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Influence of Product Quality, Service Quality and Service Facilities on Passenger Satisfaction Soekarno-Hatta International Airport (Case Study on Luggage Service at The Airport)

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Abstract: This study was conducted along with the increasing number of air passengers at Soekarno-Hatta International Airport so that it must be supported by optimal services and still ensure flight safety and security. This study aims to analyze the effect of product quality, service quality, and service facilities on passenger satisfaction at Soekarno-Hatta International Airport, especially on baggage services. This study uses a quantitative approach with a survey method, where data is obtained through questionnaires distributed to 150 passengers at Soekarno Hatta Airport. Data analysis was carried out with validity tests, reliability tests and hypothesis tests to test the effect of product quality, service quality, and service facilities on passenger satisfaction. The results of the study showed that the three variables, namely product quality, service quality, and service facilities, significantly have a positive effect on passenger satisfaction. Of the three variables, service quality has the most dominant effect on passenger satisfaction in baggage services. These findings indicate that improvements in aspects of service quality, such as speed, security, and complaint handling, are needed to improve passenger satisfaction. The practical implications of this study confirm that the management of Soekarno-Hatta International Airport needs to focus on improving the quality of service and management of baggage service facilities to improve overall passenger satisfaction. Improving product quality should also not be ignored, because passengers demand security and comfort in using baggage services.

Keyword: Product Quality, Service Quality, Service Facilities, Passenger Satisfaction, Baggage Service, Soekarno-Hatta International Airport

INTRODUCTION

Soekarno-Hatta International Airport is the main gateway for air transportation in Indonesia, serving millions of passengers every year. As passenger volume increases, competition between air transportation service providers is also getting tighter. Passengers not only look for time efficiency when traveling, but also expect high quality products, service

facilities and service quality from air transportation service providers, in this case international airports (Simarmata et al., 2020).

Soekarno-Hatta. Product quality, which includes safety and comfort, is the main factor influencing passenger satisfaction when traveling through the airport.

Baggage service is an important component of the passenger experience at the airport, where the quality of this service can influence passengers' perceptions of the overall quality of service at the airport (Simarmata & Keke, 2016). Product quality in baggage services includes aspects such as security, timeliness and the condition of the goods when received by passengers. Meanwhile, service facilities related to baggage, such as ease of access, comfort of the baggage claim area, and clarity of information, are also factors that are no less important (Sihombing & TEWENG, 2021).

Service quality, which includes professionalism, staff compassion, and speed of response to complaints, also plays an important role in achieving passenger satisfaction. In recent years, despite various efforts to improve, passenger complaints are still frequently found regarding lost or damaged baggage, delays in baggage delivery, and lack of comfort in the baggage claim area. This shows that there is a gap between passenger expectations and the reality of the service received, which in the end can affect the overall level of passenger satisfaction (Faisal et al., 2024).

In terms of service to service users, all companies must also adjust conditions in line with technological advances, because if not, they will be left behind and could experience setbacks (Harahap et al., 2024). Of course, with creative ideas and innovations that are in line with technological sophistication. Competition in business is also getting tighter with the emergence of new technology-based companies which are a threat to old companies that are still running business as usual. By utilizing electronic business transactions, technological advances can open up new business opportunities. This can make it easier for everyone to carry out any activity, including buying and selling transactions.

Everything has been impacted significantly by advances in technology, which makes everything easier. Technological advances can also make it easier and faster for us to interact, communicate and transact with everyone. Currently, many businesses offer various kinds of products via the internet along with advances in technology. The advantages of internet media include its convenience as a promotional medium. Because it can be used by anyone, anywhere in the world, products sold via the internet can benefit business people (Susanto et al., 2023);(Panggabean et al., 2024); & (Ulfah et al., 2020).

PT Angkasa Pura II is a state-owned company in the field of airport management that is engaged in providing services and services that must be able to read this situation. All airport service users certainly want fast, easy and practical technology-based services.

