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## Analysis of Determining Service Products for Soekarno Hatta Airport Terminal 3

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**Abstract:** The analysis article for determining service products at Soekarno Hatta Airport Terminal 3 is a scientific literature review article within the scope of marketing management science. The purpose of writing this literature article is to create a hypothesis regarding the relationship between factors, which can then be used for further research in the field of human resource management. Descriptive qualitative research methods were applied in this research. The data used in this research comes from previous research which is still relevant to the current investigation. Data was obtained from credible academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and reputable journals. The findings of this research are as follows: 1) Market needs influence the determination of service products at Terminal 3 of Soekarno Hatta Airport; 2) Market trends influence the determination of service products at Terminal 3 of Soekarno Hatta Airport; and 3) Branding influences the determination of service products at Terminal 3 of Soekarno Hatta Airport.

**Keyword:** Determining Product Services, Market Needs, Market Trends, Branding

### INTRODUCTION

Terminal 3 at Soekarno-Hatta Airport, one of Indonesia's biggest airports, faces unique problems in meeting customer demands and expectations. As a result, service product decision analysis is critical to ensuring that this terminal remains competitive and provides the greatest possible experience to its service customers. As the aviation and tourism industries expand, so do customer expectations for airports. Customers expect more than just essential facilities like smooth check-in and good security; they also want a more personalized, efficient, and enjoyable experience at the airport. As a result, it is critical for Soekarno-Hatta Airport Terminal 3 to constantly analyze and improve the products and services it provides to clients.

Customer demands and preferences are one factor to consider while deciding on service items. Each customer has unique requirements, and the terminal must be able to adjust to these variations. Some consumers, for example, may choose premium services with high-end amenities, but others may prefer less expensive but nonetheless high-quality services. Soekarno-Hatta Airport Terminal 3 can provide products and services that are tailored to the

demands of its customers by thoroughly understanding their profiles and preferences. Apart from that, when deciding on service items, Terminal 3 at Soekarno-Hatta Airport must consider industry trends, technical improvements, and applicable regulatory rules. The aviation business is always evolving, and airports must be ready to adapt in order to remain relevant and competitive. Technological advancements can also present chances to improve airport efficiency and comfort, such as self-check-in technology or the use of mobile applications to enhance the customer experience.

Resource and budget management is another difficulty that Terminal 3 at Soekarno-Hatta Airport faces while determining service products. The creation and implementation of new service items can necessitate significant time and financial investments. As a result, airports must do meticulous analysis to guarantee that each spend adds considerable value to the customer experience and overall performance of the airport. Aside from that, sustainability is becoming an increasingly important factor in determining service offerings. Soekarno-Hatta Airport Terminal 3 must examine the environmental impact of its products and services, as well as measures to reduce the carbon footprint and trash generated. Choosing environmentally friendly products and services can help the airport project a positive image as an ecologically conscientious and responsible business.

Furthermore, it is important to remember that the success of Soekarno-Hatta Airport Terminal 3 in determining service products is dependent not only on airport management decisions, but also on the involvement of various other stakeholders, such as airlines, airport shop and restaurant tenants, and agents. Good cooperation among all parties concerned is critical to ensuring that the airport's products and services satisfy the needs and expectations of its customers. Given the context of this issue, analyzing the service items at Soekarno-Hatta Airport's Terminal 3 becomes increasingly crucial in ensuring that this airport stays the preferred destination for clients. By properly understanding customer needs, industry trends, technological developments, regulatory policies, resource management, sustainability, and stakeholder collaboration, Soekarno-Hatta Airport Terminal 3 can develop effective strategies to improve the products and services offered, increasing customer satisfaction and competitiveness in an increasingly competitive aviation market.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Do market needs influence the determination of service products at Terminal 3 of Soekarno Hatta Airport?; 2) Do market trends influence the determination of service products at Terminal 3 of Soekarno Hatta Airport?; and 3) Does branding influence the determination of service products at Terminal 3 of Soekarno Hatta Airport?.

