

THE EFFECT OF PPKM POLICY AND SERVICE QUALITY ON PASSENGER SATISFACTION OF BATIK AIR IN THE COVID-19 PANDEMIC 2021

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Abstract: This study aimed to analyze the effect of PPKM policy and service quality of the satisfaction of Batik Air passengers. This study used a quantitative descriptive method, and data were obtained from questionnaires distributed to respondents, namely Batik Air passengers who used airline services during the PPKM period. The data source used primary and secondary data. The data collection technique was online questionnaires distributed by social media, and secondary data was literature studies of journals, books and other sources. The research population was all Batik Air airline passengers who used services during PPKM with a sample of 96 respondents. The sampling technique used non-probability sampling, the type of sampling was convenient sampling, which was to determine the selected sample based on certain criteria, namely Batik Air passengers who used airline services during the PPKM period. The data analysis technique used SPSS version 26 to find the effect of the independent variable (PPKM policy and service quality) on the dependent variable (passenger satisfaction). The study results prove that the effect of PPKM Policy and Service Quality on Passenger Satisfaction is 30.9%, and the remaining is 69.1%. Further, there is a partial effect between PPKM policy variables on passenger satisfaction of Batik Air. Hypothesis testing has also proven that there is an effect between service qualities on passenger satisfaction. The study was conducted from June – July 2021.

Keywords: PPKM Policy, Service Quality, Passenger Satisfaction, Batik Air

Introduction

The COVID-19 pandemic spread to Indonesia on March 2nd, 2020, for the first time, and the government announced two cases of COVID-19 positive patients. In Indonesia, the aviation industry sector is affected by the COVID-19 pandemic on a global and international scale. Various policy regulations for airlines have also been implemented to suppress the spread of COVID-19 such as IATA in one of its guidelines, Guidance for Crew Health Precautions During Pandemic Ed.1-28 May 2020.

As long as the transmission of COVID-19 continues, several layers of prevention efforts or Layers of Protection are needed to be carried out as well

as possible prevention according to the environment and conditions during flight operations. The protection referred to isolating sick flight crews or passengers, limiting the distance at the airport, screening flight crew and passengers, maintaining aircraft and airport cleanliness, using masks, washing hands frequently, and also using eye and face protection such as face shields. In addition, it should also always prioritize flight safety. It is under ICAO material in Electronic Bulletin No 2020/36 on June 17th, 2020, which states that one of the efforts to reach the Public Health Corridor requires a "clean" crew, "clean" aircraft, "clean" airport facilities and "clean transportation".

Batik Air is a subsidiary of Lion Air, and it was established as a private airline in 2013. During this COVID-19 pandemic, before starting flights, Batik Air always conducts health checks on pilots, cabin crew, and technicians to determine health conditions and eligibility for flights. Thus, passengers' safety and security during the flight are guaranteed by Aircraft Interior Cleaning (cleaning the plane).

Every passenger who is declared fit to fly and can enter the aircraft cabin to travel (safe to fly) must have gone through a series of checks (verification and validation) of documents, luggage, and others at the departure airport, including submission of a COVID-19 test result letter and Security Check Point 1 and 2 by flight security officers.

Public services in the form of services, both public goods and public services, are carried out to meet the community's needs (Mujahid, 2017). Service quality will encourage the realization of customer satisfaction. Some of the passenger problems during the implementation of PPKM were the non-optimal implementation of health protocols, the refusal of refunds after the cancellation to fly, and passenger disappointment because they failed to fly after being unable to meet the requirements for vaccine services. Likewise, the protocol violations committed by Batik Air were carrying 5 COVID-19

passengers, violations of physical distancing on flights from Jakarta to Makassar and Jakarta to Jogja.

Literature Review

PPKM Policy

Public Activity Restriction (PPKM) is a Transition from the Large-Scale Social Restriction (PSBB) Program, which was carried out periodically in early 2021 on January 11th to 25th, 2021. This policy contains flight requirements for domestic and international routes. The policies implemented on domestic routes are taken from Task Force of COVID-19 Handling Circular Letter, Number. 14 of 2021 concerning Provisions for Domestic Travel during the COVID-19 Pandemic, while international routes are taken from Task Force of COVID-19 Handling Circular Letter, Number 8 of 2021 concerning International Travel Health Protocols during the COVID-19 Pandemic and its Addendum.