During the Covid-19 Pandemic, the airport was managed by PT Angkasa Pura II, including Soekarno-Hatta International Airport, which is one of the largest airports in Indonesia, experienced a significant decline in the number of passengers in the period 2019 to 2021, which can be seen from the following passenger movement table:

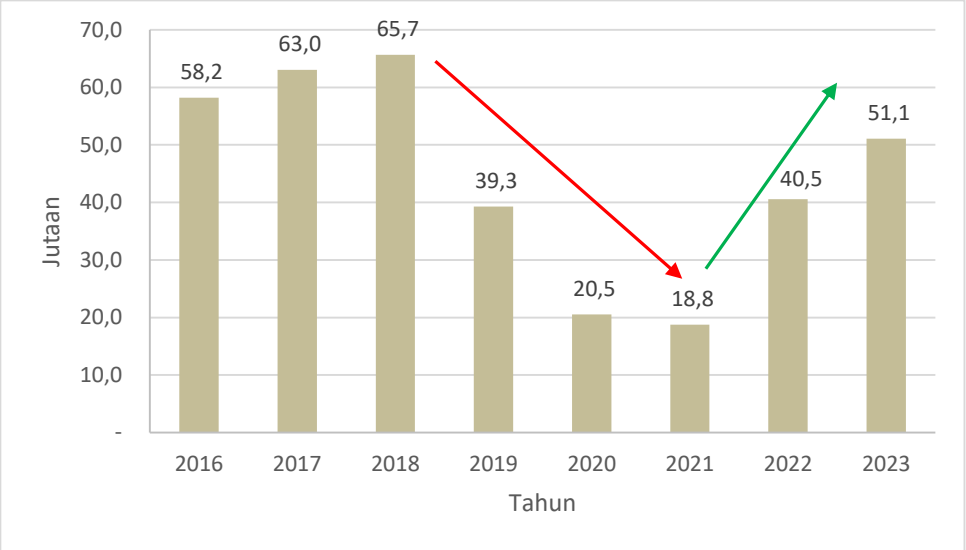

Figure 1. Soekarno-Hatta International Airport Passenger Movement Graph 2016 – 2023
Source: PT Angkasa Pura II and Data processed by the author

2022, at the time of recovery after the Covid-19 pandemic, followed by the opening of travel restrictions and an increase in travel demand, is a good momentum in improving services to air passengers, especially international airports.

Soekarno-Hatta. Companies must be able to read opportunities and create new businesses that can increase corporate revenue.

In the range of years shown in the table above, 2020 saw the lowest number of airline passengers at Soekarno-Hatta Airport due to the COVID-19 situation. However, in 2022 there will be an increase of more than 100% from 2021 in terms of the number of airline service users (pax) at Soekarno-Hatta International Airport.

Increase in the number of passengers at international airports Soekarno-Hatta for both domestic and international passengers has created new challenges in terms of service management for service users. This increase in the number of passengers, on the one hand, has a positive impact on economic growth and tourism, but on the other hand it creates challenges for airport managers to maintain the quality of services and facilities used (Achmad et al., 2024).

Baggage service problems are often the main focus in evaluating passenger satisfaction. Some of the problems frequently encountered include queues when loading baggage at check-in, delays in baggage delivery, loss of baggage, and damage to passenger baggage. These problems not only harm passengers directly but also negatively impact the reputation of airports and airlines. In an effort to improve service quality, many international airports have begun to adopt advanced technologies in baggage management, automation of baggage handling processes, and real-time baggage tracking.

In Indonesia, the application of technology in baggage services is still relatively limited. Although several large airports such as Soekarno-Hatta and Ngurah Rai have started to implement some basic technologies, there are still large gaps in terms of integration and efficiency of the systems implemented. The lack of integration between airport and airline information systems often causes inefficiencies in baggage handling, which ultimately impacts passenger satisfaction (Prasetyo, 2021).

Along with increasingly rapid technological developments, the need for a more modern and technology-based baggage service concept is becoming increasingly urgent. The implementation of the technology-based baggage service concept is not only expected to increase operational efficiency but also provide a better experience for passengers, which in

turn can increase overall customer satisfaction (ACI, 2022). Therefore, this research will discuss the influence of product quality, service facilities and service quality on passenger satisfaction at Soekarno-Hatta International Airport (Case Study of Air Transportation Services), especially in terms of baggage handling.

