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Determinant Development of Airport Service Quality at Terminal 2 Soekarno Hatta

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Abstract: The article on determinants of the development of airport service quality at terminal 2 Soekarno Hatta is a scientific literature article within the scope of human resource management science. The purpose of this writing is to build a hypothesis regarding the influence between variables which can later be used for further research within the scope of human resource 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 the journal Sinta. The results of this article are: 1) The airport security system influences the development of airport service quality; 2) Airport infrastructure influences the development of airport service quality; and 3) Customer values influence the development of airport service quality.

Keyword: Development of Airport Service Quality, Airport Security System, Airport Infrastructure, Customer Value.

INTRODUCTION

Numerous elements that affect user experience, customer happiness, and overall airport performance are determinants of the improvement of airport service quality at Terminal 2 Soekarno-Hatta. One of the primary terminals at the Soekarno-Hatta International Airport, situated in Tangerang, Banten, Indonesia, is Soekarno-Hatta Terminal 2. The standard of service at this terminal greatly affects the airport's overall reputation because it serves as the primary entry and exit point for a large number of travelers into and out of Indonesia. Infrastructure is one of the key elements affecting Terminal 2's service quality. It takes enough infrastructure such as parking lots, waiting places, restrooms, and terminal amenities to give terminal users a comfortable experience. Inadequate or destroyed infrastructure can lead to passenger inconvenience, delays, or even insecurity. Therefore, the primary focus of any attempts to raise the caliber of services at Terminal 2 must be on preserving and upgrading the infrastructure.

Aside from that, another important consideration is the caliber of client service. Customer views of the quality of services might be influenced by interactions between airport personnel and customers. Enhancing customer satisfaction through effective communication, friendliness, and problem-solving training for airport employees can be highly beneficial. A vital component of high-quality customer service is also offering extra services including facilities for travelers with special requirements, assistance services for those in need, and clear and accurate information. Furthermore, a crucial element in assessing Terminal 2's service quality is operational effectiveness. A smooth check-in procedure, efficient queue management, and timely arrival and departure timings are all crucial components of a satisfying traveler experience. Flight delays, equipment failures, or staffing shortages can all cause disruptions in terminal operations that can negatively affect the quality of services provided.

The quality of service at Terminal 2 can also be impacted by external variables, in addition to internal ones, such as weather, plane traffic, and aviation laws. Although airport management frequently has no control over these types of disruptions, passengers may nevertheless experience discomfort. Therefore, to lessen the detrimental effects of these outside influences, risk management and cautious planning are required. Additionally, technology has a significant impact on raising the standard of service at Terminal 2. Passengers can benefit from increased operational efficiency and convenience when information technology is used, such as online check-in systems, self-check-in kiosks, and real-time passenger information systems. Technology can also be utilized to more efficiently monitor and manage terminal performance, enabling proactive upgrades and enhancements.

Organizational culture elements undoubtedly have a big influence on service quality at Terminal 2. An environment at work where professionalism, teamwork, and providing exceptional service are valued will help to improve the quality of services provided. Moreover, fostering an organizational culture that is focused on providing excellent customer service requires management's dedication to enhancing service standards and paying attention to customer input. Moreover, the quality of service at Terminal 2 may also be impacted by laws and rules. User experience may be directly impacted by laws pertaining to immigration, airport tariffs, and aviation security. Therefore, to guarantee that the laws and policies put in place support the development of a pleasant customer experience, effective coordination between the government, airport authorities, and other relevant parties is required.

Furthermore, economic variables may also have an impact on Terminal 2's service quality. Enough money is needed to spend in the development of infrastructure, personnel training, and the usage of cutting-edge technologies. As a result, it is crucial for connected parties to guarantee that there are enough resources available to support initiatives to raise the standard of service at Terminal 2. Finally, but just as importantly, the public's involvement in assessing Terminal 2's service quality. Passenger and terminal user feedback can offer airport management important information for assessing and enhancing service quality. As a result, it's critical to promote community members' active involvement in offering criticism and improvement ideas. The background to the issue of Determinants of Service Quality Development at Terminal 2 Soekarno-Hatta encompasses a number of interconnected factors, including operational efficiency, technology, organizational culture, government regulations, economic factors, and the role of society, in addition to infrastructure and customer service. A thorough and cooperative approach including several linked parties, such as airport management, the government, the aviation industry, and the general public, is required to produce appreciable improvements in service quality. Thus, coordinated teamwork can lead to ongoing enhancements in Terminal 2 Soekarno-Hatta's customer satisfaction and user experience.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the airport security system influence the development of airport service

quality?; 2) Does airport infrastructure influence the development of airport service quality?; and 3) Does customer value influence the development of airport service quality?.