In the PPKM Policy during flights, the things that are regulated are removing the provisions for passenger capacity while still regulating the obligation to keep distance, cancelling flight numbers in various regions to reduce the risk of COVID-19 spreading, conducting swab tests and having carried out Vaccines according to SARP's rules.

Service Quality

According to Tjiptono (2011:17), service is an activity of intangible nature that normally (but not necessarily) take place in interactions between customer and service employees, physical resources or goods and systems of the service provider which are provided as a solution to a customer's problem. It can be said that service is an activity provided to consumers, and it is essentially intangible and provided as a solution to consumer problems. While the characteristics of service quality, according to Tjiptono (2005:28-55), are Intangibility, Inseparability, Variability and Perishability.

Based on the above theory, service quality can determine passenger satisfaction with good quality. Service quality can also be a measure of passenger satisfaction with an airline.

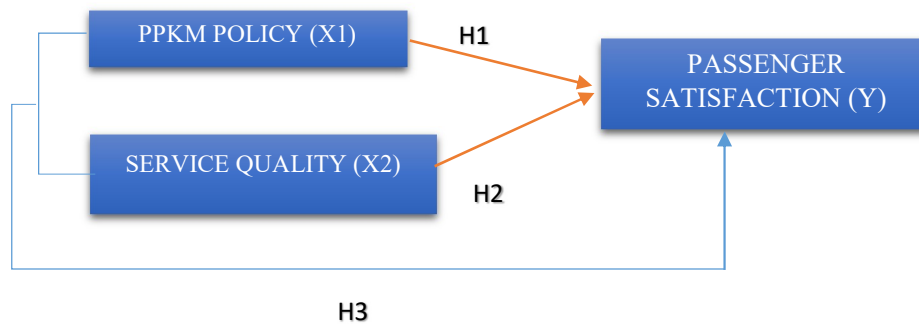
Passenger Satisfaction

Kotler (2009:138) stated that satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. Factors that affect customer satisfaction consist of service availability, service responsiveness, service timeliness, service professionalism, overall satisfaction with service.

The concept of passenger satisfaction is still abstract. Achieving passenger satisfaction requires a simple or complex process. The professional researchers identified that the importance of the actual passenger needs (passenger-centric) (Kurniawan, 2017). The importance of value to meet the passengers needs even exceeds the passenger's needs in the aviation business to support the airport service quality.

ACRP Report 10 (2008) also states that landside facilities at terminal respond to any changing need of passengers in the aviation business.

The addition of new functions, services and processes must be realized based on the needs of the passengers. PT. Angkasa Pura II as SHIA operator, is trying to draw revenue from passengers or visitors through new construction such as APMS and improve the service quality of free shuttle buses to support ASQ at SHIA.

*Framework and Hypothesis***Figure 1 Conceptual Framework****Hypotheses**

H1: PPKM Policy Variable has a positive and significant effect on passenger satisfaction.

H2: The service quality variable has a positive and significant effect on passenger satisfaction.

H3: PSBB policy variables and Service Quality together have a significant and positive effect on satisfaction.

Research Method

This study used a quantitative descriptive method. Data collection used SPSS. The data was processed from respondents' answers based on online questionnaires distributed through social media, and then the data was processed using the help of SPSS version 26. The questionnaires were distributed to respondents via Google Form to determine PPKM policies and service quality for passenger satisfaction.

This research was conducted from June to July 2021 in DKI Jakarta area, with respondents taken from Batik Air passengers who used the service during the PPKM period.

The study used primary data from respondents' answers to questionnaires distributed through social media to Batik Air passengers during PPKM.

Secondary data is a source of data obtained indirectly, such as a study of journal libraries and valid reading sources from the internet.

Table 1 Grid of PPKM Policy Variables Instruments

Indicator Variables	Statement	Indicator	Scale
PPKM Policy	Limitation of the number of passengers on the	X1.1	Likert
	Implementation of Policy of Minister of Transportation Regulation		
	Passengers are required to apply the	X1.2	
	Number PM 41 of 2020 and Task Force of COVID-19		
	Handling Circular Letter, Number. 14 of 2021	X1.3	
	Showing the first vaccine card and a negative certificate of PCR test results		
	Filling e-HAC	X1.4	
Service quality	Bringing the company assignment letter.	X1.5	Likert scale
	Statement	Indicator	
	Indicator Variables		
	Statement	Indicator	
Service quality	Intangibility	X2.1-3	Likert
	(Physical evidence)		
	Inseparability	X2.4-6	
	Variability	X2.7-8	
Passenger satisfaction	Perishability	X2.9-10	Likert
	Service availability	Y.1-2	
	Service Responsiveness	Y.3-4	
	Timeliness of Service	Y.5-6	
Overall Satisfaction with Service	Service Professionalism	Y.7-8	Likert
	Overall Satisfaction with Service	Y.9-10	

