

Enhancing Airport Image Through The Experience and Behavior of Millennial Passengers In Using Airport Digital Lounges at Soekarno-Hatta International Airport

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Abstract. The concept of digitizing services is the implementation of current technological advances. As a place of human mobility, airports need to implement digital facilities to provide convenience to users. The experience and behavior of the passengers is expected to build a positive image for the airport. This study aims to determine the effect of the passenger experience and passenger behavior of millennials when using airport digital lounges on the image of the airport. This study uses a quantitative method using path analysis, while data sampling was performed using a questionnaire involving 104 respondents. The results of the study showed a significant effect of passenger experience on passenger behavior and airport image. The experience made by the interaction of passenger behavior in using digital facilities plays a major role in building the image of the airport because passengers feel greatly assisted by the services provided. In this case, passenger behavior does not function as a mediating variable.

Keywords: passenger experience, passenger behavior, airport image, airport

1. Introduction

Air passenger movement continues to increase each year. Air transportation is still in demand because it can connect people and goods in various regions, be it between islands or countries, in a relatively short time compared to other modes of transportation. Soekarno-Hatta International Airport is one of the most popular departure airports. Data sourced from the Central Statistics Agency (BPS) explain that the movement of passengers departing from Soekarno-Hatta International Airport, both domestic and international routes, has seen an increase over the past few years. The number of airplane passengers departing from Soekarno-Hatta International Airport amounted to 29,304,802 in 2017, and experienced an increase in 2018 to 30,402,108.

The development of both the domestic and international tourism sectors is one of the factors for the increase of passenger movement in airports. Many travelers use air freight services as a model to explore destinations they want to visit. The millennial generation is the generation of young people after generation X. This generation was born between 1980 and 2000, meaning that they are now in the age range of 19-39 years [1]. This generation was born alongside the development of technology, therefore they are more reliant on social media as a platform in their everyday life. They prefer practicality in various ways, so they use their smartphones not only as a communication tool but also for obtaining information on tourist attractions and even travel tickets. Around 60% of passengers of the Soekarno-Hatta International Airport are of the millennial generation. The ease of technology that supports making online reservations as well a number of airlines offering cheap fares has been successful in attracting millennials.

The beginning of the industrial revolution 4.0 era was marked by technological advances and an increase in the numbers of passengers, especially among millennials. Soekarno-Hatta International Airport also began to develop itself to become the first digital airport destination in

Indonesia by establishing an Airport Digital Lounge facility as an implementation of the digitizing services concept. Through the iMATE Lounge (i-Millennial Airport Travel Experience Lounge) concept, various facilities are offered including service information centers, virtual assistants, coworking spaces, digital wayfinding, an AirSport Arena with specially designed seats to provide comfort, and fast network connections.

The behavior of millennial travelers while waiting for flight departures differs from other travelers where they prefer to explore the areas around the airport to try new things that interest them. The presence of technology-based facilities is expected to provide new experiences for millennials. In addition, they also care about social media “existence” by enthusiastically sharing photos on social media, especially in places that catch their interest. The development of digital facilities is expected to strengthen airport branding because when people see photo uploads of an airport on social media, their memories are immediately directed at the airport's location so it is expected that it will attract tourists the airport. This study aims to discover the influence of the millennial passenger experience and millennial passenger behavior on the use of Airport Digital Lounge facilities for airport images at the Soekarno-Hatta International Airport.

2. Literature Review

2.1. Passenger experience

Customer experience is a strategy in managing customers through the creation of experiences of a product or services provided by the company. Customer experience is considered as an outcome of interaction between service companies and customers [2]. Positive customer experience is an important thing that needs to be created in every tourism trip [3]. Customer experience is a multidimensional construct focusing on a customer's cognitive, emotional, behavioral, sensorial and social responses to a firm's offerings during the customer's entire purchase journey [4]. In this study, the researchers utilized a theory that explains the five different types of experiences: sensory experience (sense), affective experience (feel), creative cognitive experience (think), physical experience, behavior and lifestyle (act) and social-identity experience that result from relating to a reference group or culture (relate) [5], [6].

