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THE IMPACT OF AIRPORT SAFETY STRATEGY TOWARDS CUSTOMER TRUST AT SOEKARNO-HATTA AIRPORT IN NEW NORMAL ERA

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Abstract. Ever since the COVID-19 pandemic happened, it has impacted the aviation industry revenue intake due to its decreasing traffic levels. As the new normal system has already been applied, airport safety is also needed. This research is aimed to find out the impact of airport safety strategy towards customer trust at Soekarno-Hatta Airport with a total of 136 respondents. There are two variables in this research; the first one is the airport safety strategy as the independent variable and the second one is customer trust as the dependent variable. Simple linear regression analysis is used in this research with quantitative approach. The results show that there is an impact of airport safety strategy towards the customer trust and it can be proved using simple linear regression (Y = 16.804 + 0.793X). It means that for each increasing point of variable X, variable Y will increase as much as 0.793 and the constant in this equation is 16.804. The result of the simple correlation is 0.473. It is stated that the relation between airport safety strategy and customer trust is at the medium level. The determination coefficient test (R Square) is 0.223. This result means that the airport safety strategy has an impact of 22,3% on customer trust. The result of the hypothesis test is t count > t table or 2.635 > 1.656. The t count is bigger than t table, it means that there is a significant impact between the independent variable, variable X and variable Y.

Keywords: Airport Safety, Customer Trust, New Normal, Covid-19, Touchless Service

Introduction

According to the International Air Transport Association (IATA) estimation, the global airline industry will lose up to $314 billion because of the pandemic, as people choose to stay home(The Jakarta Post, 2020). Ever since COVID-19 pandemic outbreak happened, it has impacted the aviation industry revenue intake due to its decreasing traffic levels. Flight bans to some destination have led to less flight and a drop in the number of passengers as people choose to stay at home due to the high risk of getting contaminated by the virus.

Currently the government has taken actions to facilitate the community to be able to do their usual activities while remaining safe from COVID-19 by implementing the New Normal system. Trust can be defined as a confident belief from customers that a customer can rely on the supplier to deliver the undertaken services. Meanwhile, a relational value can be defined as customer's perception of the benefits enjoyed against the cost incurred in maintaining the continuous exchange relationship(Agustin & Singh, 2005). Based on the statement above, we can conclude that trust comes when a company understands their customers' needs and provides relevant service to them. It means the airport needs to ensure customer safety while they are at the airport. Graham stated that airport safety is a paramount of importance. This applies to the activities that take place within the terminal building, the airfield itself and its surrounding areas, and additional services and facilities. For the people who use the airport, safety and comfort are uppermost in their enjoyment of the airport terminal facilities. (Graham & Delfman, 2018)

Based on the statements above, we can conclude that airport safety is needed in this new normal era. If costumers feel satisfied with what the airport has offered them, they will not hesitate to travel by plane. This research is aimed to find out if there is any link between the variables.

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Method

This research used a simple linear regression analysis with a quantitative approach to see the connection between the two variables. Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, generally on instruments, so that itemized data can be analyzed using statistical procedures(Cresswell, 2014)

The simple linear regression is a method that can be used in a research. It is also a statistic analysis technique that can be used to draw a relationship between the dependent variable and independent variable (Riyadi & Liantini, 2019). It has several uses, one of them is to determine the impact on the dependent variable (Y). The data collection technique used in this research was questionnaire distribution. For this research, we took random sample of a total 136 respondents who had been to Terminal 3, Soekarno-Hatta International Airport in the new normal era.

In the methodology, the measurement of each variable in this research used an ordinal scale from Likert Scale with the score range of 1 to 5. Of the proxies used in seeing airport safety strategy, one of them was focused on the touchless service that have been applied in Soekarno-Hatta Airport. The main data was obtained from the respondents who answered statements through questionnaire.

Results and Discussion

This research aims to analyze the impact of airport safety strategy towards customer trust particularly at Soekarno-Hatta International Airport. This research data used as many as 136 respondents who had been to the Soekarno-Hatta Airport in the new normal era. The data recapitulation below was taken from the characteristics of respondents based on their age and occupation based on the results of the questionnaire.

