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The Influence of Check-In Counter Officer Service Quality on Passenger Satisfaction at Transnusa Airlines at Soekarno-Hatta International Airport

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Abstract: Passenger satisfaction is important in maintaining loyalty and airline reputation in the aviation industry. One important aspect of airline service quality is the check-in counter officer. Check-in counter officers are the front line in direct interaction between airlines and passengers. This study analyses the service quality of check-in counter officers and their effect on passenger satisfaction at Transnusa Airlines at Soekarno-Hatta International Airport. This study uses a descriptive method with a quantitative approach. The primary data was collected from processing questionnaire data from 100 respondents using the accidental sampling method. The study's results found that the quality of check-in officer service observed through the variables reliability, responsiveness, assurance, empathy, and tangible proved to have a significant effect both partially and simultaneously on TransNusa airline passenger satisfaction. The assurance variable is the variable that has the most dominant influence on passenger satisfaction. The magnitude of the contribution of the influence of service quality (reliability, responsiveness, assurance, empathy and physical evidence) on TransNusa airline passenger satisfaction is 86.1%.

Keyword: Service Quality, Staff, Check-In Counter, & Passenger Satisfaction.

INTRODUCTION

In the airline industry, passenger satisfaction is important in maintaining loyalty and reputation. Passenger satisfaction in the airline industry is a key factor influencing brand loyalty, passenger retention, and profitability (Giao & Vuong, 2021; Song et al., 2019). Airlines strive to understand and improve passenger satisfaction in a highly competitive market to maintain their competitive advantage (Ma, 2023) .

Passenger satisfaction is defined as the feeling of pleasure or disappointment experienced by passengers after comparing the performance of a product or service with their expectations (Raza Shaikh, 2024; Riak & Bil, 2022). This satisfaction is considered a strategic asset of the company that must be optimized to improve operational and financial performance (Fornell et al., 2020). Factors influencing passenger satisfaction are service quality, comfort and punctuality, improvements in digital aspects, and price (Du, 2023; Jethwa & Vora, 2024) .

One important aspect of airline service quality is the check-in counter officer. Check-in counter officers are at the forefront of direct interaction between the airline and passengers. Their role is not only in the check-in process but also in providing an initial impression of the airline's service to passengers (Sugiarti, 2023). The quality of service at the check-in counter is an important factor affecting passenger satisfaction and the airline's image in the eyes of the public. Fast, friendly, and informative service can increase passenger satisfaction, while poor service can damage the airline's reputation (Lindiyani & Hodi, 2023; Pamungkas & Laksana, 2023).

Previous studies have shown that the quality of check-in counter service significantly influences passenger satisfaction. For example, a study at Sultan Thaha Jambi Airport showed that the quality of Super Air Jet check-in counter service affected passenger satisfaction by 43.3% (Pertiwi & Nieamah, 2023). Meanwhile, at Rahadi Oesman Airport, the Wings Air check-in counter service quality affected passenger satisfaction by 65.4% (Pamungkas & Laksana, 2023). Another study at General Ahmad Yani International Airport in Semarang also revealed that the quality of check-in counter service contributed 69.3% to Lion Air passenger satisfaction (Lindiyani & Hodi, 2023). The Previous studies show that improving service quality in this area can have a significant positive impact on passenger experience. This study highlights how crucial it is for airlines to raise the quality of their services to satisfy customers and foster cordial connections with them (Kurniawan & Haryati, 2024; Lindiyani & Hodi, 2023).

TransNusa Airlines, one of the airlines operating at Soekarno-Hatta International Airport, plays a strategic role in providing a quality travel experience to passengers. However, based on initial observations, several complaints often arise from passengers regarding the service of TransNusa Airlines check-in counter officers at Soekarno-Hatta International Airport. Several passengers feel dissatisfied with the check-in process, which takes a long time, has ineffective communication from officers, and requires minimal attention and professionalism from officers. Based on an initial survey conducted at the Airport, only around 60% of passengers stated that they were satisfied with the check-in service from TransNusa officers. This can impact the airline's image, decrease passenger loyalty, and ultimately affect the airline's income.