2.2. Passenger behavior

Consumer behavior is an activity related to how a person behaves in the process of choosing, using and evaluating a product and service. Consumer behavior in its activities involve people in terms of obtaining or consuming available products or services [7]. For companies, it is very important to understand consumer behavior in order to find out how consumers respond to a product or service and it also helps companies to identify their opportunities [8]. Consumer behavior involves the elements of feeling and thought experience by a person and includes the action they take during the consumption processes [9]. Positive customer experience and positive passenger behavior, entices users to keep on using the airport and the various services available as well as recommending it to other users [10].

2.3. Airport image

An airport is a facility to assist human mobility as well as one of the gates for the inclusion of foreign tourists. It is the starting point for tourists every time they make a trip and arrive at their destination [11]. Therefore, the airport becomes an important element in creating and developing a positive first impression of a country [12]. To form a brand image, one way is to maintain good relationship with consumers [13]. Airports have also become important in shaping an attractive tourist experience [14]. Airport image is a process that can increase value for the airport due to positive impressions from passengers, as found in research conducted by Figueiredo and Castro [14] “Airport branding is the overall process of creating different characteristics that can produce a positive first impression”. The role of social media can affect

the image of an airport, where all stakeholders, whether airport managers or passengers, can share their experiences while at the airport through social media [15].

2.4. *The influence of passenger experience on passenger behavior*

Research conducted by Cetin and Dincer [16] show that there is a significant relationship between customer experience in hotel operation and consumer behavior. The results of the study indicate that all dimensions of customer experience (sense, feel, act, think, relate) have relationships that are related to positive consumer behavior, so the researchers hypothesized:

H1: There is a direct significant positive relationship between passenger experience and passenger behavior.

2.5. *The influence of passenger behavior on airport image*

Research that discusses the effect of passenger behavior on airport image has yet to be done. However, there is past research regarding the effect of student behavior on university image. In their research, Furoudi, Yu, Gupta [17] explained that student involvement in interactive activities means that there is a process of interaction between students and the university, which can lead to an improvement in the university's brand image. On this basis, the researchers hypothesized:

H2: There is a direct significant positive relationship between passenger behavior and airport image.

2.6. *The influence of passenger experience on airport image*

Research conducted by Cleff, Lin, Walter [18] shows that there was a positive and significant relationship between the five dimensions of customer experience, namely sensory (sense), affective (feel), cognitive (think), behavioral (act) and relational (relate) on brand image by taking Starbucks Taiwan as the research object. On this basis, the researchers hypothesized:

H3: There is a direct significant positive relationship between passenger experience and airport image.

2.7. *Framework*

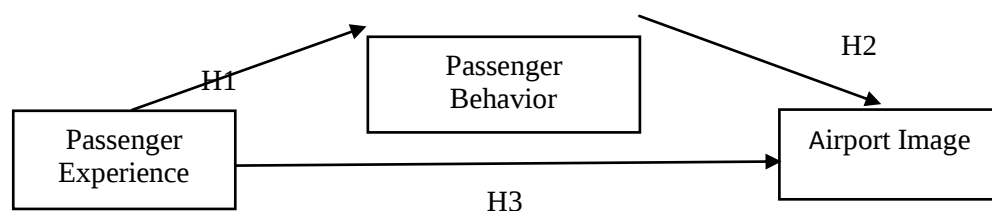


Figure 1. The conceptual research model

3. Method

This study uses a quantitative approach using the path analysis method which presents a general approach to research that focuses on assessing variability between naturally occurring variables. A study can begin with a survey, then purposive sampling is conducted based on the survey [19]. According to Heridiansyah [20], purposive sampling is a sample that is gathered by choosing subjects not based on strata, randomness or region but based on the existence of certain objectives. Random and purposive sampling can also be combined to obtain a strong sampling method.

Linear regression analysis is a statistical method used to form functional relationships between dependent variables and independent variables. If there is more than one independent variable, it is then referred to as a multiple linear regression. Path analysis is an extension of multiple linear regression and allows a more complex analysis model [21]. This research

method uses a sample of 104 respondents and was tested using the SPSS method to determine the relationship between variables. The indicators used in this study refer to previous research, namely Schmitt [5] for passenger experience that is sense, feel, think, action and relate. For passenger behavior we used the indicators from Kotler and Armstrong [22] that is social factor, psychological factor and personal factor. For airport image we used the indicators from Zinkhan and Smith [23] that is recognition, company reputation, the uniqueness of brand and affinity.