This research aims to provide a clearer picture of the influence of these three variables on passenger satisfaction, as well as provide recommendations that can be implemented by airport management to improve the quality of baggage services. It is hoped that the results of this research can contribute to improving the overall quality of airport services and provide higher satisfaction for passengers.

In this research, there are several main problems identified related to the Influence of Product Quality, Service Facilities and Service Quality on Passenger Satisfaction, especially in terms of baggage handling: (1) Inefficiency in the Baggage Handling Process, the baggage handling process which is still carried out at the time of departure and arrival manually or semi-manually at Soekarno-Hatta International Airport causing slow airport operations but also reducing the level of passenger satisfaction. (2) The need for an integrated and modern baggage service concept. With increasingly rapid technological developments, there is an urgent need to design an integrated, modern and technology-based baggage service concept. This concept is expected to increase operational efficiency and provide better service for passengers. (3) Lack of Application of Advanced Technology, the lack of application of this technology causes difficulties in monitoring and managing baggage effectively, especially at airports with high passenger volumes such as Soekarno-Hatta International Airport.

METHOD

Descriptive research methodology is a type of quantitative research method that utilizes a problem definition that directs exploration to investigate what is happening so that it is focused in depth, comprehensively and profoundly. This descriptive quantitative research methodology aims to describe the facts or characteristics of a particular population or field accurately and systematically (Susanto, Arini, et al., 2024);(Sugiyono, 2018).

The research method that will be used in this research is through a quantitative approach by taking samples from passenger data for both departures and arrivals at Soekarno-Hatta International Airport and using a questionnaire as the main data collection tool.

This research was carried out in June 2024. The research location was carried out in public areas at Soekarno-Hatta International Airport, both arrival and departure areas.

States that population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Susanto, Yuntina, et al., 2024);(Hair et al., 2022). In this research, the population is passengers at Soekarno-Hatta International Airport including domestic and international passengers who use baggage services both checking in baggage and interacting with the baggage service system, because they are the main target in research on improving services through technology.

In this study, the population is passengers both departing and arriving at Soekarno-Hatta International Airport, consisting of: (1) Primary data, which is data or information obtained directly from questionnaire results for passengers both departing and arriving at Soekarno-Hatta International Airport. Hatta. (2) Secondary data, is research supporting data obtained from various sources to complete research related to the problem under study, namely related to baggage handling at the airport. According to (Sekaran & Bougie, 2013), a sample is part of a population selected using certain techniques so that it can represent that population. In this study the sample is a group of passengers selected from the population to be included in the research. This sample consists of passengers who used baggage services at Soekarno-Hatta International Airport in June 2024, who were selected using a simple random sampling technique. The number of samples in this research was 150 respondents. The determination of

the sample size for this research was based on Roscoe in the book Research Methods for Business (1982), namely that the appropriate sample size for research is between 30 and 500.

RESULTS AND DISCUSSION

Questionnaires were distributed to all Soekarno-Hatta Airport service users who use planes for arrival and departure, with the number of questionnaires distributed being 100 respondents and the number of questionnaires returned being 150 respondents. Thus, the response rate of this study was 150%. In this study, the characteristics of respondents include age, gender and frequency of using airplanes at Soekarno-Hatta Airport for arrival and departure. There were 150 respondents collected from aircraft users at Soekarno-Hatta Airport through arrivals and departures. The results of the research that has been carried out can be described as follows:

By Age

The following is a description of data based on age and characteristics of respondents:

Table 1. Characteristics Based on Age Group

Age	Frequency	Percentage
< 21 Year	2	1%
>50 Year	9	6%
21-30 Year	61	41%
31-40 Year	65	43%
41-50 Year	13	9%
Grand Total	**150**	**100%**

Source: Data studied by researchers. 2024

Based on Table 1, it shows that the largest majority of respondents are aged 31-40 years with as much as 43% and the fewest are respondents aged less than 21 years with 1%.

By Gender

The following is a description of the data based on gender from the characteristics of the respondents:

Table 2. Characteristics Based on Gender

Gender	Ammount	Percentage
Male	114	76%
Female	36	24%
Grand Total	**150**	**100%**

Source: Data studied by researchers. 2024

Based on Table 2, it shows that the majority of respondents were men with a percentage of 76% with a total of 114 men. Then, there were 24% female respondents with a total of 36 women.