## **METHOD**

**Literature Examination** In preparing the article, methodologies such as systematic literature review (SLR) and library research were used. The methods underwent qualitative evaluation, and their accessibility was verified through scientific web sources including Mendeley and Google Scholar (Susanto et al., 2023). A systematic literature review (SLR) is a rigorous and methodical process that involves identifying, assessing, and examining all related research literature with the goal of answering a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Investigative in nature, qualitative analysis is carried out primarily for this reason, (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **Result**

The following are the research findings, considering the problem's context and formulation:

## Determination of Service Products

Determining service products is a strategic process that entails a sequence of decisions and actions to create, introduce, and manage products or services that an organization or corporation provides to its consumers. This process begins with recognizing market wants and desires, then moves on to generating acceptable products or services to meet those demands, and finally monitors and manages these products or services in the market. The process of selecting this service product involves not only developing new goods or services, but also altering, adapting, or improving existing ones. In a commercial setting, determining service goods is crucial since it serves as the foundation for market success and corporate sustainability. It entails conducting extensive market research and analysis to better understand market dynamics, upcoming trends, and customer behaviour. The primary goal is to provide added value to clients, which will ultimately result in increased revenue and profit for the organization. As a result, deciding on service products requires an organized and strategic approach, with consideration given to criteria such as innovation, quality, originality, regulatory compliance, and sustainability. Overall, product service determination is a dynamic and ongoing process that necessitates strategic thinking, creativity, and innovation. It is one of the most important components of business strategy since it defines not only the direction and success of a certain product or service, but also the company's competitive position and long-term viability in the market (Brian Cahyo Adyanto, 2018).

Indicators or dimensions contained in determining service products include: 1) Assess the technical and production capabilities required to develop and support the proposed product or service. This includes assessing the resources, technology, and infrastructure needed to efficiently and effectively manufacture and distribute products or services; 2) Cost analysis and pricing structure: Determines the expenses of product creation, manufacturing, marketing, distribution, and after-sales support. This is critical for building a competitive yet viable price structure and determining the expected profit margin; 3) Marketing and sales strategy is determining how the product or service will be positioned in the market, the promotional techniques that will be used, and how sales will be generated. This includes determining distribution networks, promotional approaches, and price strategies that will appeal to the target market; dan 4) Risk analysis is the process of identifying potential hazards to a product or service's success, such as technical, commercial, financial, and operational concerns. This assessment aids in the development of mitigation plans to reduce potential negative consequences (Shihab, 2018).

Variables for determining service products have been studied by previous researchers, including: (Yulihapsari et al., 2023), (Yulianti & Rachmawati, 2017), (Lupi & Nurdin, 2016).

## Market Needs

Market requirements are specific needs and aspirations felt by a set of consumers in a given market that can be addressed by products or services. These demands are frequently the result of fundamental deficits, preferences, or desires that must be addressed in order to obtain satisfaction. In business, recognizing market needs is critical to formulating effective strategies, generating substantial value for customers, and distinguishing a company from competitors. Market demands can change greatly depending on demographic, psychographic, and consumer behavioral aspects, as well as economic and social circumstances. Accurately identifying market needs allows businesses to design, develop, and supply the proper products or services, resulting in maximum consumer pleasure and long-term loyalty. To comprehend and respond to changing market dynamics, this method entails conducting extensive market research, trend analysis, and soliciting client input (Wiwoho, 2019).

The indicators or dimensions contained in the quality of passenger service are as follows: 1) Consumer demand is a measure of how much people desire or need a specific product or service, which is generally measured by surveys, interviews, or data analysis; 2) Price Elasticity: The degree to which demand for a product or service responds to price variations. Elasticity, whether high or low, might show the strength of the product's market demand; 3) Gap Analysis: Determine the discrepancies

between the items or services already on the market and what consumers actually require or desire; and 4) Customer Satisfaction Level: Determines the level to which customers' wants and expectations are met, as evaluated by customer satisfaction surveys and product reviews (Havidz et al., 2017).

Variables market needs have been studied by previous researchers, including: (Octavia et al., 2020), (Wulansari, 2013), (Setiawan et al., 2021).