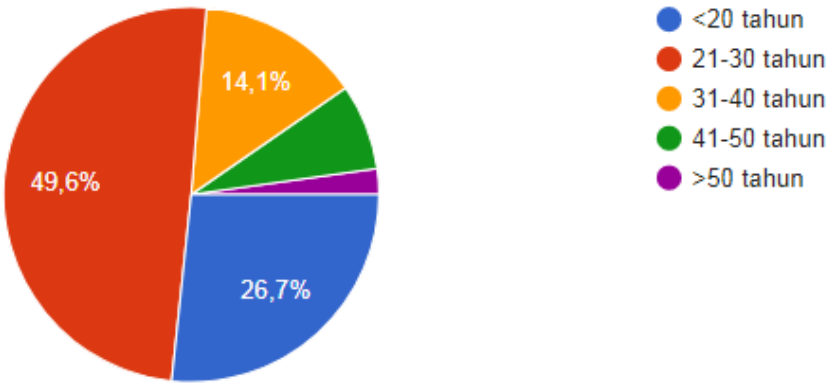

Figure 1. *Characteristics of Respondents by Age*

Based on **Figure 1**, it can be seen that most of the respondents who had been to Terminal 3 Soekarno-Hatta Airport were people aged 21-30 years old with a percentage of 49.6% (67 respondents). There were 26.7% (36 respondents) aged 20 and below. About 14.1% (19

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respondents) were 31-40 years old. 7.4% (10 respondents) were 41-50 years old, and 2.2% (3 respondents) were over 51 years old.

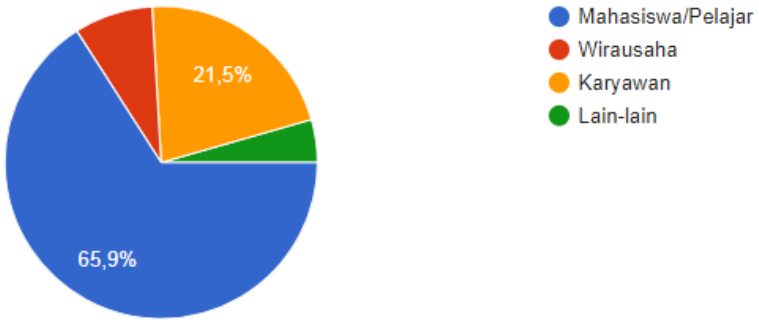

Figure 2. *Characteristics of Respondents by Occupation*

Based on **Figure 2,** it can be seen that the occupation of the respondents was mostly college students with a percentage of 65.9% (89 respondents). Then 21.5% (29 respondents) of them were employees. 8.1% (11 respondents) were entrepreneurs and 4.4% (6 respondents) are others. This data shows that most of the respondents of this questionnaire were students. This is due to the fact that their college activities were cancelled because of the Coronavirus outbreak. Therefore, they had to go back to their hometown and they were required to learn from home.

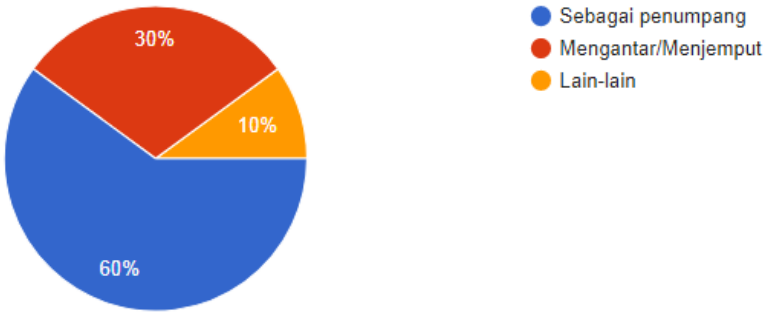

Figure 3. *Characteristics of Respondents by Occupation*

Based on **Figure 3**, it can be seen that the most reason of the respondents went to the airport was as passengers, with the percentage of 60% (85 respondents). Meanwhile, 30% (39 respondents) of them were there to drop off or to pick up relatives or friends, and 10% (12 respondents) went to the airport for other reasons.

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Table 1. Validity Test of Airport Safety Strategy Variable (X)

Items	Indicator	R Count	Cornbach Alpha	Validity
1	Safety and health protocol at the airport	0.705	0.602	VALID
2	The customer showed negative COVID-19 Rapid Test result	0.279	0.602	VALID
3	Socializing physical distancing, using hand sanitizers and wearing masks	0.656	0.602	VALID
4	Providing touchless facilities to minimize touch contacts	0.634	0.602	VALID
5	Self-check-in and document verification check digitally through the Travelation Application for easier and safer flights	0.448	0.602	VALID
6	The airport prioritizes consistency in the application of safety procedures and health protocols	0.693	0.602	VALID

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Table 2 Validity Test of Customer Trust Variable (Y)

