to achieve their goals and objectives. Therefore, promotions have a big influence on consumer satisfaction, because where promotions are located there is information that is often obtained by consumers and creates a sense of satisfaction for consumers themselves.

This is also supported by several studies conducted by Pramesti et al. (2021), Anggraini & Budiarti (2020), Jannah et al. (2019), and Rusmawati & Marlindawaty (2018) that promotions have a positive effect on consumer or business partner satisfaction. From this description, hypothesis H4 is formulated as follows:

H4: Promotion has a positive effect on Business Partner Satisfaction.

Product Quality on Business Partner Satisfaction

A product is anything that can be offered to the market to be liked, observed, and also purchased to satisfy a need or want. Products can fulfill certain needs, so products can also be interpreted as a group of values that provide satisfaction to consumers. Products marketed include goods, experiences, physical services, events, individuals, properties, places, information, organizations, and ideas or thoughts. Kotler and Keller (2013) A product is anything that can be offered to a market to attract attention by acquisition, use or consumption that can satisfy a want and a need. According to Kotler and Keller (2012) Product quality is the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, product maintenance and other product attributes. In addition, product quality indicators according to Tjiptono & Chandra (2017) are Performance, Durability, Conformance to Specifications, Features, Aesthetics, Perceived Quality, and Serviceability.

Therefore, product manufacture is more focused on market demand or consumer tastes, in other words, product quality is measured by the extent to which the product can satisfy consumers. Apart from that, the quality of the product must have been tested, because for consumers it is the quality of the product itself when compared with other similar products that meet their needs and desires, consumers will be more selective and prefer higher quality products, thereby creating consumer satisfaction.

This is also supported by several studies conducted by Ayunani et al. (2023), Woen & Santoso (2021), Ramadhan & Mahargiono (2020), Pramesti et al. (2021), and Herlambang &

Komara (2021) that product quality has a positive effect on consumer or business partner satisfaction. From this description, hypothesis H5 is formulated as follows:

H5: Product quality has a positive effect on business partner satisfaction.

H6: Service Quality, Price, Location, Promotion and Product Quality Simultaneously Influence Business Partner Satisfaction

CONCLUSION

The independent variable has a positive effect on the dependent variable, the Service Quality variable has a positive and significant effect on Business Partner Satisfaction, the price variable has a positive and significant effect on Business Partner Satisfaction, the Location variable has a positive and but not significant effect on Business Partner Satisfaction, the Promotion variable has a positive and but significant effect not significant to Business Partner Satisfaction, the Product Quality variable has a positive effect but not significant to Business Partner Satisfaction. Service quality, price, location, promotion and product quality simultaneously have a positive and significant effect on business partner satisfaction in the Departure Public Area of Terminal 3 of Soekarno-Hatta Airport.

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