METHOD

Review of Literature Essays are composed utilizing methodologies such as Library Research and Systematic Literature Review (SLR). The qualitative evaluation of these methods was conducted and their availability may be found on academic web sources such as Mendeley and Google Scholar. A systematic literature review (SLR) refers to the methodical procedure of locating, evaluating, and scrutinizing all available research material in order to tackle a certain study issue. When conducting qualitative analysis, it is crucial to consistently apply the literature review in accordance with methodological assumptions. The primary rationale for undertaking qualitative analysis is in the exploratory nature of research , (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Development of Airport Service Quality

Improving the quality of service offered to travellers and airport users overall is the goal of the intricate and ongoing process of developing airport service quality. Experts claim that this idea addresses a wide range of topics, including organisational culture, technology, infrastructure, customer service, operational efficiency, government restrictions, economic concerns, and community involvement. Professionals in this domain understand that providing excellent airport services encompasses not only the physical elements, like structures and amenities, but also the way passengers and airport staff interact as well as the way different operational procedures are managed. The focus on positive user experience which entails a thorough understanding of user needs and expectations as well as efforts to meet or exceed these expectations is a crucial component of improving airport service quality. As a result, improving airport service quality requires a multifaceted approach from a range of stakeholders, including the public, government, the aviation sector, and airport management.

The indicators contained in developing airport service quality include: 1) Waiting Time: This metric quantifies the mean duration that passengers need to finish different procedures, including check-in, security, and immigration checks. Extended periods of waiting might serve as indicators of inefficiencies within the operating systems of an airport; 2) The Baggage Handling Efficiency indicator assesses the degree of timeliness and precision in the management of passenger baggage. The aforementioned factors encompass the duration necessary for the loading and unloading of baggage from the aircraft, alongside the magnitude of baggage loss or damage; 3) The metric of information accuracy assesses the precision and accessibility of information disseminated to passengers, whether via airport announcements or the airport's official application or website; and 4) Accessibility Facilities Availability: This metric assesses the presence of amenities for passengers with specific requirements, such as ramps, elevators, and restrooms designed for individuals with disabilities (Setyawati et al., 2020).

The development of airport service quality has been studied by several researchers, including: (Susanto, Sawitri, & Suroso, 2023), (Supardi, Widiyanto, et al., 2023), (Susanto & Keke, 2020), (Susanto, Ali, et al., 2023).

Airport Security System

A collection of protocols, tools, and regulations known as an airport security system are intended to safeguard people, travellers, planes, and airports against potential security risks. Experts claim that airport security systems are a crucial component of contemporary airport

operations, which seek to stop, identify, and address a variety of risks, from criminal activity and terrorism to other security breaches. Experts stress that in order to maintain strong security standards, airport security systems must also consider the comfort and involvement of travellers. This means that security systems have to be efficient in spotting and neutralising such threats, but they also have to make sure that passengers' travel experiences aren't unnecessarily interfered with or inconvenienced (Susanto, Pahala, et al., 2021).

Indicators contained in the airport security system include: 1) The reliability level of detecting technology employed in airport security checks is assessed by this indicator. The primary determinant in mitigating the ingress of hazardous items into airports or aircraft is the dependability of detection systems; 2) Crisis or emergency readiness level refers to the degree of preparedness exhibited by an airport in effectively managing a crisis or security emergency scenario, encompassing potential threats such as bomb threats or acts of terrorism. The ability to promptly and efficiently address emergency circumstances necessitates a significant degree of readiness; 3) The security personnel training level is an indicator that assesses the proficiency and expertise of security people in effectively managing diverse security scenarios. Enhancing personnel's capacity to identify and effectively address security issues can be achieved through the implementation of comprehensive training programs; and 4) Efficient Screening Rate: This metric quantifies the effectiveness of the security screening procedure, encompassing both the duration of the screening process and the capacity to handle multiple passengers simultaneously. The implementation of an effective screening process is crucial in order to mitigate backlogs and maintain seamless airport operations (Ricardianto et al., 2021).

Airport security systems have been studied by several researchers, including: (Hartono et al., 2020), (Keke & Susanto, 2019), (Susanto, Ricardianto, et al., 2021), (Susanto et al., 2020), (Supardi, Widiyanto, et al., 2023), (Supardi, Kamsariaty, et al., 2023).

