

The Effect of Airport Image and National Identity on Customer Delight: Study Case Terminal 3 of Soekarno Hatta International Airport

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Abstract. The airport is the first place for foreign tourists as an international gateway that gives a country's first impression. The impact of the airport image in reflecting the national identity of a country that can build customer delight towards the airport. This research was conducted with the aim to determine the effect of airport image and national identity on customer delight at terminal 3 of Soekarno Hatta international airport. This study using Hierarchical Moderated Regression as the primary method of data analysis. This research study is focused to understand how terminal 3 of Soekarno Hatta International Airport can show airport image and national identity to create customer delight, namely passenger and visitors of the terminal, this study involved 100 respondents and used random sampling. The results of this study have a strong positive relationship between airport image and national identity towards customer delight.

1. Introduction

The main objective of this research is to investigate how airport image and national identity can affect customer delight as perceived by passenger and visitor of terminal 3 of Soekarno Hatta International Airport. Airports are international gateways that give a country's first impression [1]. The airport's main role is as a transportation hub and now airports are not only focused on air freight services, but commercial facilities can generate non-flight sales and can affect financial success not only from airlines but from all services for example Entertainment Services, Duty-free Shop, retailers, restaurants, cafes, and hotels. Nowadays at the airports, hotels and tourist attractions are designed by combining culture and national identity to become a characteristic of a country. Evidence that happy customers report a much higher level of loyalty, commitment, protection, and willingness than satisfied customers [2]. While satisfied customers only feel comfortable, happy customers are more satisfied with more awards for service providers [3]. Everyone who flies to another country is usually to do vacation, family visits, and education. People who take flights to vacation usually pay close attention to the national identity of a country, therefore airports can be the main media in the introduction of national identity when they first arrive in a foreign country. Inexperienced customers who visit a country for the first time can form their first impressions of a country at an international airport, and especially to feel the national identity of the airport.

The primary purpose of visiting foreign destinations is to experience recent and distinct cultures and environments [4]. Thus, incorporating a country's national identity into an international airport can help build customer delight and satisfaction, not only with the airport but also with the country itself. In addition, each of these variables was chosen because they are fundamental to the concept of service quality of the airport-related to customer delight. This paper is structured as follows: The first part talks about the background of concepts that are the focus of the research, the second part focuses on a literature review of variable research, the third part discusses of research methodology and research findings, the last section provides discussion and conclusions on the findings.

2. Literature Review

2.1 Airport Image

If the airport cannot attend all services efficiently, airport satisfaction will be low and passenger views about the airport will be negative [5]. While passenger perceptions about the quality of airport services are only one of the various variables that provide to the attractiveness of the

airport as a whole, nevertheless it is a significant factor because of the increased importance of customer orientation for competitive benefit in the industry [6].

2.2 National Identity

National identity is the identity of a nation that is the property of a nation that is characteristic and differentiates it from another country. The basic element of national identity is "differentiation from other countries and continuity over time" [7]. Previous research established that consumers deal with products differently when products are associated with national identity [8]. National identity also refers to dominant attributes, habits, feelings, and behaviours that are generally among members of a community [9]. Culture can be assume as the identity of a country. Satisfaction is based on expected fulfilment, pleasure is based on fulfilling unexpected events based on surprises positive.

2.3 Customer Delight

Delight is defined as positive emotions that are generated along with satisfaction [10]. Airport facilities are one element in creating customer satisfaction. In previous studies, it was found that usability and entertainment have a significant relationship with customer pleasure [11]. There is no agreement about pleasure measurement, and therefore the researcher approves that better measurement is needed [12]. The research uses a different context and several methods find that customer satisfaction and customer delight are certainly different constructs [11]. Thus, customer delight, as well as customer satisfaction, becomes a metric that must be managed [13].