4. Discussion and Results

Based on the count, it can be noted that all the questionnaires regarding passenger experience, passenger behavior and airport image that were distributed to respondents were valid because the r count is greater than 0.192. The results of the reliability test show that each variable produces an alpha value that exceeds of 0.6. Therefore we can conclude that the indicators and distributed questionnaires are reliable or consistent because all indicators show the majority of the questionnaire responses were chosen as “strongly agree” and “agree”.

4.1. Substructure 1

The calculation of the effect of passenger experience on passenger behavior is shown in table 1 below:

Table 1. The influence of passenger experience on passenger behavior

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.797	1.572		4.323	.000
	Passenger Experience (X)	.070	.027	.254	2.654	.009

Dependent Variable: Passenger Behavior (Y)

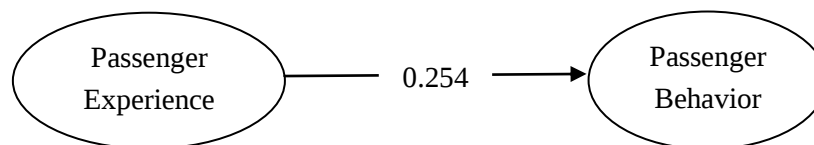


Figure 2. The influence of passenger experience on passenger behavior

Passenger experience had a significant effect on passenger behavior by generating a value of 0.254. This is because when someone tries something new, it means that they have gained experience. Existing experience can be used for learning where there can be changes in consumer behavior as a psychological factor that arises from the person, as well as increasing knowledge. Experience and knowledge can also increase consumer confidence in a product or brand.

4.2. Substructure 2

The calculation of the effect of passenger experience and passenger behavior on airport image can be seen in table 2 below:

Table 2. The influence of passenger experience and passenger behavior on airport image

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.074	.472		4.398	.000
Passenger Experience (X)	.274	.091	.280	3.030	.003
Passenger Behavior (Y)	.204	.077	.244	2.642	.010

Dependent Variable: Airport Image (Z)

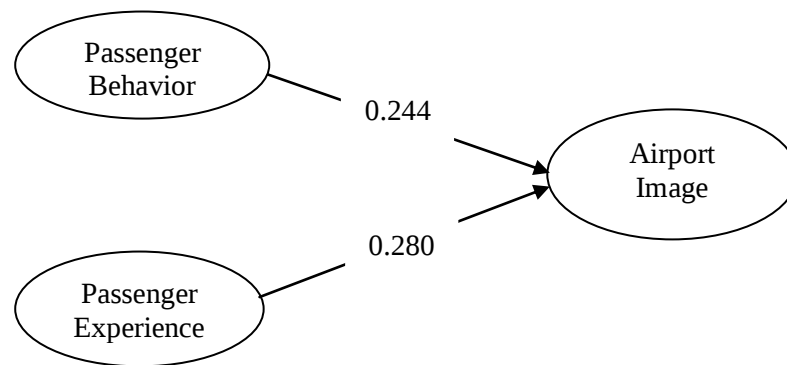


Figure 3. The influence of passenger experience and passenger behavior on airport image

Passenger behavior has a significant effect on airport image by generating a value of 0.244. Passenger experience also significantly affects airport image by generating a value of 0.280. The experience experienced by a person can change their behavior or way of thinking. Someone who already has experience trying new things related to products and services, can express their feelings and give feedback. If a product or service is in line with the expectations of passengers, then the brand of the product will stay in the minds of the customers, forming a positive brand image and making the products recognizable among customers.

