

THE EFFECT OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION IN SOEKARNO-HATTA INTERNATIONAL AIRPORT CHECK-IN AT NEW NORMAL ERA IN 2020

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Abstract. This research was conducted to determine the effect of service quality and facilities on customer satisfaction in Soekarno-Hatta International Airport Check-In at New Normal Era in 2020. This study used quantitative method from samples of 379 respondents. Data were collected in the form of questionnaires with Likert scale model that has been tested. Technical Analysis of the research using analysis validity, reliability. While testing the hypothesis using multiple linear regression analysis. The results show that the quality of service and facilities had a positive influence on customer satisfaction. This conclusion was obtained from the t-test results of 11,227 for service quality and 5,483 facilities > from the t-table value of 1.966 with a significance value of $0,000 < 0.05$ on Customer Satisfaction.

Keywords: Quality, Service Quality, Facilities, Customer Satisfaction, Check-in Airport.

Introduction & Literature Review

The new normal era affected all sectors of the economy in Indonesia. One of them occurs in the aviation industry sector, where competition occurs. With competition, the aviation industry can maximize performance by increasing the quality of existing services and facilities. Quality of service arises from the interests of customers and ends with satisfaction (Istiatin, 2015). To fill customer demand for comfort, companies must also provide facilities that can be used directly by customers so that they feel satisfied. Because facilities are an important part of life, companies must manage them so that facilities can function properly (William & Purba, 2020).

This study explains the relationship between research variables with hypothesis testing that has been determined. This study has similarities and differences found in previous studies so the results of this study can be a reference to new theories and theoretical study insights. The equation of this study with previous research that is equally researching about the quality of

service that affects customer satisfaction. While the difference from this study with previous research that is the object of research and different times, this study wants to know how much influence of the Quality of Service and Facilities on Customer Satisfaction at Check-In International Airport Soekarno-Hatta in the New Normal Era in 2020.

Soekarno-Hatta International Airport serves Domestic and International flights. Based on the Minister of Transportation Regulation of the Minister of the Republic of Indonesia Number PM 185 of 2015 concerning Passenger Services Economy Class Scheduled Domestic Air Transportation, including three main areas of service, namely pre-flight service, flight service, and post-flight services (Republik Indonesia, 2010). Of course, before the passenger wants to fly, the main thing to do is the Check-In process while the check-in process is included in the pre-Flight Service stage.

Seeing the existence of the new normal transition conditions, of course the Soekarno-Hatta International Airport has renewed facilities in the check-in area that have an impact on customer satisfaction. Therefore, the Soekarno-Hatta International Airport must pay attention to the quality of service in order to create customer satisfaction with the facilities in force. Based on

this the researcher is interested to know the effect of service quality and facilities on customer satisfaction resulting from the New Normal Era. Researchers only focus on the relationship between service quality and facilities in the check-in area and customer satisfaction.

Quality

There are several definitions of quality as follow (El-deen, Hasan, & Nancy, 2016):

1. Quality is how far the customer believes the product or service meets their needs and desires.
2. Overall features and characteristics of products that have the potential to meet customer needs.
3. Quality is the number of alloyed products and the characteristics of the marketing, engineering, manufacturing and maintenance services through the product in order to meet customer desires.

Service Quality

Quality of service is the stage of good and bad conditions provided by service providers with the aim of satisfying customers. (Saribanon, Sitanggang, & Amrizal, 2017).

(Kurniawan, 2017) states the dimensions of service quality to be used as a measuring tool for assessing services, namely: Tangible, Reliability, Responsibility, Assurance, Empathy.

According to (Marlius, 2018) Tangible is observable form of facilities, equipment, labor and connection equipment that are done continuously with the company's expertise to provide the right service from the first time without making mistakes in a timely manner. Responsibility is the need to help customers and provide fast service. Assurance is the insight, skills and expertise of personnel to create customer trust in the company. Empathy also means showing concern for customers and trying to understand their needs.

Facilities

Facilities are important to increase customer satisfaction in meeting customer needs and comfort. If the services provided fill the needs of customers then they will feel satisfied (William & Purba, 2020).

Check-In

In general, check-in is the process by which passengers confirm themselves before boarding the plane. Check-in can be done in two ways, namely by the counter and at the check-in machine. According to SITA (2012), passengers currently prefer to check-in using a check-in machine because it can save their time than having to queue at the counter.

Customers Satisfaction

Defined as an assessment made based on each service meeting or the customer feels satisfied based on each experience. Someone feels pleasure or disappointment from the results of comparing products according to their expectations (El-deen et al., 2016).

