

THE IMPACT OF AIRPORT POLICIES TOWARDS REVISIT INTENTIONS THROUGH SERVICE QUALITY AND CUSTOMER SATISFACTION (DURING PANDEMIC COVID-19 AT SOEKARNO-HATTA AIRPORT)

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Abstract:

Building service quality for new airport policies through customer satisfaction is needed to increased revisit intention towards airports. This study aims to determine the effect of airport policy on revisit intentions through service quality and customer satisfaction during the Covid-19 Pandemic. The population in this study is passengers who were using Soekarno-Hatta Airport during the Pandemic. In contrast, the sample used takes purposive sampling using the provisions of Hair (2014) as many as 170 respondents. The data obtained were processed using SEM-PLS. Results of this study show that there is a significant effect between airport policy with service quality and customer satisfaction. Because with good service quality, customers will be satisfied and will influence their decision to revisit the Soekarno-Hatta Airport.

Keywords: service quality, airport policy, revisit intention, customer satisfaction, Covid-19

1. Introduction

The pandemic caused by the Covid-19 virus affects various sectors, one of which is the air transportation industry sector. At the beginning of its appearance, the government made regulations that forbade people to travel to break the chain of the spread of the virus. This then resulted in a decrease in the number of passengers. Pandemic situations encourage changes and implement several public policies made by the government, one of which is the airport policy adjusted during the pandemic. During the pandemic, policies at the airport related to an increase in the quality of service at the airport, which also modified the implementation of health protocols for workers in public service facilities. Quality of service at the airport influences satisfaction of the passengers, which is also related to the desire for a return visit or through an airport that has good service quality, including comfort and safety for passengers who choose to travel by air transportation during the Covid-19 Pandemic.

Based on the description above, the author conducted a research about service quality and revisit intentions through customer satisfaction during the Covid-19 Pandemic at Soekarno-Hatta Airport. This research is expected to help Soekarno-Hatta airport increase revisit intention and service quality in maintaining customer satisfaction.

2. Literature Review

Airport Policies

Airport policy is a regulation that is formed and aims to regulate operational activities at the airport. The government developed a policy to pay attention to public problems so that it can refer as public policy (Suciati, 2017). According to Hill (1993) and Sore (2017), Public Policy is a decision based on the relationship of activities carried out by political figures to determine goals and obtain results based on consideration of the particular situation. In this case, airport policy changes are adjusted to the current pandemic situation still ongoing. A policy is created once for a certain period as a way out of existing problems and has a function to serve in people's lives (Goodin et al., 2021).

Service Quality

Service quality is the most important thing for the company operating in the service sector. Customer assessment of service quality as a whole depends on the gap between expectations and perceived performance perception. Good service quality is a requirement that must be met by the aviation industry to survive and remain competitive (Setiawan et al., 2019). According to Kotler (2002), the definition of service is any treatment or activity offered by one party to another, and the form is intangible and intangible, resulting in ownership of anything.

Customer Satisfaction

Customer satisfaction arises when customers feel the goods or services they received more than they expected. If the performance displayed or obtained meets customer expectations, they will be satisfied (Setiawan, 2021). Suhartanto and Tri Kartika (2008) stated that customer satisfaction is important in a business because of the benefits caused to the company. Satisfied customers mean similarity between the performance of goods and services per the customer expectations (Maminiaina Aimee, 2019).

Revisit Intentions

Revisit intention is defined as the ability or willingness to be owned by an individual to make return visits to the same destination (Tosun et al., 2015). The destinations referred to revisiting the same airport and using the airport service. Many researchers agree that visitors will tend to participate more intensively in consumptive activities, be more satisfied, and spread positive word of mouth (Lehto et al., 2004);

(Zhang et al., 2014). Intention to revisit a destination can be interpreted as post-consumption behavior (Cole & Scott, 2004).

Hypothesis

1. Impact between airport policy (X) and service quality (Y1)

Public policy is a basic need for society. Order and welfare in society are created because of public policy (Pujaningsih & Sucitawathi, 2020). If airport policy is implemented correctly, it will positively influence service quality (Endrian, 2014). Service can be said to be of quality when it is fulfilled customer needs and expectations (LAN, 2003).