### **Market Trends**

Market trends are broad orientations or changes in consumer preferences, technology, or industry practices that influence markets and drive demand for products or services. To remain relevant and competitive, firms must identify and comprehend market trends. Changes in technology, societal values, economics, and consumer habits can all contribute to the formation of trends. Companies that observe market trends can predict changes in demand and proactively adapt their product, marketing, and business strategies. This enables businesses to seize opportunities, mitigate risks, and react to the ever-changing market environment. Market trends may also suggest the introduction of new market sectors, changes in industry structure, or creative technical advances that might lead to new growth and diversification strategies (Kivevele et al., 2020).

The indicators or dimensions contained in market trends are as follows: 1) Sales Changes: Tracking gains or declines in a product's sales volume might reveal movements in market trends; 2) Innovation Adoption: The level of market acceptance of a new product or technology frequently predicts the onset of a trend; 3) Media and Publication Analysis: Examining media coverage and content posted on social media platforms can shed light on emerging trends; and 4) Market research and industry reports are studies undertaken by market research firms or industry analysts that provide forecasts and analyses of existing and future market trends (Mehmood et al., 2023).

Market trend variables have been studied by previous researchers, including: (Hernadewita et al., 2020), (Wiwoho, 2019), (Sabina et al., 2023).

### **Branding**

Branding is the process of developing and maintaining a distinctive brand for a product, service, or corporation. This entails creating a name, logo, tagline, visual identity, and other components that will influence the consumer's perception of the brand. Branding is more than simply aesthetics; it is a holistic business strategy aimed at creating an emotional connection with clients, differentiating a product or service from competitors, and increasing brand loyalty. Effective branding fosters strong and positive connections in consumers' minds, instilling a sense of trust, quality, and value. It is an essential component in customer purchase decisions, often determining whether to choose one product or service over another. Companies can develop their market identity, increase exposure, and influence public perception through consistent and smart branding, resulting in a stronger market position and driving corporate growth (Karsono et al., 2021).

The indicators or dimensions contained in branding are as follows: 1) Brand awareness is the degree to which people know and remember a brand, which may be quantified using surveys and data analysis; 2) Brand perception is the image or opinion that consumers have about a brand based on their experiences, advertising, and conversations with the brand; 3) Brand value is a financial assessment of a brand's strength, frequently quantified using measures such as brand equity, that indicates the extra value a brand contributes to its products or services; and 4) Brand Loyalty: The level of consumer loyalty to a brand, as measured by repeat purchases and customer advocacy (Aulia & Aswad, 2022).

Branding variables have been studied by previous researchers, including: (Lubis et al., 2020), (William & Wuryandari, 2020), (Karsono et al., 2021).

### **Relevant Previous Research Results**

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

**Table 1. Relevant Previous Research Results**

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Lova, 2022)	Segmentation, determining targets and market needs influence the determination of service products	The influence of market needs on determining service products	The influence of segmentation and targeting on determining service products	H1
2.	(N. H. Putri et al., 2022)	Target market, purchasing behavior and market trends influence the consumer research process and product service determination	The influence of market trends on determining service products	The influence of purchasing behavior on determining service products	H2
3.	(Karsono et al., 2021)	Branding has an influence in increasing consumer trust and determining service products	The influence of branding on determining service products	The influence of branding on consumer trust	H3

## Discussion

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

### 1. Influence of Market Needs on Determining Service Products

The impact of market needs on the development of service products is an important aspect in determining a company's success. Market demands, which include consumer demand, price elasticity, gap analysis, and customer satisfaction levels, have a substantial impact on many aspects of service product development, including technical and manufacturing capability evaluation, cost analysis, marketing strategy, and risk assessment. Consumer demand has a significant impact on the types and specifications of products or services that corporations manufacture. When demand for a particular product rises, businesses must examine their technical and production capabilities to guarantee they can meet the demand. This could include boosting production capacity, investing in new technology, or streamlining production processes for greater efficiency

Price elasticity determines how items and services are priced. If a product has a high price elasticity, which means that demand is extremely sensitive to price fluctuations, the corporation must do a thorough cost study in order to determine a competitive yet profitable price. Marketing methods must also be altered to promote the product's value or distinctiveness so that buyers believe it is worth purchasing even if the price changes. Gap analysis, which examines the disparities between what the market currently delivers and what customers genuinely need or want, assists businesses in developing or modifying their service goods. This drives product feature, design, and functionality decisions, ensuring that product development is focused on meeting market needs.

