

## The Increasing of Airline Passengers in Ied Al-Fitr at Halim Perdanakusuma International Airport - Jakarta

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### Abstract

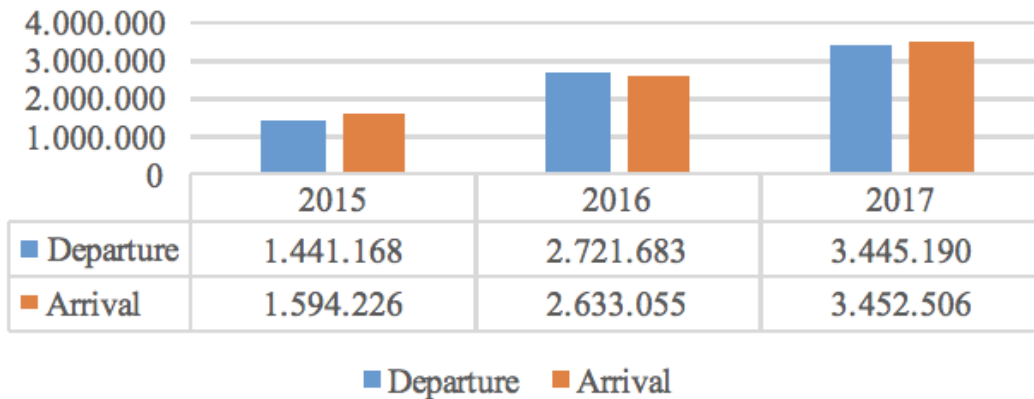
A number of airline passengers will increase during peak season, like in Ied Al Fitr. Ied Al Fitr is known as lebaran. It is a feast day for Muslim. People will visit their families and relatives in or out of their city. It occurs every year and makes the increasing number of airline passengers. This study aims to identify factors that influence the increasing of airline passengers on domestic routes during the Eid Al-Fitr at Halim Perdanakusuma airport, Jakarta. Quantitative descriptive with simple linear regression analysis was used as a method in this research. The data were collected from 100 questionnaires that were distributed to airline passengers randomly. The result shows that distance, time, service, and accessibility have a substantial influence in increasing airline passengers.

**Keyword** : Demand Factor, Increase of Passengers, Eid Al-Fitr

### Introduction

Air transport has many advantages compared to other transports because it offers comfortable, efficient, and quick transport service (Rahmadhani, 2017). That condition convinces people use air transport and it has a significant impact in increasing airline passengers especially for domestic route at Halim Perdanakusuma airport in Jakarta during 2015 to 2017. The data shows that the increasing airline passengers in the last three years reach 52% - 78.9% as presented on the graph of the movement airline passengers at Halim Perdanakusuma airport.

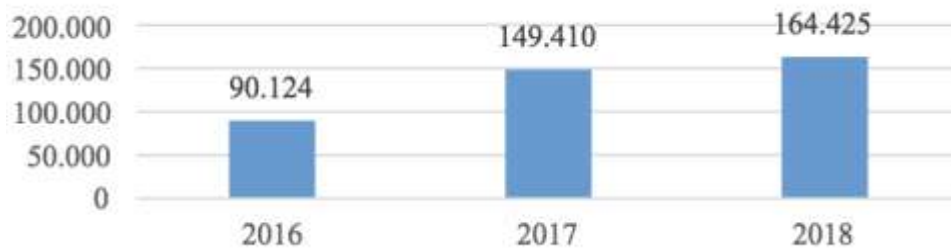
The increasing number of passengers in Indonesia are presented in peak season especially during Ied al-Fitri. The tradition in Ied al-Fitri is known as mudik lebaran. It occurs from seven days before Eid Al-Fitr and seven days after Eid Al-Fitr. The passengers reached 5.9 million or about 10%-11% in 2017. The figure is calculated based on the total seat that sold during Ramadhan month in 2018.



**Movement of Domestic Pasengers at Halim Perdanakusua Airport in 2015 until 2017**

*Source : PT Angkasa Pura II, Halim Perdanakusuma Airport (2018)*

The phenomenon, increasing number of passengers, only happens in Indonesia. The detail is showed in the graphic below.



**Figure 2**

**The increasing of Passangers in Ied Al-Fitr at Halim Perdanakusuma Airport 2016-2018**

*Source : PT Angkasa Pura II, Halim Perdanakusuma Airport (2018)*

The increasing number of passengers in Ied al Fitr at the Halim Perdana Kusuma airport is not supported with airport services including the use of x-ray, officers in avsec and check-in counters. The condition causes passengers queue at Halim Perdanakusuma airport.

The previous research stated that the demand of using air transport service is quite high during Eid Al-Fitr. The passengers' demand can help companies make effective decisions for air transportation services manager (Wen & Yeh, 2017).

The demand for air transport can be categorized as the ability and willingness to buy an item or service with alternative price that is given in certain period. That condition is called as *ceteris paribus* (Vasigh, Fleming, & Tacker, 2009). Another request in transport is from human needs or goods with the delivery of the good to move from a place to others (Teodorović & Janić, 2017).

Demand factors are prominent in increasing the number of passengers and the availability of facilities at the airport, especially during peak season in Eid Al-Fitr. The results of the study stated that the factors affecting passengers demand is price, flight schedule, availability of tickets, holidays, and flights (Wen & Yeh, 2017). Moreover the availability of seat, fares, routes, promotions, schedule, frequency of flights, and regional socio economic have influence in passengers demand using air transport during lebaran (Teodorović & Janić, 2017).

Teodorović & Janić, 2017; Wen & Yeh, 2017 proposed five variable requests with 5 indicators in measuring passengers demand. It consists of: 1) price; 2) frequency of flight; 3) availability of seat; 4) long holidays; and 5) service.