Framework and Hypothesis

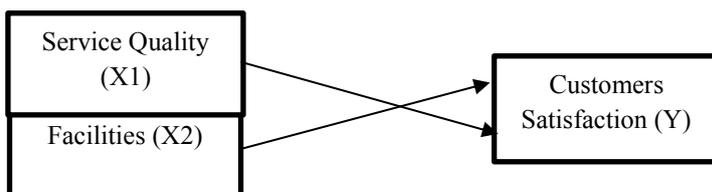


Figure 1

Based on the theoretical foundation and theoretical framework above, the researcher makes the following hypothesis:

1. For H-1
Ha = There is a significant influence between Service Quality on Customer Satisfaction.
2. For H-2
Ha = There is a significant effect between the Facilities on Customer Satisfaction.
3. For H-3
Ha = There is a significant effect between Service Quality and Facilities on Customer Satisfaction.

Method

This research uses quantitative research methods with an associative approach. This research took place at the Check-In area of Soekarno-Hatta International Airport. However, due to impossible situation, data collection was taken online. In this study all passengers of Soekarno-Hatta International Airport participated, with an average number of 7000 passengers on June 8, 2020 (katadata.id 2020). The sampling technique used a Simple Random Sample, which was taken randomly without regard to class, age, and gender. Calculation of the number of samples was using the formula Slovin with an error tolerance limit of 5%, and obtained 379 respondents. Technical Analysis of this research used analysis of validity, reliability. Multiple linear regression analysis was used for testing the hypothesis. Data collection was done by distributing questionnaires to respondents online via Google form. From the data collected, perception is was measured according to statements using a Likert scale consisting of five classes, with ratings from 1 "strongly disagree" to 5 "strongly agree" for all statements (Romadhoni, Suparman, & Hasan, 2017).

Discussion and Result

Questionnaires that had been filled out by respondents based on instrument measurements with a Likert scale, were processed into tabulated data for the quantification process of the tested variables. Data was obtained from 379 respondents. Data processing was assisted by SPSS computer program version 24. Data testing was done by regression analysis test, correlation analysis test.

a. Validity & Reliability Test Results

Statements of variable service quality, facilities and customer satisfaction indicate that all variables have $r\text{-count} > r\text{-table}$ (0.100). That is, the data instrument used is valid in the sense of a measurement tool to interpret the variable quality of service, facilities and customer satisfaction proportional to events or based on facts of the object of research.

Reliability Test results show that each variable, namely service quality is 0.860, facility is 0.739 and customer satisfaction is 0.875 has Cronbach alpha > 0.60 . That is, the instruments used in this study are reliable.

**Table 1 Service Quality towards Customers Satisfaction
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.493	1.4978

Predictors: (Constant), Service Quality

**Table 2 Facilities towards Customers Satisfaction
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	.374	.373	1.6654

a. Predictors: (Constant), Facilities

Table 1 and Table 2 are the results of the Simple Regression Test. Based on the results in Table 1, the R value for the quality of service to customer satisfaction is 0.703. These results state that the correlation between the independent variable (service quality) and the dependent variable (customer satisfaction) is strong because the coefficient of determination is higher than 0.5. Table 2 also shows a strong correlation between facility variables and customer satisfaction that is equal to 0.612. Based on the results of 1, R square between X1 and Y is 0.494, meaning that 49.4% of customer satisfaction can be explained by service quality and the remaining 50.6% is influenced by other variables not be used in this model. In table 2, the value of the R square model is 0.374, the value identifies that 37.4% of facility variables are able to explain customer satisfaction. While the remaining 62.6% other variables besides facilities can influence customer satisfaction.

- b. Influence Test
Multiple Linear Regression Test Results

**Table 3 Service Quality and Facilities towards Customers Satisfaction.
Model Summary**

Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.729 ^a	.531	.529		1.443

a. Predictors: (Constant), Facilities, Service Quality.

The results show the value of R value in this model is 0.792. These results identify that there is a strong correlation between independent and dependent variables. Based on the rules of the R coefficient stated that the coefficient of determination is higher than 0.5. Therefore, when the result is greater than 0.5 it means that there is a strong linear regression between the variables. In table 3 there are also R square results, the results of this R square will be used to explain how the influence all independent variables have on the dependent variable. The output of this multiple regression test shows that the R square value of this model is 0.531, this result identifies that as much as 53.1% of customer satisfaction can be influenced or can be explained by the quality of service and the remaining 46.9% is influenced by other factors or other variables that are not included in this model.

Based on the results of the multiple regression test addressed in table 3, it can help researchers to analyze the proportion of data into the regression model according to the number of dependent variables included in the model. It can be seen from the results above that the R square result is 0.531 which means that 53.1% of the model can be explained by two independent variables.