Based on the frequency of passengers using the plane

The following is a description of data based on the frequency of passengers using aircraft at Seokarno-Hatta Airport through arrival and departure characteristics of respondents:

Table 3. Characteristics Based on the Frequency of Airline Passengers Using Airplanes

Age	Frequency	Percentage
< 21 Year	2	1%
>50 Year	9	6%
21-30 Year	61	41%
31-40 Year	65	43%
41-50 Year	13	9%
Grand Total	**150**	**100%**

Source: Data studied by researchers. 2024

Based on Table 3, it shows that the largest majority of respondents are aged 31-40 years, as many as 65 people use planes at Soekarno-Hatta Airport. Then, for the smallest respondents there were 2 people under 21 years of age.

Reliability Test

Composite Reliability Test, Outer model can also be evaluated by looking at the reliability of the construct or latent variable. This reliability is evaluated based on the composite reliability value of the indicator block in measuring the construct.

The results of PLS for composite reliability values can be seen in the following table:

Table 4. Composite Reliability Value

Variable	Composite reliability (rho_a)	Composite reliability (rho_c)
Service Facilities	0.871	0.904
Service Quality	0.912	0.929
Product Quality	0.895	0.900
Customer Satisfaction	0.923	0.937

Source: Data studied by researchers. 2024

The table above shows that the composite reliability value for all constructs is above 0.70. This shows that all constructs have good reliability, in accordance with the required minimum value limits. Therefore, it can be concluded that this model meets the requirements for good reliability.

Cronbach Alpha Test

The outer model can also be tested by looking at the reliability of the construct or latent variable. This reliability is measured using the Cronbach's alpha value of the indicator block that measures the construct. A construct can be declared reliable if the Cronbach's alpha value is greater than 0.60.

Table 5. Cronbach's alpha value

Variable	Cronbach Alpha
Service Facilities	0.860
Service Quality	0.911
Product Quality	0.866
Customer Satisfaction	0.921

Source: Data studied by researchers. 2024

Based on the table above, it shows that the Cronbach's alpha value for each construct is above 0.60. So it can be concluded that all constructs have good reliability in accordance with the required minimum value limits. This shows that all constructs in the model have adequate internal consistency, so they can be relied on in measuring latent variables.

Structural Model Evaluation (Inner Model)

Evaluation of the Structural Model (inner model) is carried out after testing the outer model. In PLS, Structural Model Evaluation (inner model) can be evaluated through several methods, including testing the R^2 value for dependent constructs, as well as t-values for each path to test the significance between constructs in the structural model. The R^2 value is used to measure the degree of variation in changes in the dependent variable that can be explained by the independent variable.

R-square test

This table displays the calculation of the R-square value for each variable:

Table 6. R-Square and Adjusted R-Square values

Variable	R-square	R-square adjusted
Customer Satisfaction	0.684	0.678

Source: Data studied by researchers in 2024

According to table 6 above, the R-square value for the customer satisfaction variable is 0.684. This means that 68.4% of the variation in changes in the customer satisfaction variable can be explained by the variables product quality, service quality and service facilities. Meanwhile, the remainder, namely 31.6%, is explained by other variables not included in the proposed model.

Hypothesis Testing

Hypothesis testing in the structural model is carried out to determine the level of significance of the influence between variables. This significance level is assessed using the Path Coefficient which is displayed by the T-Statistic and P-Values values. In this study, the T-Statistic value must be greater than 1.96 for the two-tailed hypothesis (Two-Tailed) and greater than 1.64 for the one-tailed hypothesis (One-Tailed) with a P-Value value of less than 0.05 so that the hypothesis can be accepted.

The mediation test in this research was carried out by looking at the indirect effect (special indirect effect) using the bootstrapping method in SmartPLS 4.0. This method helps in evaluating whether the mediating variable has a significant role in the relationship between the independent variable and the dependent variable.