The increasing number of passengers in a region are influenced by several economic factors, such as routes, passengers demand, airport facilities, and prices (T. H. Yang, 2009). A request that is not supported with the availability of facilities at the airport, like an x-ray, human resources in avsec and check-in counters will create passengers queues. Therefore queue management has to be applied in the airport (Gillen, Jacquillat, & Odoni, 2016).

Based on the description above, it can be concluded that factors that influence the demand for air transportation services during peak season are ticket prices, flight frequency, flight route, holiday, availability of seat, income per capita, and airport service. In Indonesia, the Eid Al-Fitr moment is not just an annual ritual for Muslim. It is more meaningful as an event of gathering with relatives and family.

Air transport service managers are faced with the same problem each year, with high passengers demand of air transport services to several destinations

(Kadarisman, Arubusman, & Kania, 2014). In addition, the peak season period in Indonesia includes celebrating religious holidays such as Chinese New Year, Idul Fitri, Nyepi, Eid al-Adha, Vesak, and Christmas. While Eid al-Fitr has different characteristics because Eid is the longest holiday among other religious holidays (Hinawati et al., 2016) and it is an activity to migrate from rural to big cities in Indonesia to get education or to find work. Opportunities for the Eid moment or returning to their hometown temporarily are called homecoming with the aim of meeting parents or relatives by showing their success (Y. Yang, Wang, Liu, & Zhang, 2018).

Variable measurements increase the number of passengers using T. H. Yang, 2009 which consists of 5 indicators; 1) flight routes; 2) passenger requests; 3) airport facilities 4) fix costs; and 5) transport cost.

The formulation of the problem on this research is the influence of demand factors in increasing the number of passengers of domestic route during the Eid al-Fitr holiday at Halim Perdanakusuma Airport.

Based on the description, the purpose of this research is to find out how much the demand factor influences the increasing passengers in domestic during Eid al-Fitr at Halim Airport at Halim Perdanakusuma Airport, Jakarta.

## **Method**

The research examined factors that influence customer in using air transport during Ied Al-Fitr period. The data were taken from 134.653 passengers. This research used random sampling (slovin formulate with a level of error is 10% (Sugiyono, 2015)) with the number of samples were 100 passengers. The writer used direct and online questioner to collect data from respondents. The contents of questioner were consisted of two variables such as independent variable (demand factors) and dependent factor (passengers increasing). The research used likert scale with 5 alternative answer; strongly agree (5), ST : Agree (4), RG : Hesitate/ Neutral (3), TS : disagree (2), STS : strongly disagree (1).

## 1. Data Collection

Data collection was carried from airline passengers during Ied Al-Fitr holiday at Halim Perdanakusuma airport in Jakarta. The sources of data were primary and secondary data. The the data were taken from questionnaire and company data. Questionnaire is an instrument used in collecting data that have questions or statements in order to answer by the respondents.

## 2. Validity and Reability

Validity is degree of research accuracy in measuring instruments that related content or actual meaning of measured. Reliability is a degree of accuracy, shown by measurement instrument. The measurement could be tested by internal, namely the measure by analyzing the consistency of existing instrument items. The external test could be done repeatedly. The validity and reliability test in the research was conducted by 30 respondents who had made flight through Halim Perdana Kusuma airport. The respondents were selected randomly. The indicator was valid if  $0,6042 > 0,3061$  and reliability  $0,75 > 0,857$  and if T statistic  $>$  T table (Sugiyono, 2015).

## Discussion and Result

The result of implementation demanding factors used air transport during Ied Al-Fitr for domestic passengers at Halim Perdanakusuma Airport, Jakarta is good. It reaches 77,64%. The high value of passengers perception are 86,2%, there are distance and travel time. Distance and travel time became a reason for passengers use air transport to travel to their hometown and to meet friends or families in their hometown. It can be concluded that the distance and travel time factors as the main reasons of passengers using air transportat to travel. The low value is 80,8% as price indicator. It means that the passengers wanted an affordable ticket during Ied Al-Fitr. Passengers still consider affordable price because there is a tendency of increasing ticket price up to 30% above the normal price, and it is applied to all of transportation modes. The whole result in increasing passengers during Ied Al-

Fitra at Halim Perdanakusuma Airport in Jakarta is good. The value is 77,4%. The total high value of passengers perception is 81,2% which appreciated by passengers. Passengers are appreciated with good service and availability of public transportation to airport. The airport management also still provides what the passengers need during peak season. The lowest value of passenger perception is 71,8% in price. The passengers still expected affordable prices of ticket.

Demand factors have the significant impact in increasing passengers numbers. Based on the hypothesis test that shown, T statistic > T table is (7,977 > 1,660). It means that the demanding factor has significant affect in increasing passengers. The coefficient of determination ( $r^2$ ) is used to calculate the amount of contribution. According the test, demand factor contributes 39,4% in increasing passengers and there are 60,6% from other factors. The other factors are Gross Domestic Product (GDP), GDP per capita, Income, population income, income per capita and other factors (Carmona-Benítez, Nieto, & Miranda, 2017).

## **Conclusion**

Demand factor has significant impact in increasing airline passengers. In general, the indicator of demand variable have bigger affect on passenger is distance and travel time. Therefore, passenger keep using air transport to travel in Ied Al-Fitra even the price is high. The passengers still compare price of ticket in periods. The good service and availability of public transportation have affect to passengers use air transportation. The higher airline price still becomes consideration for customer to use air transportation. In addition, distance, travel time, service and availability of public transportation have significant influence to passengers in using air transportation.

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