

EFFECT OF DIGITAL LOUNGE SERVICE FACILITIES IN SERVICE USERS AT SOEKARNO-HATTA AIRPORT

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Abstract. To provide the best service and satisfy service users by prioritizing digital based service systems, Digital Lounge Facilities are here to provide solutions to all problems experienced by airport service users. This study aims to determine how much influence the Digital Lounge service facilities have in providing convenient information quickly to passengers. The methods used were qualitative data by conducting interviews and techniques with primary data. The results show that passengers service facilities have a major influence in facilitating Airport service users to get fast Digital Lounge information.

Keywords: Service Facilities, Services, Quick Information, Digital Lounge Service

1. Introduction

Dilo is composed of two words, Digital and Lounge which mean (digital, technology) and (lounge, waiting room) Digital Lounge is a new facility provided by airport authority for users of digital-based air transportation services to facilitate the information obtained by airport service users.

One of the airports managed by PT Angkasa Pura II continues to innovate not only to increase company profits but also to improve service quality (Rosana Mia Agusty, 2020) and to provide convenience for flight service users at Soekarno-Hatta International Airport. The airport has presented Robot technology, Dilo or Digital Lounge. This Dilo robot can interact with passengers such as giving instructions about airport information, both regarding flight schedules and flight delays. In addition to robot technology; terminal service or customer service, aviation security, and safety risk and quality control officers are also equipped with gadget tablets to serve aircraft passengers better and faster. The officers at the airport are equipped with tablets or gadgets supporting work applications such as i-performance, i-mate, Flight Management Module. The i-performance application is used internally by PT Angkasa Pura II to access various sectors such as commercial, financial, and manage operational activities carried out by groups or business partners.

While the IMATE application, which stands for i-Millennial Airport Travel Experience, formerly known as Indonesian Airport, is a mobile application to provide more experience to airplane passengers in traveling to and from the destination airport.

This Dilo facility is here to provide the best service and satisfy service users by prioritizing digital service systems. This Dilo is a concept of the Airport International Digital Lounge that provides solutions to all problems experienced by airport service users in a place where there is an information and entertainment center.

Thus, all complaints and things that are not obtained will be met with the assistance of Dilo for the needs of passengers or users of air transportation services through Soekarno Hatta Airport.

Dilo has the main function as "One Stop Information Airport Services", everything needed by airport service users / passengers can be asked directly, so airport service users can take

advantage of this information service. In Dilo, there are Game Spot, Print (important passenger documents such as Visa, Ticket, LG, and other flight documents), and souvenir facilities.

Based on the description above, the main problem faced is how to maximize passenger service facilities to simplify the process of information to passengers. The purpose of this study is to determine how much influence passenger service facilities have to simplify the Digital Lounge quick information.

2. Literature Review

A. Service Facilities

Facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easy for consumers to get satisfaction. Because a form of services can not be seen, can not be smelled and can not be touched, therefore, aspects of physical appearance becomes important as a measure of service. Customers will use the sense of sight to assess a quality of service (Tjiptono, F., Chandra, G., & Adriana, D., 2011).

According to (Zakiah Daradjat, 2012) facilities are all things that can facilitate efforts and work to achieve a goal. Meanwhile, according to (Tjiptono, Fandy, and Gregorius Chandra., 2016) facilities are physical or atmospheric forms that are formed by the exterior and interior provided by the company to build a sense of customer safety and comfort. From the previous definition, it can be concluded that service facilities are everything that can be felt in order to facilitate consumers in their use.

B. Services

Services are economic activities with intangible outputs offered from service providers, namely companies to service users or consumers (Daryanto, 2011).

According to (Kotler Philip and Kevin Lane Keller., 2016), *services are any act or performance one party can offer to another that are essentially intangible and do not result in the ownership of anything.*

The other definition of services stated by Zethaml and Bitner in (Rambat Lupiyoadi, 2013) defines "Services as all economic activities whose output is not a physical product or construction that is generally consumed at that time it is produced, and provide added value in forms (such as convenience, amusement, comfort or health).

Thus, it can be concluded that services are activities offered by the company to consumers in the form of employee service or goods supply systems as a solution to customer problems and in general, services also provide a sense of comfort and pleasure to consumers.