Airport Infrastructure

Airport operations, such as aircraft landing and takeoff, passenger and luggage processing, and other auxiliary services and facilities, are supported by a network of physical buildings, systems, and networks known as airport infrastructure. Experts claim that runways, passenger terminals, parking lots, flyover and road networks, cargo handling facilities, and water and energy management systems are all included in the infrastructure of airports. The backbone of aviation operations is airport infrastructure, which supplies the framework required for all aviation-related operations and passenger services. One of the primary parts of an airport's infrastructure is the runway, which serves as a location for aircraft to land and take off. For airport operations to continue and flight safety to be guaranteed, runways need to be properly planned and maintained.

Indicators contained in airport infrastructure include: 1) The passenger terminal capacity is a metric that assesses the passenger terminal's capacity to accommodate the influx and outflow of people. Adequate capacity will guarantee a pleasant passenger experience and minimize waiting durations within the terminal vicinity; 2) Parking Facility Utilization: This metric assesses the extent to which parking facilities at the airport are utilized, encompassing both car and other vehicle parking places. Elevated levels of utilization may suggest a requirement for increased parking capacity; 3) Transportation Accessibility: This metric assesses the presence and ease of access to both public and private transportation options for traveling to and from the airport. Efficient transportation infrastructure may enhance the convenience and availability for both passengers and visitors; and 4) The availability of public services at the airport, encompassing amenities such as restaurants, shops, ATMs, and other facilities, is assessed by this parameter. The provision of sufficient public services will enhance the level of comfort and satisfaction experienced by individuals utilizing airport facilities.

Airport infrastructure has been studied by several researchers, including: (Ali et al., 2024), (Susanto, 2021), (Simarmata, Yuliantini, et al., 2017), (Fageda et al., 2023), (Kazda, 2017), (Majid et al., 2021), (Risby et al., 2022), (Susanto et al., 2024).

Customer Value

Customer value pertains to the perceived benefits or advantages that customers derive from the products or services provided by a firm. Experts assert that customer value encompasses more than just the monetary value of a product or service. It encompasses a range of factors, including but not limited to quality, reliability, convenience, and user pleasure. Within this particular framework, the concept of customer value can be regarded as the outcome derived from a thorough evaluation of the advantages obtained and the drawbacks or compromises endured by the client. Experts place significant emphasis on the relative and subjective nature of customer value, as it is prone to variation among individuals or groups of customers. This idea encompasses the perceptions of customers regarding the quality of a product or service, the user experience, and the additional value offered by the organization. In essence, the worth of a client is contingent upon not alone the attributes or technical specifications of the product, but also the dynamics between the consumer and the company, as well as the brand image that emerges from such interactions.

The indicators contained in customer value include: 1) Customer satisfaction is a metric that quantifies the level of contentment experienced by customers in relation to the products or services offered by the firm. The measurement of customer satisfaction can be achieved by employing various methods such as surveys, direct feedback, or recurring assessments administered to customers to assess their overall experience with a particular product or service; 2) The indication of responsiveness to customer needs assesses the speed and efficiency with which the organization addresses customer wants, complaints, or requests. Swift and efficient responses have the potential to enhance client confidence and allegiance; 3) Positive User Experience: This metric quantifies the level of satisfaction and satisfaction that users have with a company's products or services. It encompasses the convenience, user-friendliness, and degree of contentment experienced by a customer when engaging with a product or service; and 4) The metric of availability and accessibility assesses the degree to which a company's offerings are readily accessible and readily available to its consumer base. This encompasses the availability of products in brick-and-mortar stores or on the internet, the duration of service, and the convenience of accessing customer support.

Customer value has been studied by several researchers including: (Simarmata, Keke, et al., 2017), (Novianty et al., 2021), (Simarmata & Keke, 2016), (Tanriverdi & Lezki, 2021), (Tingkat et al., 2012), (Agarwal & Gowda, 2020), (Suryawan et al., 2024),

Previous Research

Based on the problem formulation and research results above, previous research was determined as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Simmilarities with this article	Difference with this article	Basic Hypothesis
1	(Lubis & Bunahri, 2023)	The quality of services, facilities and airport security systems influence the development of airport service quality	The influence of the airport security system on the development of airport service quality	The influence of facilities on the development of airport service quality	H1
2	(Ali et al., 2024)	Information technology, infrastructure and human	The influence of airport	The influence of information	H2

		resource influence air management and the development of service quality	competency air transportation and the development of airport quality	infrastructure on the development of airport service quality	technology on air transportation management
3	(Subekti, 2019)	Customer value influences the development of service quality and passenger loyalty	influences the development of airport quality and	The influence of customer value on the development of airport service quality	The influence of H3 customer value on passenger loyalty

Discussion

The Influence of the Airport Security System on the Development of Airport Service Quality

First and foremost, the degree of security and defense against possible threats in an airport security system is significantly influenced by the dependability of the detecting technology. Reliable detection technology can reduce security threats for travelers and airport staff by accurately identifying objects that are suspicious or dangerous. Therefore, by giving customers a sense of security and comfort, the dependability of this detecting technology directly contributes to raising the caliber of airport services. Additionally, the evolution of airport service quality is influenced by the crisis or disaster preparation level inside the airport security system. In addition to being able to react quickly and appropriately in an emergency, being highly prepared for scenarios like bomb threats or terrorist attacks also entails meticulous planning, frequent training, and effective coordination with the right authorities. Airports can reduce disruptions and delays in airport services and offer best protection for consumers when they are highly prepared. This, in turn, can improve the overall quality of airport services.

