

LEVEL OF COMFORT AND SATISFACTION OF PASSENGERS ON COVID 19 PROTOCOL SERVICES ON GARUDA INDONESIA AIRLINE

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Abstract. Garuda Indonesia is one of the best airline companies in Indonesia that has superior service quality compared to other airlines. Of course, this is an effort of Garuda Indonesia to always improve quality to maximize the level of comfort and satisfaction to its passengers at all times. The Covid-19 Pandemic period faced by airlines including Garuda Indonesia had a significant impact where the government issued a policy requiring all airlines to implement health protocols in all their activities, including requiring passengers to comply with the policy. With the mandatory health protocol, airlines must continue to provide the best service as in normal conditions. The Garuda Indonesia airline must remain to focus on providing maximum services to its passengers so that the comfort level and passenger satisfaction level are maintained.

Keywords: Comfort, Satisfaction, Covid 19 Protocol, Services, Passengers

Introduction

The level of comfort and satisfaction of passengers is very important for companies engaged in the field of air transportation services in conditions of increasingly fierce business competition as it is today, where comfort as a condition has been fulfilled basic human needs that are individual and holistic (Kolcaba, 2003). The concept of Abraham Maslow's theory explains a hierarchy of needs (hierarchy of needs) which shows the existence of five levels of basic needs and desires in humans. The five levels of basic human needs are as follows: physiological needs, security, love and belonging, self-esteem, and self-actualization (Wicaksono, Haryati, & Sumartini, 2013). different from comfort, customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing his perception/impression of the performance (results) of a product and its expectations. (Kotler in Suharto's book, 2015 p. 50).

Normally before the Covid-19 pandemic, all activities and operational activities of the flight went smoothly and well, You can see Garuda Indonesia services just before the Covid-19 pandemic or during normal conditions in the table.1 below.

Tabel 1. Garuda Indonesia services when normal conditions

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| 1 | Availability of cleaning facilities such as dry tissue and of course hand washing soap in the toilet cabin. |
| 2 | The airplane cabin is clean. |
| 3 | Air circulation in the cabin is well maintained. |
| 4 | The available meal is presented in standard packaging wrapped in aluminum. |
| 5 | Garuda Indonesia accommodates and processes all the suggestions and criticisms of its passengers. |
| 6 | All facilities available can be enjoyed by passengers, such as the availability of magazines in the aircraft seat. |
| 7 | To board a Garuda Indonesia flight, passengers are not required to carry a medical test. |
| 8 | Garuda Indonesia is always On time Performance (OTP) in all its service |

chains.

- 9 Garuda Indonesia is active in providing the latest information about its airline through its website or other official digital platforms.
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but for now, all activities are hampered and are not going well because of the impact of Covid-19 so the government has made several policy changes to regulate this matter so that airlines can continue to operate, Arya Sinulingga said the Ministry of State-Owned Enterprises asked Garuda to continue to obey the regulations issued by the government (Nursyamsi, 2020) in each of its activities which have regulated Criteria and Travel Requirements for Persons in the Adaptation Period of New Habits Towards Productive and Safe Communities Corona Virus Disease 2019 (Covid-19) in (Circular of Task Force for the Acceleration of Handling Covid-19 No. 7). According to Lovelock and Wright said that a service is an act or performance carried out by the company (someone) to someone else (Widjaja, 2015). While the definition of the protocol according to Article 1 paragraph (1) of Law Number 8 of 1987 is "a series of rules in a state event or official event which includes rules regarding the procedure for the place, ceremony, and respect, in connection with respect for someone with his position and/or its position in the State, government, or community ". With regard to health protocols, the notion of health according to the World Health Organization (WHO) Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity (World Health Organization, 2020). President Director of Garuda Indonesia said that the Government had already informed the related rapid test, PCR, and phsycal distancing, For passengers who want to fly must include a complete letter (Desfika, 2020).

Garuda Indonesia has and is always updating the latest information regarding operational policies due to the impact of Covid-19 on its website. The information contains; (1) Passenger Requirements and Documents, both for Domestic and International Aircraft, (2) Validity of Health Certificates, (3) List of Required Routes, (4) List of Suspended Routes, (5) Transfers, Rescheduling, Open Ticket Tickets, (6) Travel Restrictions to Indonesia, (7) Preventive Measures Against Services in Aviation, Aircraft, Passenger Hygiene, and Health, (8) Adjustment of Sales Office Operating Hours, (9) Health & Safety Protocols by Our Partners. Of course, the information above is updated following changes in policies issued by the government. On that way passengers will make it easier in terms of information without having to come to the airport to look for that information. The information contained herein can be a reference for the public to assess where Garuda Indonesia is providing responsive and proactive services in this pandemic.