This research is important to provide strategic recommendations to TransNusa airline management to improve check-in officer services. By increasing passenger satisfaction, airlines can retain loyal passengers, improve brand reputation, and obtain better profits. Given the increasingly tight competition in the aviation industry, efforts to improve passenger service quality are necessary to maintain a competitive market share.

METHOD

This research was conducted at Soekarno-Hatta International Airport, specifically at the TransNusa airline check-in counter area. This area was chosen because it is a point of direct interaction between airline officers and passengers. Researchers conducted observations and in-depth interviews with check-in officers and passengers who used the TransNusa airline check-in service. The study also involved several respondents who were in the check-in waiting room.

This study uses a descriptive method with a quantitative approach. The quantitative descriptive method is based on a positive philosophy. It is used to research specific populations or samples, collect research instruments, and analyze quantitative data to test the established hypothesis (Sugiyono, 2021).

Using primary data from processing questionnaire data, observations, and literature studies. The number of respondents in the study was 100 people. The sampling technique used was the *accidental sampling method*. Accidental sampling is taking respondents as samples based on coincidence; anyone who accidentally meets the researcher can be used as a sample

if the person who happens to be met is suitable as a data source (Santoso et al., 2024). The respondent criteria are TransNusa Airlines passengers who have previously used TransNusa flight services.

Data analysis techniques were used to analyze the research data obtained, including instrument testing techniques, classical assumption tests, multiple linear regression analysis, and coefficient of determination.

RESULTS AND DISCUSSION

Validity Test

An instrument is valid if it can measure what is to be measured from the studied variables. The technique used for this validity test is the product-moment correlation with $\alpha = 0.05$, which is done by correlating the score of each item with its total score. The test results show that all research variable items have a calculated $r > r$ table at an error rate of 5% ($\alpha = 0.05$) and $n = 100$ obtained r table = 0.196. It can be seen that the r results of each item > 0.196 , so it can be said that all research variable items are valid for use as instruments in research, or The questions asked can be used to measure the variables being studied.

Reliability Test

The reliability test is intended to determine the consistency of the measuring instrument in its use. In other words, the measuring instrument has consistent results when used repeatedly and at different times. The Cronbach Alpha Technique is used to test reliability, where an instrument can be said to be reliable if it has a reliability coefficient or alpha of 0.5 or more. The results of the reliability test conducted on this research instrument show that the variables of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), tangible (X5) and passenger satisfaction (Y) show a Cronbach's Alpha value (α) > 0.5 which means that all variables are reliable. This result means that the question items used will be able to obtain consistent data in the sense that if the answer will be relatively the same if the question is asked again.

Respondents' Assessment of Reliability Variables (X1)

The results of the questionnaire data processing show that 49 people (48.67%) chose the answer to agree, 38 people (38%) chose the answer to disagree, 10 people (10%) strongly agreed regarding reliability, two people (1.67%) chose the answer strongly disagree. In contrast, one person (1.33%) chose the answer to disagree. The results show 365 respondents' answers, which are in the "satisfactory" category when connected to the interval table, or the percentage is $(365:500) \times 100\% = 73\%$.

By paying attention to the respondents' answers above, it can be concluded that passengers are satisfied with the ability to provide services according to what was promised (reliability). Then, with the respondents' answers still disagreeing, the company still needs to improve the service in terms of reliability in the future so that passengers are satisfied with the services provided.

Respondents' Assessment of the Responsiveness Variable (X2)

The results of the questionnaire processing showed that 33 people (33%) chose the answer less agree, 30 people (30.33%) chose the answer disagree, 16 people (16%) agreed on Responsiveness, 12 people (12%) chose the answer strongly disagree, while 9 people (8.67%) chose the answer strongly agree. The results show a total of 279 respondents' answers which when connected to the interval table, are in the "quite satisfactory" category or the percentage is $(279:500) \times 100\% = 55.8\%$.

Based on the results of the answers above, it shows that the highest respondent's answer is in the satisfactory category, meaning that it can be said that passengers think that employees care enough about passengers.