2. Impact between airport policy (X) and customer satisfaction (Y2)

According to WOLL (1966) and Abdal (2015) public policy is various activities made by the government to solve problems in society, either directly or through multiple institutions that affect people's lives. According to Pujaningsih & Sucitawathi (2020), the scope of public policy is extensive, but this time we will discuss public policy at airports. Implementation of airport policies during the pandemic affects the satisfaction of airport visitors and prospective passengers who are using air transportation during a pandemic.

3. Impact between service quality (Y1) and customer satisfaction (Y2)

Customer satisfaction is affected by product quality and services offered by companies to customers (Ali et al., 2021). Most companies continuously check and monitor the quality of their services to ensure customer satisfaction (Othman et al., 2019). Companies and organizations are trying to achieve customer satisfaction and meet their expectations (Fida et al., 2020).

4. Impact between service quality (Y1) and revisit intention (Z)

The desire of tourists to return to a destination is determined by the level of service quality they receive (Seetanah et al., 2018). Some of the benefits of service quality attributes include an increase in customer satisfaction has a positive influence on the desire to revisit customers (Padlee et al., 2019). Service quality is considered as the ability to fulfill the needs and desires conveyed by customers to an organization's offering (Wong & Lui, 2018).

5. Impact between customer satisfaction (Y2) and revisit intention (Z)

Evaluation of customer satisfaction based on the expectations of quality of

products and services creates satisfied customers who can increase the desire to visit back to that place (Vassiliadis et al., 2021). A traveler who feels high satisfaction will generate intentions to return to a destination (Chee-Hua Chin, Fung-Yee Law, 2018). Tourists who like to return to a place are caused by the satisfaction and comfort felt from such a place (Puri et al., 2020).

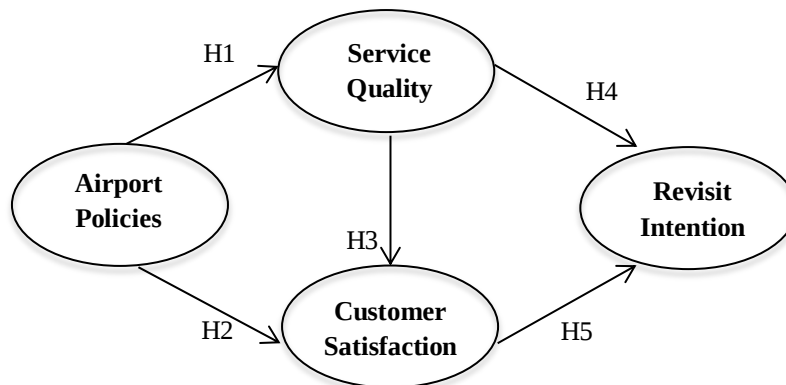


Figure 1. Conceptual Framework

Method

The sample of this research was 170 respondents. The sampling technique used in this study was the probability sampling technique with a purposive sampling method. The scale used in this study was the Likert scale (scale from 5 (very agree) - 1 (very disagree). Likert scale items were arranged based on customer who used Soekarno-Hatta airport during Covid-19 pandemic. The data test procedure for this analysis was a quantitative study with SEM based on a component or variance approach, also known as Partial Least Square (PLS). PLS is an SEM technique based on an iterative approach that maximizes the explained variance of endogenous constructs (Hair et al., 2014). This research adapts the indicators about Airport Policies (X) from Khalid Siregar (2015) and Meter, Donald Van (1975), Service Quality (Y1) from Kour et al. (2020), Customer Satisfaction (Y2) from Setiawan et al. (2019), and Revisit intention (Z) from Kour et al. (2020).

Table 1. Measurement Indicators

Variable	Indicators
Airport Policy (X)	Airport policy compliance with pandemic conditions.
	The public's response to the acceptance of airport policies during the pandemic.
	Officer compliance with airport policies.
	Competence of officers/HR at Soekarno-Hatta Airport following applicable policies.

Service Quality (Y1)	Staffs at Soekarno-Hatta Airport implement health protocols.
	Passenger screening according to the requirements for Covid-19.
	There is a self-check-in counter at the departure terminal of Soekarno-Hatta airport.
	Facilities at Soekarno-Hatta airport have a safe distance.
Customer Satisfaction (Y2)	Satisfied with the service provided.
	Service at the airport as expected.
	Satisfying experience.
Revisit Intention (Z)	Revisit the airport in the near future.
	Desire to visit the airport.
	Be the priority of the airport to travel.