Regarding the number of good checks on health documents in the adjustment of new normal conditions (new normal), Managing Director of PT. Angkasa Pura II Muhammad Awaluddin urges prospective passengers to come to the airport three to four hours before the flight because there is a screening or screening mechanism (Djumena, 2020). Garuda Indonesia must pay attention to the level of comfort and satisfaction of passengers both in pre-flight, flight, and post-flight (Aini & Pangestuti, 2019) related to licensing using Garuda Indonesia services in new normal conditions (new normal). Based on the background explanation above, it is necessary to conduct a study regarding the Level of Comfort and Satisfaction of Garuda Indonesia Passenger Airlines amid the current Covid-19 pandemic, how Garuda Indonesia airlines and their passengers have carried out health protocols according to existing procedures and the services provided continue to make passengers feel comfortable and satisfied in conditions like this.

Method

The research method used qualitative research, Creswell defined it as an approach to search for exploring and understanding a central phenomenon (Semiawan, 2010). As a data collection analysis tool, this study used Focus Group Discussion (FGD) analysis. Data collection was done by conducting Focus Group Discussion (FGD). The researchers distributed questionnaires to the members of the discussion group. The indicators to be discussed were obtained from 3 topic variables, namely level of comfort, satisfaction, and service. Below is table.2, which contains topics and indicators of questionnaire material as well as discussions in the FGD.

Tabel 2. Topics and Indicators used in the Questionnaire and Focus Group Discussion (FGD)

Topic	Indicator
Level of Comfort	Cleaning Facilities (the availability of hand sanitizers, masks, gloves) Cleanliness Aircraft cabin (spraying disinfectant on all parts of the cabin) Good air circulation and ventilation (the air in the cabin is still fragrant and must be sprayed before disinfectant before), use of High-Efficiency Particulate Air (HEPA) in the cabin) Food hygiene when onboard (the food provided is guaranteed hygienic and hygienic packaging)
Level of Satisfaction	Garuda Indonesia is proactive in managing suggestions and criticisms from passengers (quickly make changes to the passengers' criticisms and suggestions) General services provided to passengers (passengers are satisfied with the services provided at this pandemic) Garuda Indonesia understands passenger health and safety (checking health certificates that passengers must carry during this pandemic) The services provided by the airline exceed the expectations of passengers (During the pandemic, the range of services provided by the airline exceeded passenger expectations)
Covid-19 Protocol Service	Social Distancing services to passengers (aircraft seats are given a distance) The entire set of services according to On-Time Performance (OTP) (with the increasing number of services during the pandemic, the airline continues to prioritize OTP for all its services) Information services regarding the Covid-19 protocol are available (The airline provides 24-hour call center facilities, and keeps updating the latest information on its website to make it easier for passengers to access information) All services provided apply the applicable health protocol (The airline

implemented health protocols during the pandemic throughout its entire set of services according to procedures)

Discussion and Result

The questionnaire was distributed via Google form on Monday, June 22, 2020, to 8 people who were members of the discussion group. There are 12 statements that they must value based on their respective experiences, with a limited scale of 1-5. Where; 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree. Their assessment was the preliminary data that researchers collect before conducting the FGD. Results data obtained from the distribution of questionnaires are included in the table.3 below.

Table.3 Questionnaire Results Data

Topic	Statement	Percentage (%)					Total
		1	2	3	4	5	
Level of Comfort	1				50	50	100
	2			12.5	50	37.5	100
	3			12.5	37.5	50	100
	4				37.5	62.5	100
Level of Satisfaction	1				50	50	100
	2		12.5		37.5	50	100
	3			25	50	25	100
	4		12.5	25	62.5		100
Covid-19 Protocol Service	1	12.5	25	25		37.5	100
	2		12.5	12.5	12.5	62.5	100
	3			50	25	25	100
	4	12.5	12.5	12.5	37.5	25	100

As can be seen from the table above, each statement has a different assessment. The highest rating is 62.5% while 12.5% is the lowest. There is a balanced percentage assessment in one statement, namely the first statement on the topic of comfort where 4 respondents agreed and 4 stated strongly agree. Then on the topic level of satisfaction of the second statement, there is the same assessment in which all respondents agreed. The data were discussed again in the Focus Group Discussion (FGD). This was done to test the assessment of each group member whether their opinions were in accordance with their assessment when filling out the questionnaire or there were differences. The next step was the implementation of Focus Group Discussion (FGD) on Tuesday, June 23, 2020, and divided into 2 groups. Discussion groups along with the number of members involved are shown in Table.4

Table.4 Group and number of Focus Group Discussion (FGD) members

Discussion Session conducted	Discussion Groups Involved	Number of Members Involved
17.00 PM	Group 1	4 people
20.00 PM	Group 2	4 people
Total	2 Groups	8 People

Members in the discussion were passengers who used the services of Garuda Indonesia during the Covid-19 Pandemic. For Group 1, all members are ITL Trisakti students, including 3 class of 2017 and 1 class of 2018. While Group 2, 3 members are students, 2 of them are ITL Trisakti class of 2018, and only are LSPR Jakarta students. 1 more member is a Garuda Indonesia employee. Discussions carried out for 40 minutes each group through the zoom application. The following describes the results of each group's discussion:

Based on the results of Focus Group Discussion (FGD) group 1 obtained, Garuda Indonesia in its service with the Covid 19 protocol; (1) The airline provides cleaning facilities as normal, but this time there are additional facilities, namely hand sanitizer, (2) The atmosphere of the cabin remains comfortable (clean, no dust and odor) as it was before the pandemic, (3) Air circulation is still good even though the cabin was thoroughly sprayed with disinfectant, (4) Cabin crew serves food using gloves, food is clean and hygienic, and each passenger is given wet tissue, (5) Members of the discussion are satisfied with the airline being proactive in improving its services for criticism and suggestions from passengers, (6) Members of the group are satisfied with Garuda services, especially in-flight service, (7) airlines check passengers' health test results, (8) Member of the group feels that the services provided by Garuda Indonesia are normal just the same as before the pandemic. However, they remain satisfied with the service even though it does not exceed expectations (9) Unlike normal conditions, airline does not provide magazines in the cabin as a way to avoid the spread of Covid-19, (10) All services are following On-Time Performance (OTP) even with the increasing number of services during this pandemic, (11) Same as normal conditions, Garuda Call Center services are always active 24 hours, besides that Garuda Indonesia is active in updating the latest information about services and policies making easier for group members to get the latest information regarding this airline, (12) Almost all services implement health protocols, but some discussion members find seats that are not given a distance. Based on the results of Focus Group Discussion (FGD) group 2 obtains, Garuda Indonesia in its service with the Covid-19 protocol; (1) The atmosphere and state of the aircraft cabin when using the Covid-19 protocol remains comfortable and clean, (2) In the aircraft cabin the airplane remains comfortable and there is no disinfectant odor that makes it uncomfortable, (3) Cabin crew serves food using gloves, food provided is clean and hygienic, and each passenger is given a wet tissue, (4) Hand Sanitizer cleaning facilities are prepared before entering the aircraft cabin, (5) Services provided are generally the same as normal conditions and have become Garuda Indonesia standards, (6) Members of the discussion as a whole are satisfied with Garuda Indonesia which can accept criticism and suggestions for the services provided to their customers, especially for services with the covid-19 protocol, (7) Garuda Indonesia here understands the health and safety of its passengers who have implemented services with Covid-19 protocol that has been established, (8) Expectations of members of the discussion on the Covid-19 protocol service, which is according to what they think, that there are advantages and disadvantages when looking at the current pandemic, but they are satisfied with the services provided, (9) The application of Social Distancing that has been applied is also good and in accordance with the protocol, (10) The entire series of Garuda Indonesia's operations remain On Time Performance despite the Covid-19 protocol update, (11) Information services provided by Garuda Indonesia remain available 24 hours, only for information on matters relating to protocols is less communicative, (12) A service with Covid-19 protocol in which social distancing has been applied for aircraft seats is implemented.

Based on the results of the Focus Group Discussion (FGD) of the two groups above, it can be concluded that their judgment and opinion are comfortable and satisfied with the facilities and services provided by Garuda Indonesia to them as passengers on this pandemic. There is little experience or dissatisfaction that some members get, including one of the results of group 1 discussion stating that there are seats that are not given a distance when being revoked. That is, social distancing is not carried out thoroughly on each flight, in contrast to group 2 where seats are spaced. Then regarding information services, group 1 feels it is quite easy in this matter.

While group 2 feels that the information conveyed by the airline is less communicative. The rest, all members of the discussion either from group 1 or 2 they feel satisfied but not satisfied at a stage that exceeds expectations. As a result of both the questionnaire data and the discussion data in the FGD above, the opinions and assessments of each respondent at the time of the questionnaire are the same as their opinions during the FGD regarding services provided by Garuda Indonesia accompanied by a new protocol or procedure namely Covid 19. None of them issues a different opinion from what they had previously rated on the questionnaire form. It can be said, their experience is valid and valid according to how they feel.

Conclusion

Based on the results and discussion, it can be concluded that the assessments and opinions of respondents on the distribution of questionnaires and group discussions in the FGD are the same. Respondents as passengers feel that Garuda Indonesia implements the Covid-19 protocol in all its service chains, high level of comfort, availability of hand sanitizer and wet tissue as a supporting tool for cleanliness. Then the air circulation in the aircraft cabin is maintained properly even though it is sprayed with disinfectant, and the food served is more hygienic than before. For level of satisfaction Garuda Indonesia places great importance on the health and safety to its passengers in this condition. The implementation of the health protocol that is carried out is very satisfying to the passengers. The airline is also responsive in accepting and processing passengers' criticisms and suggestions during this condition. And for Covid-19 protocol services the implementation of social distancing is carried out by Garuda Indonesia procedures. Although there are series of additional procedures for the services at this time, the airline still prioritizes its OTP. Then the respondents consistently state that they are comfortable and satisfied with the service even though there is an additional set that requires them to come to the airport early. However, they still get services with On-Time Performance (OTP). As for complaints, they are relatively very minimal in service. The conclusion above is proof that Garuda Indonesia provides services consistently by prioritizing the health and safety to its passengers, and that service is always on time.

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