Respondents' Assessment of Assurance Variables (X3)

The results of the questionnaire data processing show that 32 people (32.33%) chose the answer agree, 25 people (25%) chose the answer strongly agree, 25 people (25%) chose the answer less agree regarding assurance, 15 people (15%) chose the answer disagree. In comparison, three people (2.67%) chose the answer strongly disagree. The results also show 362 respondents' answers, which, when connected to the interval table, are "quite satisfactory", or the percentage is $(362: 500) \times 100\% = 72.4\%$.

By paying attention to the respondents' answers above, passengers are satisfied with their knowledge, ability, friendliness, politeness, and trustworthiness. Then, with the respondents' answers still strongly disagreeing, the company still needs to improve the service in terms of assurance for the future so that passengers are satisfied with the service provided.

Respondents' Assessment of Empathy Variable (X4)

The results of the questionnaire data processing show that 36 people (36%) chose the answer less agree, 23 people (23.33%) chose the answer to agree, 22 people (22.33%) disagreed about empathy, 12 people (12.33%) chose the answer to agree. In comparison, six people (6%) chose the answer strongly disagree. The results also show 314 respondents' answers, which, when connected to the interval table, are in the "quite satisfactory" category, or the percentage is $(314:500) \times 100\% = 62.8\%$.

By paying attention to the respondents' answers, passengers are pretty satisfied with the empathy given to them. Then, with some respondents' answers still strongly disagreeing, the company needs to improve its services in terms of empathy in the future so that passengers are satisfied with the services provided.

Respondents' Assessment of Tangible Variables (X5)

The results of the questionnaire processing showed that 38 people (38.33%) chose the answer less agree, 30 people (29.67%) chose the answer to disagree, 17 people (16.67%) agreed about tangible, 10 people (9.67%) chose the answer strongly disagree. In comparison, six people (5.67%) chose the answer strongly agree. The results also showed 279 respondents' answers, which, when connected to the interval table, are "quite satisfactory", or the percentage is $(279: 500) \times 100\% = 55.8\%$.

By paying attention to the respondents' answers above, passengers are satisfied with the tangible provided by the company. Then, with some respondents' answers still disagreeing, it means that the company still needs to improve its services in terms of tangible for the future so that passengers are satisfied with the services provided.

Regression Analysis of Officer Service Quality on Passenger Satisfaction

Data processing through multiple linear regression equations using SPSS 19 is the next step to understand better how TransNusa Airlines' service officer quality affects passenger satisfaction. The dependent variable (Y) is passenger satisfaction, and the independent variables (X) are X1: Reliability, X2: Responsiveness, X3: Assurance, X4: Empathy, and X5: Tangible.

Table 1. Multiple Linear Regression Results
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-2,535	.875		2,897	.005		
reliability (X ₁)	.166	.075	.096	2.218	.029	.793	1,260
responsiveness (X ₂)	.105	.050	.098	2.104	.038	.686	1,459
assurance (X ₃)	.671	.116	.410	5,779	.000	.294	3.402
empathy (X ₄)	.512	.091	.394	5,638	.000	.303	3,300
tangible (X ₅)	.136	.054	.110	2,519	.013	.779	1.284

a. Dependent Variables: Passenger Satisfaction (Y)

Source: Research data, 2024

From table 1 above, the results obtained are entered into the following equation:

$$Y = (-2,535) + 0,166.X_1 + 0,105.X_2 + 0,671.X_3 + 0,512.X_4 + 0,136.X_5$$

Partial Test (t-Test)

The t-test is conducted to see the extent of the partial influence of each with the independent variables, namely reliability, responsiveness, assurance, empathy, and tangible. The t-test is also conducted to see which variable is the most dominant. The t-test compares the calculated t and the t-table at a significance level of 5%. If the calculated t value is greater than the t-table, it can be concluded that the variable has a significant influence or vice versa. The t-table can be obtained by calculating the degrees of freedom = $n - (k + 1) = 100 - 6 = 94$ and a probability of 0.05. The t-table value is obtained equal to 1.985.