3. Hypothesis Development

The results of the study show that airport image is influential on customer delight, especially focused on airport services. Actually, the customer's perception of quality is an antecedent of their satisfaction level with the service [14]. Moreover, the effect of the different factors related to airport service on passenger satisfaction is still not totally researched [15].

- H1. Airport Image has a significant impact on Customer Delight
- H2. National Identity has a significant impact on Customer Delight
- H3. The Airport Image has a significant impact on National Identity

Research Framework

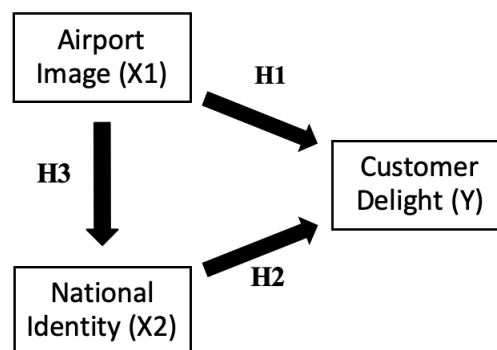


Figure 1. Research Framework

4. Research Methode

This study uses random sampling to collect questionnaire data from respondents. The research instrument used a questionnaire, Hierarchical Moderated Regression analysis, and Bivariate Pearson analysis. 5-point Likert scale types ranging from 1 (strongly disagree) to 5 (strongly agree) are used to assess questionnaire items. A total of 100 questionnaires were distributed to passengers and visitors to Terminal 3 of the Soekarno Hatta international airport. A total of 100 questionnaires can be analyzed, then the data is processed using the SPSS application.

Table1. Questionnaire item

Variable	Indicator
Airport Image	• The airport has an adequate, orderly and safe parking area. • The process of checking baggage and passengers can be fast (not in line) and easy (not long-winded). • Toilets at the airport are clean and adequate. • Public facilities (Restaurant / Cafe, Digital Lounge, Charging Station, Wi-Fi, ATM, Smoking Area, Souvenir Shops, Mosque, and Bookstore) Adequate. • Entertainment facilities (TV, Digital Cinema, Reading Corner, Kid zone) are quite adequate. • The airport has clear information boards and directions. • Information on flight departure and arrival schedules is clear and easy to understand (in the form of voice announcements and TV FIDS screens). • Counter information services and passenger services are quite adequate. • Airport waiting rooms are quite extensive. • Airport waiting rooms are quite comfortable and clean. • Airport waiting rooms have adequate and comfortable seating. • In general, cleanliness in airport passenger terminals is adequate. • Airport officers are friendly in serving passengers. • Airport officers are easily recognized and easily questioned. • The airport officer shows an attitude to help solve problems and voluntarily helps passengers.
National Identity	• Interior decoration and design combined using Indonesian art. • Customer service staff uniforms are designed based on Indonesian art and design. • I can feel "Indonesia" while in the terminal. • The terminal reflects the national identity of the country of origin namely 'Indonesia'.
Customer Delight	• I am very satisfied with the terminal. • I am happy with the terminal • Terminal meets my expectations.

- Terminal offerings exceeded my expectations.
- Terminal staff are highly motivated by the desire to please guests.
- I was really (happy) surprised by the overall experience with the terminal.

5. Research Findings

5.1 Respondent Profile

Profile of respondents in table 2 below, namely, Respondents with gender categories between males (43%) and females (57%). Most of the respondents were in the age group of 18-25 years (86%), followed by job respondents are collage students and others, and the most of the correspondence visit frequency is quite frequent and rarely.

Table 2. Respondent's profile

Category		N	Percent (%)
Gender	Male	43	43%
	Female	57	57%
Age	18-25	86	86%
	26-35	5	5%
	36-55	8	8%
	55 and above	1	1%
Occupation	Government employee	6	6%
	Entrepreneur	7	7%
	College student	77	77%
	Others	10	10%
Visit frequency	Rarely	49	49%
	Often enough	41	41%
	Often	4	4%
	Very often	6	6%

5.2 Reliability and Validity Test

Each individual item on a scale displays high convergent validity on each factor with a loading factor greater than 0.5 and significant. The results also show that the three variables reach satisfactory levels with respect to discriminant validity. As explained in Table 3, the results show that Cronbach Alpha's values for the three variables range from 0.870 to 0.927. Explaining that there is a strong relationship between airport image and national identity with customer delight.