4.3. Direct Effect

From the calculation of substructure 1 and substructure 2, the direct effect value between variables is obtained:

Table 3. Path analysis test result

Item	Direct effect	Remarks
Passenger experience → passenger behavior	0.254	
Passenger behavior → airport image	0.244	Significant
Passenger experience → airport image	0.280	

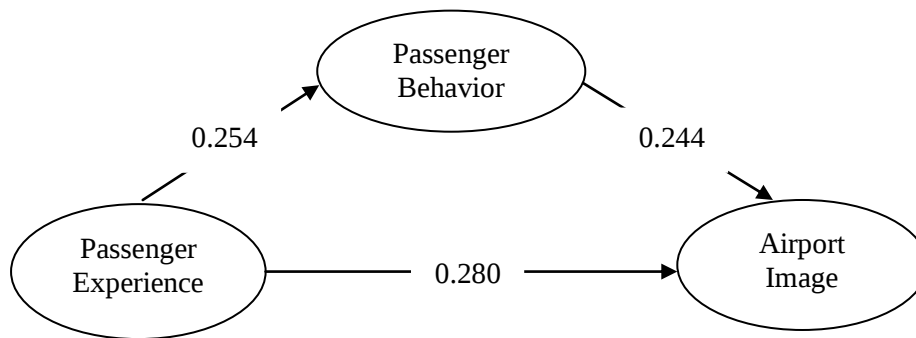


Figure 4. Direct effect between variables

Based on the results of the path analysis calculation, it can be concluded that the direct effect of passenger experience on passenger behavior is 0.254, passenger behavior towards airport image is 0.244, while the passenger experience of the airport image is 0.280.

4.4. Indirect Effect

Table 4. Path analysis test result

Item	Indirect effect	Remarks
Passenger experience→Passenger behavior→ Airport image	$0.254 \times 0.244 = 0.061$	Not significant

Based on the results of the path analysis calculation, it can be concluded that the indirect effect value is 0.061, the Sobel calculation test shows that there is no significant effect, therefore the behavior of passengers cannot function as mediation.

5. Conclusion and Managerial Implications

5.1. Conclusion

This study focuses on the image of Soekarno-Hatta International Airport based on the influence of passenger experience and passenger behavior. Based on the results of the research and discussion above, we can conclude with the following points:

1. Passenger experience has a significant effect on passenger behavior. Passengers with much experience can influence behavior change without them knowing it.
2. Passenger behavior has a significant effect on airport image. The involvement of passenger behavior is important on an ongoing basis to build a better airport image, this can be achieved through their interaction in using airport digital lounge facilities.
3. Passenger experience has a significant effect on airport image. With the development of technology, the majority of people like to share their experiences about the places they have visited on social media, so everyone who sees the upload can immediately be directed to the place, which in turn can attract tourists to visit the airport.

5.2. Managerial Implications

Based on the results and conclusions of the study, there are several implications that can be considered or serve as input for related parties so that everything can be realized properly. These managerial implications are as follows:

1. Based on the results of a questionnaire distributed to millennial passengers at the Soekarno-Hatta Airport, the X variable with feel dimension indicates that the indicator "I feel comfortable in the Airport Digital Lounge" has the lowest weight. So the author suggested to PT. Angkasa Pura (Persero) as the airport management company to improve service facilities, such as providing more space for customers and also increasing other digital facilities so that passengers can feel comfortable in the area while waiting for the scheduled departure.
2. Based on the results of a questionnaire distributed to millennial passengers at the Soekarno-Hatta Airport, the Y variable indicates that the indicator "I always visit the Airport Digital Lounge while at the airport" has the lowest weight. So the author suggested that PT. Angkasa Pura (Persero) more often introduces these products to users of air transportation services, such as through sign installation and promotion through social media so that passengers feel interested in continuing to try these facilities every time they visit the airport.
3. Based on the results of a questionnaire distributed to millennial passengers at the Soekarno-Hatta Airport, the variable Z indicates that the indicator "Soekarno-Hatta International Airport became the first digital airport destination in Indonesia" has the lowest weight. So the author suggested that PT. Angkasa Pura (Persero) to continue innovate in the field of technology since it is now an era of industry 4.0 where it requires every field to adopt technology in its service activities. So that by continuing to improve digitalization-based services, Soekarno-Hatta International Airport received recognition from users of air transportation services as the first digital airport destination in Indonesia.

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