Based on the results of the regression calculations carried out, the partial coefficients of each independent variable are obtained as follows:

1. For reliability (X₁), the calculated t value is > t table (2.218 > 1.985) and Sig < 0.05 (0.029 < 0.05). It indicates that the reliability variable has a significant effect on passenger satisfaction.
2. For responsiveness (X₂), the calculated t value is > t table (2.104 > 1.985) and Sig < 0.05 (0.038 < 0.05). It indicates that the responsiveness variable has a significant effect on passenger satisfaction.
3. For assurance (X₃), the calculated t value is > t table (5.779 > 1.985) and Sig < 0.05 (0.000 < 0.05). It indicates that the assurance variable has a significant effect on passenger satisfaction.
4. For empathy (X₄), the calculated t value is > t table (5.638 > 1.985) and Sig < 0.05 (0.000 < 0.05). It indicates that the empathy variable has a significant effect on passenger satisfaction.
5. For tangible (X₅), the calculated t value is > t table (2.519 > 1.985) and Sig < 0.05 (0.013 < 0.05). It indicates that the tangible variable has a significant effect on passenger satisfaction.

From the explanation above, the variables of reliability (X₁), responsiveness (X₂), assurance (X₃), empathy (X₄) and tangible (X₅) have a significant influence on passenger satisfaction.

The criteria for determining the most dominant variable refers to the variable with a more considerable t-count value or the smallest Sig. Number compared to other variables in this study. Based on this, the guarantee variable (X₃) is the variable that has the most dominant influence on passenger satisfaction because this variable has a more considerable t-count value when compared to other variables, which is 5.779 and the smallest Sig. is 0.000.

Simultaneous Test (F Test)

Simultaneous testing (F-Test) is used to test the significance of the influence between independent variables on dependent variables. The testing technique is carried out by comparing the F-calculation value with the F-table value at a significance level of 0.05 or a level of confidence of 95%.

Table 2. F Test Results
ANOVA ^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725,138	5	145,028	116,466	,000 ^b
	Residual	117,052	94	1.245		
	Total	842,190	99			

a. Dependent Variables: Passenger Satisfaction

b. Predictors: (Constant), X5, X2, X1, X4, X3

Based on the calculation results presented in Table 2, it can be seen that the calculated F value is greater than the F table value ($116.466 > 2.31$), and the Significance value (sig) = 0.000, which is smaller than the value of $\alpha = 0.05$. These results prove that simultaneously or together, the service quality variables consisting of reliability, responsiveness, assurance, empathy, and tangible factors significantly influence service quality.

Coefficient of Determinant

The coefficient of determination is used to determine the percentage contribution (share) of the influence of reliability, responsiveness, assurance, empathy, and tangible on passenger satisfaction.

Table 3. Determinant Coefficient
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.861	.854	1.115901

a. Predictors: (Constant), X5, X2, X1, X4, X3

b. Dependent Variables: Passenger Satisfaction (Y)

R^2 value (coefficient of determination) shows the magnitude of the contribution of the influence of the independent variable on the dependent variable in a model. The calculation results in the table above show the R^2 value = 0.861. This value means that 86.1% of passenger satisfaction is influenced by the independent variable of service quality: reliability, responsiveness, assurance, empathy, and tangible. In comparison, the remaining 13.9% is influenced by other variables that have not been studied.

CONCLUSION

Based on the research results presented on TransNusa passenger satisfaction, reliability, responsiveness, assurance, empathy, and tangible significantly affect TransNusa passenger satisfaction. The assurance variable is the variable that has the most dominant effect on passenger satisfaction. The magnitude of the influence of service quality variables (reliability, responsiveness, assurance, empathy and physical evidence) on TransNusa airline passenger satisfaction is 86.1%. At the same time, the remaining 13.9% is influenced by other variables that have not been studied.

In order to accommodate the growing number of passengers on TransNusa, the company's management should further enhance the quality of service, particularly at the check-in counter. For instance, they should make a good first impression by smiling and greeting passengers as soon as they arrive, having check-in counter officers who speak politely to passengers when they communicate, and providing amenities like more check-in counters to serve passengers more quickly and comfortably.

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