Table 3. Reliability test

Variable	Number of Item	Cronbach's alphas
Airport Image	15	.900
Customer Delight	6	.870
National Identity	4	.927

5.3 Moderated Regression Analysis

Airport image (X1) Independent variable, National Identity (X2) Moderating variable, and customer delight (Y) as the dependent variable. The value of R² in the first regression is 0.345 or 34.5% after the second regression equation r² value rises to 0.495 or 49.5% by looking at the value of the above results it can be concluded that the national identity (X2) will be able to strengthen the airport image relationship (X1) to Customer Delight (Y). This result is indicated

that the airport gives an impression to passengers about their airport services and experience. It is hoped that national identity will strengthen the relationship between airport image and customer delight.

Tabel 4. Moderated Regression analysis

Constant	Unstandardized	T-value	Sig
X1	-.169	-.734	.465
X2	-.868	-.986	.335
X1X2	0.24	1.697	.093

Dependent Variable: Y

5.4 Bivariate & Pearson Correlations analysis

The significance value of the calculation results is known that the value of r calculated for the Airport image (X1) relationship with Customer delight (Y) is $0.587 > r_{\text{table}} 0.1638$, it can be concluded that there is a relationship or correlation between the Airport image variable and the Customer Delight variable. Furthermore, it is known that the calculated r value for the National identity (X2) relationship with customer delight (Y) is $0.662 > r_{\text{table}} 0.1638$, it can be concluded that there is a relationship or correlation between the National Identity variable and Customer delight, and the relationship between the two independent variables X1 and X2 with the dependent variable Y of $0.699 > r_{\text{table}} 0.1638$, it can be concluded that there is a relationship or correlation between the variable airport image and national identity, with the variable Customer delight.

Tabel 5. Pearson Correlational analysis

Variable	Airport Image	National Identity	Customer Delight	Airport Image & National Identity
Airport Image	1	.526	.587	.803
National Identity	.526	1	.662	.924
Customer Delight	.587	.662	1	.699
Airport Image & National Identity	.803	.924	.699	1

6. Discussion

The results of hierarchical moderation regression analysis indicate that all hypotheses show a significant positive impact on airport image service quality and national identity on customer delight. Airports must provide the best airport services to build the delight of customers and visitors to airports, the quality of airport services has a significant impact on the image of the airport which provides a positive image on national identity. This airport can be used as a means to introduce national identity to foreign tourists. Elements of national identity or character are attributes that can be used by airports to differentiate from other airports. The interior of the airport is designed using the characteristics of art culture and design, staff uniforms at the airport are designed based on cultural motives, and this will help create an atmosphere of national identity while at the airport terminal. Therefore the importance of an airport image and national identity is very influential on customer delight. The airport service provider needs to maintain the quality of airport services and complete any facilities needed by passengers and visitor of the airport.

7. Conclusion

The results of this study reveal that the interaction between the airport image and airport atmosphere designed by incorporating national identity will result in a higher level of customer delight. Supporting factors for airport facilities that meet customer needs are an added value in achieving customer delight. The services provided at the airport greatly affect the image of the airport itself, the importance of incorporating elements of national identity can provide a good

first impression for foreign tourists to a country they visit. The national identity or character elements that are found at airports are used to distinguish themselves from other airports in each country. This study revealed that customer delight has a positive relationship with the airport image and national identity. Thus, when customers become increasingly demanding, airport management does not have to aim at satisfying their customers anymore but instead must aim to please them through improving service facilities for airport passengers and visitors.

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