The structural model test results which describe the path coefficient, t-statistics and p-values for each relationship between variables can be described from the test results as follows:

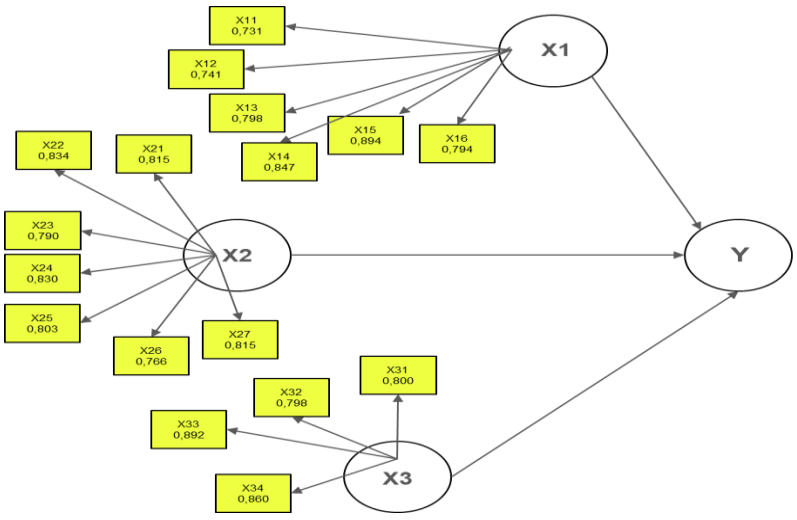

Figure 2. Path Coefficient

From the picture above, we can see the results of hypothesis testing for each relationship between variables, both for direct and indirect relationships through mediating variables. Based on the values shown in the figure, it can be concluded whether each hypothesis is accepted or rejected based on the significance criteria that have been determined. Thus, the results of testing this structural model provide clear information regarding the relationship and influence between variables in the research, as well as the mediating role that may exist.

F-Square Test

The F-Square test was carried out to test the hypothesis regarding the influence of the independent latent variable on the dependent latent variable. Based on the table below, researchers can determine whether the proposed model is good enough to explain the relationship between latent variables and whether the independent latent variables have a significant influence on the dependent latent variables (Ghozali, 2006).

Table 7. *F-Square*

Variable	f-square
Service Facilities -> Customer Satisfaction	0.457
Service Quality -> Customer Satisfaction	0.250
Product Quality -> Customer Satisfaction	0.243

Source: Data studied by researchers. 2024

Based on table 7 it can be stated as follows:
Service facilities on customer satisfaction have a strong influence with F2 (0.457).
Service quality on customer satisfaction has a medium influence with F2 (0.250).
Product quality on passenger satisfaction has a medium influence with F2 (0.243).

Table 8. Direct Effect Value

	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P Value
Product Quality -> Customer Satisfaction	0.176	0.168	0.107	1.644	0.010
Service Quality -> Customer Satisfaction	-0.228	-0.197	0.130	1.757	0.019
Service Facilities -> Customer Satisfaction	0.875	0.855	0.138	6.347	0.000
Simultaneous	0.334	0.337	0.111	4.139	0.016

Source: Data studied by researchers. 2024

- ✓ The interpretation of the table above is that if the p value < 0.05 then it can be said to have a significant influence, but if the p value > 0.05 then it can be said to have an insignificant influence.
- ✓ The product quality variable on passenger satisfaction has a p-value of 0.01, this means that there is a positive and significant direct influence of product quality on passenger satisfaction (p-value < 0.05).
- ✓ The service quality variable on customer satisfaction has a p-value of 0.019, this means that there is a positive and significant direct influence of service quality or brand on passenger satisfaction (p-value < 0.05).
- ✓ The service facility variable on passenger satisfaction has a p-value of 0, this means that there is a positive and significant direct influence of the service facility or brand on passenger satisfaction (p-value < 0.05).

Discussion of Research Results

Effect of Product Quality (X_1) on Customer Satisfaction (Y)

The product quality variable in this research can be measured using six main indicators, namely duration, innovation, need, effectiveness of application services, service optimization and product improvement, each of which is divided into one question. Meanwhile, the customer satisfaction variable is measured using six main indicators, namely repeat orders, technology-based, recommendations to other people, feasibility, trust, comfort and satisfaction divided into one question.

Referring to the results of the analysis using SmartPLS 4.0, the Product Quality Variable (X_1) is proven to have a positive and significant influence on the Customer Satisfaction variable (Y). This is proven by the p-value of 0.01 which is smaller than 0.05. Thus, the hypothesis which states that product quality has an influence on customer satisfaction can be accepted.