Furthermore, the effectiveness of the airport security system and, consequently, the user experience are directly impacted by the degree of training that security staff members receive. In addition to being more adept at identifying and neutralizing threats, highly skilled security staff can also engage with the public in a courteous and professional manner, enhancing the public's opinion of airport security and level of service. An essential component of high-quality airport services is the ability to handle emergency circumstances and aid customers in need, which may be enhanced with thorough training. Ultimately, user wait times and the effectiveness of baggage handling can be impacted by the efficient screening levels in airport security systems. Passenger backlogs and delays can result from sluggish or ineffective screening procedures, which eventually degrades the customer experience. Additionally, the speed at which bags are loaded and unloaded can be impacted by the effectiveness of the security screening procedure, which in turn can have an impact on the efficiency of baggage handling. Therefore, a high inspection rate helps to improve the general standard of airport services while also expediting the travel experience for customers.

In general, the development of the caliber of airport services is greatly impacted by an effective, responsive, and dependable airport security system. Airports may improve customer experience, raise security, and guarantee high operational efficiency by making sure that trustworthy detection technologies, a high degree of crisis preparedness, enough training for security staff, and effective screening are all properly applied. Consequently, in addition to being a pressing necessity, investing in the creation and upkeep of top-notch airport security systems is also a critical step in enhancing the standing and viability of airports in a market that is becoming more and more competitive.

The airport security system influences the development of airport service quality, this is in line with research conducted by: (Susanto & Jumawan, 2022), (P. P. Sitorus et al., 2018), (Simarmata et al., 2019).

The Influence of Airport Infrastructure on the Development of Airport Service Quality

First and foremost, passenger terminal capacity has a direct impact on the airport user experience by reducing wait times. A terminal with enough capacity can efficiently handle the amount of people arriving and departing, eliminating unnecessary congestion and wait times. Passengers will feel more at ease and avoid the uncertainty and discomfort that comes with large crowds. Furthermore, the utilization of airport parking facilities has a direct impact on the user experience in terms of time spent waiting. When parking facilities are plentiful and well-managed, passengers may find parking spots faster and spend less time looking for them. This will help to reduce frustration and tension among travelers while also improving the overall image of airport service quality.

Furthermore, transit accessibility to and from the airport is critical to improving airport service quality. An airport that is easily accessible by train, bus, taxi, or private transportation will allow passengers to get at their destination more quickly and effectively. Good accessibility reduces the time and effort necessary by travelers to reach the airport, improving overall user satisfaction and experience. The availability of public services at airports has a considerable impact on the improvement of airport services. Restaurants, stores, ATMs, and other businesses can improve the comfort and quality of the user experience by meeting a variety of needs and delivering convenience in one location. Passengers who are comfortable and well treated are more likely to offer a positive review of the airport and its services.

In terms of improving airport service quality, waiting time is the most important measure influenced by airport infrastructure. Sufficient passenger terminal capacity will reduce passenger wait times in check-in, immigration, and security sectors. Efficient use of parking facilities will also reduce the time spent looking for a parking space, and adequate transportation accessibility will reduce the time required for passengers to travel to the airport. The presence of public facilities at airports can help lessen passenger wait times by providing amenities such as restaurants and stores during their route. Luggage handling efficiency is also affected by airport infrastructure, particularly passenger terminal capacity and efficient luggage transit systems. An sufficient terminal can manage higher baggage quantities more efficiently, whilst a good baggage transportation system ensures that baggage is processed and dispatched quickly and accurately.

Airport infrastructure can have an impact on accuracy metrics and the availability of accessibility facilities. With enough infrastructure, accessibility facilities like as toilets and lifts will be readily available to passengers, boosting customer comfort and pleasure. Overall, airport infrastructure has a considerable influence on the evolution of airport service quality. By focusing on and enhancing these metrics, airports can improve user experience, reduce wait times, increase baggage handling efficiency, and increase accessible amenities. This will contribute to a more comfortable and efficient environment for passengers, improve the airport's reputation, and increase its competitiveness in the competitive aviation market.