Customer satisfaction ratings provide valuable information about how a product or service is perceived in the market. This feedback can be used to improve existing products or services, create new products, and tweak marketing techniques to emphasize the features that customers value the most. Understanding client satisfaction can help businesses identify and handle potential dangers to reputation and market acceptance. In the context of service product determination, the interplay between market needs and the product creation process is a continuous cycle that necessitates regular modification and evaluation. Companies must respond proactively to changing market needs in order to remain relevant and competitive. This entails incorporating market analysis data into strategic decisions ranging from product planning and design to marketing, sales, and after-sales service. Understanding market needs and applying them to service product development is critical to delivering long-term value for consumers and sustaining a strong market position.



Market needs influence the determination of service products, this is in line with research conducted by: (Octavia et al., 2020), (Wulansari, 2013), (Setiawan et al., 2021).

## **2. Influence of Market Trends on Determining Service Products**

Market trends have a significant impact on the development of service products, influencing everything from technical and production capabilities to cost analysis, marketing strategy, and risk assessment. Sales trends, innovation adoption, media and publishing monitoring, and market research all give valuable data that help businesses adjust and maximize their product and service offerings. Changes in sales can signal changes in customer tastes and market demands. This information is critical in determining a company's technical and manufacturing capability. For example, if the sales of a specific product increase, a corporation may need to increase production capacity or invest in new technologies to satisfy demand. In contrast, a drop in sales may indicate the need to cut capacity, diversify offerings, or rethink product strategy.

Innovation adoption measures how quickly and extensively a new product or technology is accepted by the market. Companies must analyze their technological capabilities and production capability before adopting such advances. This also has an impact on cost analysis, as innovations frequently involve large upfront expenditure but can result in long-term efficiency and advantages. In marketing strategy, adopting innovation might necessitate new and creative techniques to selling innovative products or services, stressing their distinctiveness and additional value. Media and publication analysis can reveal how a product or service is perceived by the general public and media. This information is crucial for developing marketing and communication strategies. Companies can utilize this information to personalize marketing messages and campaigns, boost product visibility, and strengthen brand positioning in the market. Furthermore, media monitoring can assist businesses in identifying and responding to developing industry trends, as well as revealing new opportunities and warning of potential threats.

Market research provides detailed data and analysis on customer behavior, competition, and market circumstances. This data is critical for all areas of determining service goods. Market research assists in determining whether a company has the resources and technology to satisfy changing market demands. Market research helps with financial planning and pricing by providing information on aspects such as manufacturing costs, rival prices, and customer price sensitivity. Market research has a significant impact on marketing strategy, as it influences product creation, market segmentation, targeting, and positioning. Finally, risk analysis uses market research to identify potential barriers and possibilities, allowing businesses to develop effective risk mitigation measures. Thus, market trends provide crucial insights that assist businesses in developing and carrying out their product and service initiatives. Understanding these patterns assists businesses to remain competitive, inventive, and responsive to changing market conditions.

Market trends influence the determination of service products, this is in line with research conducted by: (Ayodeji et al., 2023), (Risby et al., 2022), (Hernadewita et al., 2020), (Wiwoho, 2019), (Sabina et al., 2023), (Sipone, 2024).

## **3. The Influence of Branding on Determining Service Products**

Branding is an essential factor in the selection of service products, impacting technical and manufacturing capabilities, cost analysis, marketing strategy, and risk assessment. Brand awareness, perception, value, and loyalty are all major factors in shaping corporate strategies and decisions. Brand awareness refers to how familiar customers are with the brand. A high level of awareness might make it easier for businesses to introduce new products or services because consumers are already familiar with and trust the brand. Broad brand awareness makes it easier for businesses to determine the technical and manufacturing skills needed to meet

market expectations when determining service products. Companies with a great brand recognition can often lower marketing costs while achieving better results because they already have a devoted consumer base.