Discussion and Result

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model consists of three steps, namely convergent validity test, discriminant validity test, and composite reliability test.

Table 2. Convergent validity and Average Variance Extracted (AVE)

Source: own calculation. 2021

Construct	Item	Original Sample	Sample Mean	T Statistics	AVE	Result
Airport Policy	X.1	0.822	0.820	30.294	0.668	Valid
	X.2	0.806	0.807	20.006		Valid
	X.3	0.835	0.835	27.119		Valid
	X.4	0.805	0.804	29.174		Valid
Service Quality	Y1.1	0.810	0.812	25.825	0.650	Valid
	Y1.2	0.825	0.825	33.371		Valid
	Y1.3	0.802	0.800	17.274		Valid
	Y1.4	0.786	0.784	16.456		Valid
Customer Satisfaction	Y2.1	0.940	0.938	90.407	0.849	Valid
	Y2.2	0.912	0.910	55.764		Valid
	Y2.3	0.912	0.911	54.790		Valid
Revisit Intention	Z.1	0.745	0.735	12.416	0.646	Valid
	Z.2	0.866	0.866	33.178		Valid
	Z.3	0.795	0.793	20.708		Valid

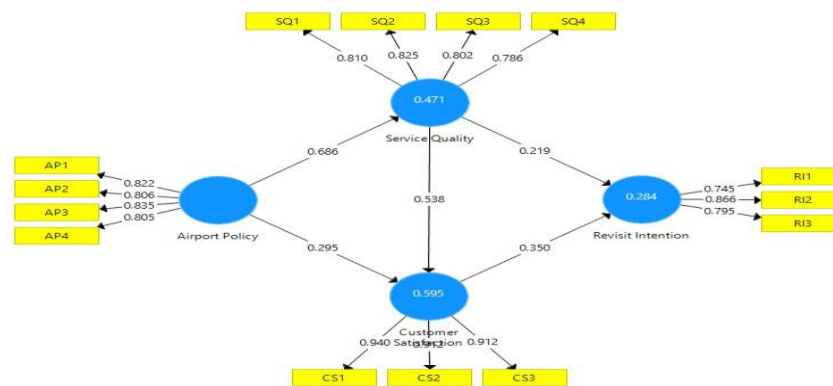


Figure 2. Loading factor

The output from Table 2 shows that the loading factor gives a value above the recommended value of 0.5 so that the indicators used in this research reached the convergent validity. In table 2, all variables have a value AVE > 0.5 so that the validity of convergence is great. AVE value for Airport Policy is 0.668 which shows that 66.8% of the information in the four indicators can be reflected by airport policy. AVE value for Service Quality is 0.650 which shows that 65% of the information in the indicators can reflect service quality. AVE value for Customer Satisfaction is 0.849 which shows that 85% of the three indicators can reflect customer satisfaction. AVE value for Revisit Intention is 0.646 which shows that 64% of the three indicators can reflect revisit intention.

Table 3. Discriminant Validity

Item	Airport Policy	Service Quality	Customer Satisfaction	Revisit Intention
X.1	0.822	0.532	0.511	0.406
X.2	0.806	0.473	0.540	0.370
X.3	0.835	0.623	0.509	0.316
X.4	0.805	0.601	0.605	0.371
Y1.1	0.589	0.810	0.576	0.443
Y1.2	0.645	0.825	0.613	0.357
Y1.3	0.526	0.802	0.555	0.368
Y1.4	0.441	0.786	0.646	0.373
Y2.1	0.614	0.706	0.940	0.502
Y2.2	0.624	0.655	0.912	0.447
Y2.3	0.599	0.685	0.912	0.466
Z.1	0.320	0.372	0.328	0.745
Z.2	0.408	0.408	0.504	0.866
Z.3	0.340	0.374	0.382	0.795

Source: own calculation. 2021

Based on Table 3, all indicators in each construction have the highest relation compared to the other construction loading values, it can be concluded that

discriminant validity is great. The testing method uses Composite reliability (CR) and Alpha Cronbach method. The questionnaire can be relied if the CR value $> 0,7$ and Alpha Cronbach $> 0,6$.