Effect of Service Quality (X_2) on Customer Satisfaction (Y)

The service quality variable in this research can be measured through seven main indicators, namely speed in service, response, solutions, security in data and identity and friendliness of officers in serving and directing, each indicator is divided into one question. Meanwhile, the customer satisfaction variable is measured using six main indicators, namely repeat orders, technology-based, recommendations to others, feasibility, trust, comfort and satisfaction, where each indicator is divided into one question.

Referring to the results of the analysis using SmartPLS 4.0, the service quality variable (X_2) is proven to have a positive and significant influence on the customer satisfaction variable (Y). This is proven by the p-value of 0.019 which is smaller than 0.05. So the hypothesis which states that service quality has an influence on customer satisfaction can be accepted.

Effect of Service Facilities (X_3) on Customer Satisfaction (Y)

The service facility variable in this research is measured by four main indicators, namely quality in equipment, delivery, fulfillment and performance where each indicator is divided into one question. Meanwhile, the customer satisfaction variable is measured using six main indicators, namely repeat orders, technology-based, recommendations to other people, feasibility, trust, comfort and satisfaction, each indicator is divided into one question.

Referring to the results of the analysis using SmartPLS 4.0, the service facility variable (X_3) is proven to have a positive and significant influence on the customer satisfaction variable (Y). This is proven by the p-value of 0 which is smaller than 0.05. Thus, the hypothesis which states that service quality has an influence on customer satisfaction can be accepted.

Influence of Product Quality (X_1), Service Quality (X_2), and Service Facilities (X_3) on Customer Satisfaction (Y)

Referring to the results of the analysis using SmartPLS 4.0, the variables Product Quality (X_1), Service Quality (X_2), and Service Facilities (X_3) were simultaneously proven to have a positive and significant influence on the customer satisfaction variable (Y). This is proven by the p-value of 0.016 which is smaller than 0.05. Thus, the hypothesis which states that Product Quality (X_1), Service Quality (X_2), and Service Facilities (X_3) has an influence on customer satisfaction can be accepted.

CONCLUSION

Advances in application-based technology have had a significant impact on the airline service sector. This development makes it easier for airline service users to interact, communicate and carry out transactions quickly and efficiently. This impact is expected to reduce queues in the check-in and baggage claim process, so that all airline service users at Soekarno-Hatta Airport can experience greater convenience. PT Angkasa Pura II, as an airport

manager that operates in the field of service and service providers, can adapt optimally through the implementation of a technology-based baggage service concept. The concept of technology-based services, for example "luggage on the go", is expected to be an effective solution for airline service users at Soekarno-Hatta Airport, by offering fast, easy and practical services thanks to technology support. To support the application of this service concept, there are several important points that must be considered and will be explained further in the conclusions, recommendations and implications of the technology-based baggage service concept.

Based on data analysis from research that has been carried out and hypothesis testing regarding the Influence of Product Quality, Service Quality and Service Facilities on Passenger Satisfaction at Soekarno-Hatta International Airport (Case Study of Baggage Services at the Airport) the following conclusions can be drawn:

1. **Effect of Product Quality on Passenger Satisfaction:**
   The research results show that the product quality of baggage services has a significant influence on airline passenger satisfaction. The higher the quality of the product provided, the higher the level of passenger satisfaction.
2. **Effect of Service Quality on Passenger Satisfaction:**
   Good service quality from baggage services has also been proven to have a positive effect on passenger satisfaction. Passengers who feel that this service has good quality tend to be more satisfied with the service provided**.**
3. **Effect of Service Facilities on Passenger Satisfaction:**
   Overall service facilities from baggage services also influence passenger satisfaction. Service facilities are an important factor that increases passenger satisfaction.
4. **The Influence of Product Quality, Service Quality and Service Facilities on Passenger Satisfaction.**
   Overall, the three variables, namely product quality, service facilities and service quality simultaneously have a significant effect on passenger satisfaction in baggage services at Soekarno-Hatta International Airport. The implications of this research indicate that airport managers need to continue to improve product and service quality and update existing facilities to ensure optimal levels of passenger satisfaction.

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