C. Quick Information

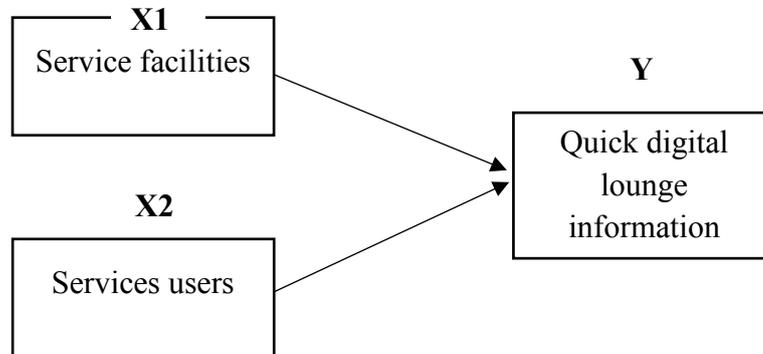
Basically according to (Rasefta et al., 2020) information is raw data that has been processed in multiple ways to produce something that is meaningful to users in making a decision.

Information is data that has been processed in such a way that it can be used by users in making decisions (Rochmawati Daud, 2014).

This indicates that information is very important. The need for fast, relevant and reliable information is first and foremost for information users (Fahdiansyah & Anas, 2017). It can

be concluded that with fast information, all information in the form of data or information needed can be received quickly to the user

D. Framework



Picture 1. Framework of thinking

3. Research Methods

This research used qualitative data. Qualitative data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and other materials so that it is easy to understand and can be shared with others (sugiyono, 2007). Data collection techniques in this study used primary data techniques. Primary data were collected by conducting field research or direct surveys to Soekarno Hatta Airport, Terminal 3 (Digital Lounge) as the object of research. The purpose of this field research is to obtain accurate data. The data obtained were carried out by means of a direct interview between the researcher and Passenger Service Manager Assistant, in the form of questions.

4. Results and Discussion

From the results of the interviews conducted, this information was obtained:

- a) Digital Lounge facilities are running well, The Dilo facility has service facilities to facilitate or accelerate the needs of passengers. When problems occur, the company immediately coordinates with related units so that they respond quickly. Passenger Service Manager Assistant stated that facilities and service are interconnected and cannot be separated from one another.
- b) Passenger service facilities greatly affect the airport service users in facilitating Digital Lounge quick information. This can be proven that Digital Lounge service facilities can help Airport service users to obtain various kinds of information quickly, accurately, and directed in accordance to the needs needed by Airport service users. However, this passenger service facility also has shortcoming; airport service users who still lack knowledge about Digital matters.
- c) To find out the facilities available in Digital Lounge to help service users get fast information, there are menus in the Application, such as check-in or sub-check-in which aim to speed up the queue to avoid congestion.

- d) To make it easier for airport service users to get the information they need, Digital Lounge works with IT vendors. This is intended to meet the needs of airport service users. As in Dilo facility, there are Game rooms and Big Map products managed by Angkasa Pura II, so that it can be used by airport service users to find out the information needed in the Soekarno-Hatta Airport area by simply touching the screen, then the destination will appear. Besides that, Dilo also has an I-Service that can be used by airport service users by installing an application on Smartphone, so that airport service users can access it by seeing flight schedules anywhere, and airport service users can see the parking area first before leaving.
- e) Digital Lounge facilities are inseparable from obstacles that can hinder service users in getting information quickly. Electricity is an obstacle that occur at any time. Thus, it affects the existing facilities in Digital Lounge. To overcome this obstacle, the company directly coordinates with the electricity unit for immediate repairs. This handling of passengers is done temporarily by the existing Digital Lounge Customer Service officers manually for the smooth running of information needed by airport service users.
- f) To maximize existing digital facilities in order to speed up the information process for airport service users, the company promotes or introduces Digital Lounge by always holding a *Customer Happiness Event* once a week. *Happy Must Event* is an event to attract customers which is centered in the Digital Lounge area. It coincides with the commemoration of the April 21 national day (Kartini Day), August 17 and Christmas Day along with Live music.
- g) According to the Passenger Service Manager Assistant, Digital Lounge is one of the best solutions in accelerating and facilitating the information process on the use of airport services. He hopes that Digital Lounge needs to be implemented in other airports in Indonesia because Digital Lounge at Soekarno-Hatta Airport is an early example of the development of a system change from manual to dDigital.

5. Conclusion

Based on the analysis in this study, it can be concluded that the service facilities in Digital Lounge are very influential in order to facilitate airport service users to get fast information. This is because Dilo service facilities can help airport service users in obtaining information quickly, accurately, and directed according to the needs required by airport service users. Promoting Digital Lounge through events every week can maximize the existing digital facilitates to speed up the information process.

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