Items	Indicator	R Count	Cornbach Alpha	Validity
1	Customer safety guaranteed	0.596	0.685	VALID
2	Customer safety priority	0.531	0.685	VALID
3	Health protocol procedures efficiency	0.533	0.685	VALID
4	Customer get the best services at the airport in the new normal era	0.529	0.685	VALID
5	Customer feels safe and comfortable at the airport in the new normal era	0.639	0.685	VALID
6	The capability of the airport officers on handling/solving customer complaints	0.508	0.685	VALID

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7	The airport officer understands and does the health protocols	0.541	0.685	VALID
8	Customer believes that travelling with airplane is much safer than any other public transportations	0.513	0.685	VALID
9	Customer recommends family and relatives to travel by plane due to the health safety and convenience	0.625	0.685	VALID

Based on the airport safety strategy (X) variable validity test, it was proven that all items from 1-6 were valid, because the r count from the lowest until the highest were 0.705 to 0.279 and it was higher than the r table as many as 0.167. For the customer trust (Y) validity test, it was also proven that all items from 1-9 were valid, because the r count from the lowest to the highest was 0.639 to 0.508, and it was higher than the r table as many as 0.167. Because all of the items were valid, they could be used in this research.

From item 4, the variable X (Airport Safety Strategy), we can conclude that the airport has already implemented upgraded touchless services as a part of airport safety strategies to help reduce activities that require touch. These touchless services have been applied to make the procedures from entering the airport to boarding the airplane become easier. As in the new normal era, the facilities that have already been used at Soekarno-Hatta Airport are; touchless ticket parking, touchless elevator, smart helmet and thermal scanner, UV sterilization X-ray, UVC baggage claim, UVC trash bin, automatic hand sanitizer, VICA, and Travelation Application. All these touchless services are provided to ensure people's health and safety while they are at the airport.

Table 3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.804	3.029		5.548	.000
	Airport Safety Strategy	0.793	0.128	0.473	6.209	.000

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Based on the Table of Coefficients above, we can conclude that the result of simple linear regression is Y = 16,804 + 0,793 X. That regression equation can be made to estimate customer trust impact on Airport Safety Strategy. In this equation, the constant is 16.804. Meanwhile, the regression coefficient X is 0.793, means that for every addition of one value or number on the value of airport safety strategy (X), the value of customer trust (Y) increases by 0.793. The equation of simple linear regression means that every increasing value on Variable X (Airport Safety Strategy) is 0.793. So, it will follow the increasing of Variable Y (Customer Trust) as many as 2.635.

The t count value of variable (X) is 6.209. Meanwhile, the value of t table is 1.656. So, we can conclude that the t count is 2,635 > t table 1.656 and the significant value is 0.000 less than 0.05. The regression coefficient is positive, so it can be concluded that the direction of variable influence (X) on (Y) has a positive significant impact.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.473	0.223	0.218	2.59455

R = 0.473 = Coefficient Correlation
$R = R^2 \times 100\%$
$= (0.223)^2 \times 100\%$
$= 0.223 \times 100\%$
$= 22.3\%$

The Determination of Coefficient or R Square is 0.223. This result means that the independent variable, Airport Safety Strategy clarifies 22.3% towards the dependent variable, Customer Trust. Meanwhile, the rest is 87.7%, which comes from other variables that are not included in this model. Based on the count result, we can see that the simple coefficient correlation is 0.473. It means that both variables have a medium relationship and positive linear that matches the table of correlation and the relationship level.

Conclusion

a. Based on the term of simple linear regression test, all items are valid. There is a linear relation between the independent variable which is airport safety strategy and the dependent variable which is customer trust.
b. The result of the simple correlation is 0.473. It is stated that the relation between airport safety strategy and customer trust is at the medium level (0.40 – 0.599) and it is a positive linear that matches the table of correlation and the relationship level.
c. The determination coefficient test (R Square) is 0.223. This result means that the airport safety strategy has an impact of 22.3% on customer trust. Meanwhile, the rest (87.7%) comes from other factors that are not included in this model. The percentage shows that the impact of airport safety strategy towards customer trust is positive.
d. The result of the simple linear regression is Y = 16.804 + 0.793X. It means that for each increasing point of variable X (airport safety strategy), variable Y (Customer Trust) will increase as much as 0.793 and the constant in this equation is 16.804.
e. The result of hypothesis test is t count > t table or 2.635 > 1.656 and the t count is bigger

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than t table. That means there is a significant impact of the independent variable, airport safety strategy on the dependent variable, customer trust.

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