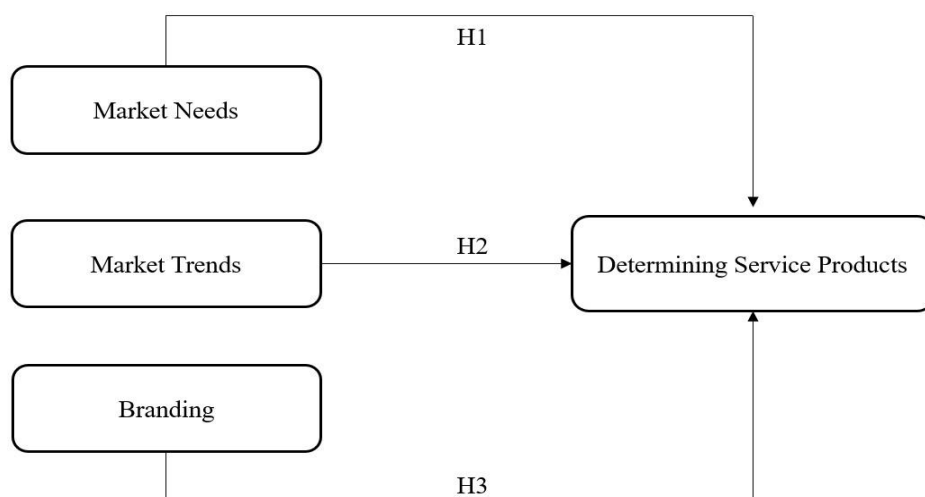
Brand perception is the impression or opinion that people have about a brand. It affects how a new product or service is regarded in the market. If impressions are positive, the corporation may charge a higher price for its items, altering cost analysis and profit estimates. Brand perception also influences marketing strategy; products and services must be compatible with the brand image in order to retain brand integrity and value. In terms of risk assessment, positive brand impression helps mitigate marketing and reputation concerns. Brand value is the financial and psychological strength connected with a brand. High brand value enables businesses to charge higher prices, impacting cost analysis and investment decisions. Companies with strong brand values might be more daring in their technological investment and innovation when deciding on service offerings, in the hopes that brand value will help with market acceptance and adoption. High brand value also aids in the allocation of resources for R&D, influencing decisions about technical and manufacturing capabilities.

Brand loyalty refers to a customer's attachment to a brand, which can lessen price sensitivity and enhance their willingness to acquire new products from that brand. This devotion can lower the risks associated with launching a new product or service, giving businesses more confidence in their investment in technological and manufacturing capabilities. Marketing tactics can concentrate on strengthening ties with current consumers and using customer advocacy to sell new items. Overall, excellent branding serves as a foundation that influences all aspects of corporate operations, from product creation to launch and promotion. A strong and good brand makes it easier to make strategic decisions about product and service offerings, reduces risks, and boosts market success.

Branding influences the determination of service products, this is in line with research conducted by: (Lubis et al., 2020), (William & Wuryandari, 2020), (Karsono et al., 2021), (Novianty et al., 2021), (Simarmata et al., 2022), (Simarmata & Keke, 2016), (Simarmata et al., 2018).

### 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, market needs, market trends and branding influence determining market needs. However, apart from market needs, market trends and branding

which influence the determination of service products, there are other variables which influence it, among others:

1. Customer Preferences: (L. H. Putri, 2016), (Hamdan et al., 2023), (Rajesh et al., 2022), (Susanto et al., 2024).
2. Regulation: (Sesaria et al., 2020), (Fauzi et al., 2022), (Biglan et al., 2019), (Harahap et al., 2020),
3. Competitors: (Nadin & Ikhtiono, 2019), (Meutia et al., 2021), (Nofrialdi, 2021).

## CONCLUSION

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

1. Market needs influence the determination of service products.
2. Market trends influence the determination of service products.
3. Branding influences the determination of service products.

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