Airport infrastructure influences the development of airport service quality, this is in line with research conducted by: (Ali et al., 2024), (Simarmata et al., 2022), (M. R. Sitorus et al., 2023), (Merdekawati, 2023).

The Influence of Customer Values on the Development of Airport Service Quality

The impact of customer value, which encompasses customer happiness, responsiveness to customer needs, positive user experience, and consumer availability and accessibility, is significant in the overall growth of airport service quality. First and foremost, client satisfaction is the most influential component in evaluations of airport service quality. When clients are satisfied with the services given, they are more likely to give favorable comments and become loyal to the airport. This has a direct impact on airport wait times, since satisfied consumers are more patient and tolerant of potential waiting delays. Furthermore, customer

happiness can improve baggage handling efficiency because satisfied customers are more cooperative when collecting their baggage.

Responding to client requests has a significant impact on the evolution of airport service quality. When airports can respond promptly and efficiently to customer requests and complaints, they may build customer trust and loyalty. Fast reactions and solutions can also assist to reduce wait times by resolving problems or complaints swiftly so that the airport's seamless operation is not disrupted. On the other hand, positive user experience has a crucial role in shaping views of airport service quality. A nice and enjoyable experience will help clients feel more comfortable and satisfied, increasing their inclination to return to the airport in the future. Consumer availability and accessibility are also important factors in improving airport service quality. Restrooms, lifts, rest spaces, and other accessible facilities are critical to meeting the needs of all types of consumers, including those with limited mobility or specific requirements. The presence of suitable accessible facilities will help to improve the overall user experience while reducing any inconvenience or challenges for customers.

Customer value has a huge impact on improving airport service quality. Customer satisfaction, when paired with responsiveness to customer needs and excellent user experiences, can provide positive feedback that improves an airport's brand and increases customer trust. This, in turn, has an impact on airport wait times since satisfied consumers are more tolerant of potential delays. A prompt reaction to client requests can also increase baggage handling efficiency by lowering the possibility of disturbance or delays in the process. Furthermore, the availability and accessibility of consumer facilities will give a more pleasant and comfortable experience for customers, thereby improving impressions of the overall quality of airport services.

By focusing on these customer value impacts, airports can identify areas for improvement and implement changes to improve user experience and operational efficiency. Airports may improve the quality of their services and keep their competitive edge in an increasingly competitive environment by investing in meeting customer demands and expectations as well as improving overall user experience.

Customer value influences the development of airport service quality, this is in line with research conducted by: (Subekti, 2019), (Usvela et al., 2019), (Syeha Rahmawati et al., 2023), (Simarmata & Keke, 2016).

Conceptual Framework

Based on the research results, previous research and the discussion above, the following framework of thought has been determined:

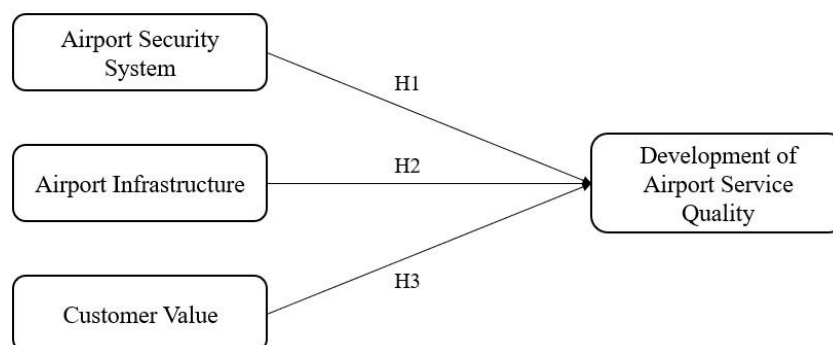


Figure 1. Conceptual Framework

Based on Figure 1 above, it shows that the airport security system, airport infrastructure and customer value influence the development of airport service quality. However, apart from the independent variables which influence the dependent variable, there are also variables which influence, among others:

1. Employee education level: (Indriyati, I., & Simarmata, 2017), (Febriana Eka Wulandari, 2019), (Hasbi, 2020).
2. Employee performance: (Supardi, Kamsariaty, et al., 2023), (AR, Muhammad Thamrin Saribanon et al., 2023), (Susanto, Sawitri, Ali, et al., 2023).
3. Application of information technology: (Ali et al., 2024), (Widjanarko et al., 2023), (Mulyani et al., 2019).

CONCLUSION

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

1. The airport security system influences the development of airport service quality.
2. Airport infrastructure influences the development of airport service quality.
3. Customer value influences the development of airport service quality.

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