Table 4 Service Quality and Facilities towards Customers Satisfaction
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	887.878	2	443.939	213.140	.000 ^b
Residual	783.151	376	2.083		
Total	1671.029	378			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Facilities, Service Quality

Based on the output of this table, the results of the F test are equal to 213,140 and the results of the F table are equal to 3.01. These results indicate that the F test > F table (213,140 > 3.01.) And the significance level is equal to 0.000 < 0.05, it can be concluded that the H-3 Hypothesis is Proven. Therefore, it can be concluded that variable XI (customer quality) and variable X2 (Facility) have a positive influence on the dependent variable, namely customer satisfaction.

The F table value above can be calculated using the F table calculator, the number of samples used in this model minus the numerator minus 1 (n-k-1) then df2 in this model is equal to 378 and the probability level used is 0.05. After calculating the results, the F table is the same as 3.01.

c. Partial Test Results (T Test)

This t test is used to measure the level of significance and partial correlation of the independent variables and dependent variables. There are some rules will be explained below:

- If $\text{Sig.} \leq \alpha$ or $t > t\text{-table}$, then the H_a hypothesis will be accepted. This means that the independent variable has a significant effect on the dependent variable.

Table 5 Service Quality for Customers Satisfaction Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.043	.640		.068	.946
	Service Quality	.326	.017	.703	19.180	.000

a. Dependent Variable: Customer Satisfaction

Based on the table it can be seen that the significance value between the variables is 0,000, where the value is less than 0.05 and the t test value of the model is 19,180 greater than t table is 1,966 obtained from t tables with degrees of freedom (n-k), n is the number of samples and k is the sum of all variables. From the results of the significant value and t table it can be concluded that Service Quality can significantly influence Customer Satisfaction. It can be said that for the H-1 Hypothesis proven, there is a significant influence between Service Quality on Customers Satisfaction.

Based on table 5, the coefficient of determination for Service Quality on Customers Satisfaction is 0.326, this value shows a positive value which means that Service Quality has a positive effect on Customers Satisfaction. When Service Quality increases by 1%, Customers Satisfaction will also increase by 1%.

Table 6 Facilities for Customers Satisfaction Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.837	.697		2.635	.009
	Fasilitas	.590	.039	.612	15.015	.000

a. Dependent Variable: Customer Satisfaction

Based on table 6 it can be seen that the significance value between these variables is 0,000, where the value is less than 0.05 and the t test value of the model is 15,015, greater than t table is 1,966 obtained from t tables with degrees of freedom (n-k), n is the number of samples and k is the sum of all variables. From the results of the significant value and t table it can be

concluded that Facilities can significantly influence Customer Satisfaction.

Based on these results, it can be said that for the H-2 Proven Hypothesis, there is a significant influence between facilities on Customers Satisfaction. Based on table 6, the coefficient of determination for the facilities variable for Customers Satisfaction is 0.590, this value indicates a positive value, which means facilities have a positive effect on Customers Satisfaction. When facilities increase by 1%, Customers Satisfaction will also increase by 1%.

These results support previous research by (William & Purba, 2020) with the results of the t test conclusions in the form of a significant influence of service quality on customer satisfaction. These results with research conducted by (Hayati & Novitasari, 2017) which summarizes that facilities & services have a positive effect on customer satisfaction. Facilities & Services are aspects that support customer satisfaction. The addition of facilities in the Soekarno-Hatta International Airport Check-In area such as Thermogun or Thermal Scanner, the availability of a Hand sanitizer, the application of Physical Distancing and the presence of a Acrylic Glass between officers and passengers when communicating at the Check-In Counter can reduce the worry of passengers who want to take a trip by airplane. That customer satisfaction is influenced by service quality, customer value and other support. (Kurniawan, 2017) states that customer value will explain what is felt by the customer and also what has been given by the customer. If the quality of service and facilities increases, the higher is the customer satisfaction. This research is supported by previous research (William & Purba, 2020) with the results that the quality of service and facilities significantly influence the satisfaction of guests at Harmoni Hotel. This means that if the quality of service and facilities increase, along with it, customer satisfaction will also increase.

Conclusion

The results of testing the first hypothesis and the second hypothesis show that the quality of service and facilities has a positive effect on customer satisfaction so that it can be stated that with the increased quality of services and facilities provided by Soekarno-Hatta International Airport, it has a positive impact on increasing customer satisfaction. We expect that Soekarno-Hatta International Airport will continue to implement it's facilities not only during the New Normal period, but also for the long term so that passengers will always feel comfortable and secure while they are in the Soekarno-Hatta International Airport Check-In area.

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