Table 4. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
Airport Policy (X)	0.889	0.835
Service Quality (Y1)	0.944	0.911
Customer Satisfaction (Y2)	0.845	0.726
Revisit Intention (Z)	0.881	0.821

Source: own calculation. 2021

Table 4 shows that all latent variables measured in this research have Cronbach's Alpha and Composite Reliability values is more than 0.7 therefore it can be concluded that all latent variables are reliable, and all indicators have consistency in measuring their latent variables.

Evaluation of Structural Models (Inner Model)

The evaluation is arranged with structural model in SEM with PLS by conducting R squared test and the significance test of path coefficient.

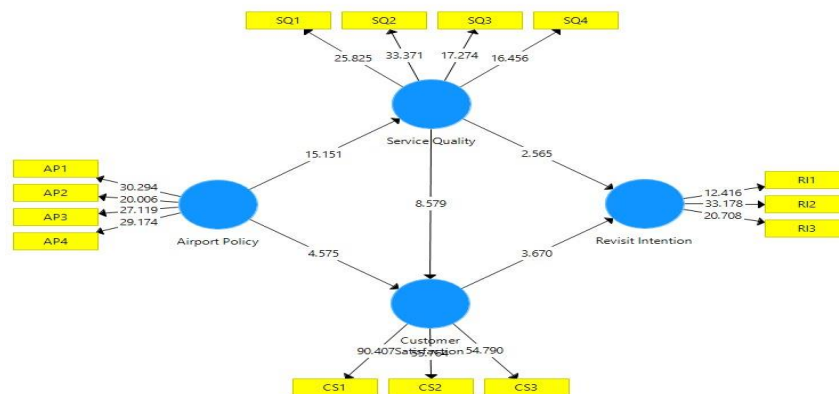


Figure 3. Structural model bootstrapping

Table 5. R square and Hypothesis Testing

Model	Path	Path Coefficient (Standardized)	T-Statistics	P-Value	Decision	R-Square
First	AP-SQ	0.045	15.151	0.000	Support (+)	0.471
Second	AP-CS	0.065	4.575	0.000	Support (+)	0.595
	SQ-CS	0.063	8.579	0.000	Support (+)	
Third	SQ-RI	0.085	2.565	0.011	Support (+)	0.284
	CS-RI	0.095	3.670	0.000	Support (+)	

Source: own calculation. 2021

Based on Table 5, the first model has R-Square value of 0.471. It can be concluded that the construct variability of airport policy and service quality by 47.1%. The second

model, the value of R-Square is 0.595. We can interpret the variability of airport policy and service quality can explain the variability of the construct of customer satisfaction by 59.5%. And in the third model the value of R-Square is 0.284. So we can conclude that the construct of service quality and customer satisfaction can explain the construct of revisit intention by 28.4%.

The first hypothesis is airport policy has a positive and significant value on the service quality of 0.045. The second hypothesis is airport policy has a positive and significant value on customer satisfaction of 0.065. For the third hypothesis is service quality has a positive and significant value on customer satisfaction of 0.063. The fourth hypothesis is service quality has a positive and significant value on revisit intention of 0.085. The very last hypothesis is customer satisfaction has positive and significant value on revisit intention of 0.095.

Conclusion

Based on the research results above, it can be concluded that airport policy positively affects service quality. Second, airport policy has a positive effect on customer satisfaction. The reason is that the airport policy was made under the conditions Covid-19 pandemic. Furthermore, there is a positive influence between the quality of service and customer satisfaction. So that customers consider the quality of service provided is following their expectations and assessed to guarantee their safety and security in doing travel during the pandemic using air transportation. Besides, Service quality is considered to be able to affect revisit intention positively significantly because good service quality will encourage customers to use the airport to feel the excellent quality service again. Finally, proven customer satisfaction has a positive effect on revisit intention. The reason is that Satisfied customers will be loyal to Soekarno-Hatta Airport, and when they want to travel, then they will choose to return to the airport.

Managerial Implications

The results of this study state that Soekarno-Hatta Airport users will feel satisfied and revisit the airport if the quality of service provided meets customer expectations and follows the implementation of airport policies during the Covid-19 pandemic.

Therefore, the authors suggest that the Soekarno-Hatta Airport authorities and the local government continue to pay attention and update some policies according to the

ongoing Pandemic situation. By continuing to improve the quality of service at the airport for passengers to maintain the safety and comfort of passengers using air transportation during the Pandemic, to increase the number of flight activities and use of Soekarno-Hatta airport during the Covid-19 Pandemic.

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