*Discussion and Result:***Data Description**

For the characteristics of respondents, the data obtained from the questionnaire were 96 respondents described as follows: in terms of gender, female respondents were 46 (47.9%), while for male respondents were 50 (52.1%). Furthermore, for the age criteria, age < 20 years were 17 respondents (17.7%), age 21-30 years were 66 respondents (60%), age 31-40 years were 3 respondents (3%), age 41-50 years were 3 respondents (3%), and for age > 50 years were 7 respondents (7 %). Then the criteria according to the type of job: students/university students were 61 respondents (63.5%), private employees were 17 respondents (17.7%), civil servants were 5 respondents (5.2%), entrepreneurs were 3 respondents (3, 1%), and others were 10 respondents (10.4%). Then for the domicile criteria: Java domicile was 73 respondents (76%), Sumatra domicile was 11 respondents (11,5%), Bali domicile was 1 respondent (1%), Kalimantan domicile was 2 respondents (2.1%), and other domicile was 9 respondents (9.4%).

Hypothesis Testing

Instrument testing was carried out through validity and reliability testing. Validity testing was carried out on all statement items using the Corrected Item Tool Technique on the SPSS version 26 application. Then the significance test was carried out using an r-table at a significance level of 0.05 with a 2-sided test. The r value obtained was compared with the r_{table} with the following conditions: if the r-count value $< r_{\text{table}}$ value, then the statement item is declared invalid, while if $r\text{-count} > r_{\text{table}}$ value, then the statement item is declared valid.

Validity test**Table 2 Validity Test**

Statement Number	r-count	r-table	Validity
PPKM Policy			
1	0.406	0.1671	VALID
2	0.313	0.1671	VALID
3	0.530	0.1671	VALID
4	0.368	0.1671	VALID
5	0.364	0.1671	VALID
Service quality			
1	0.459	0.1671	VALID
2	0.613	0.1671	VALID
3	0.667	0.1671	VALID
4	0.638	0.1671	VALID
5	0.681	0.1671	VALID
6	0.744	0.1671	VALID
7	0.666	0.1671	VALID
8	0.640	0.1671	VALID
9	0.514	0.1671	VALID
10	0.284	0.1671	VALID
Passenger satisfaction			
1	0.362	0.1671	VALID
2	0.003	0.1671	VALID
3	0.731	0.1671	VALID
4	0.601	0.1671	VALID
5	0.624	0.1671	VALID
6	0.606	0.1671	VALID
7	0.506	0.1671	VALID
8	0.574	0.1671	VALID
9	0.593	0.1671	VALID
10	0.573	0.1671	VALID

The calculation of the validity test of the PPKM policy variables, statements X1, X2, X3, X4, and X5 are declared valid because of the correlation or $r \text{ count} >$ from the table. While the calculation of the validity of the service quality variable, the statements X1 – X10 are declared valid because of the correlation or $r \text{ count} >$ from the table, and the calculation of the validity test of the passenger satisfaction variable, the statements Y1 – Y10 are declared valid because of the correlation or $r \text{ count} >$ from the table.

Descriptive Statistical Data Analysis

Reliability Test

The study results are presented in the form of score data, while the amount of data to be analyzed comes from the answers of 96 respondents to 25 statement items. The data described in this discussion are objective data filtered using valid and reliable research instruments. For PPKM policy variables, based on the recapitulation results, it is concluded that respondents expect passengers to comply with the Health Protocol by implementing 3M. For the quality variable, it can be concluded that the airline continues to provide good check-in services during PPKM. Moreover, for the passenger satisfaction variable, it is concluded that during the PPKM period, officers continue to convey information clearly and easily to understand.

Table 3 Reliability Test

Variable	Alpha Cronbach	> / <	Constant	Explanation
Effect of PPKM policy (X1)	0.636	>	0,6	Reliable
Service quality (X2)	0.864	>	0,6	Reliable
Passenger Satisfaction (Y)	0.803	>	0,6	Reliable

Source: Results of the questionnaire (processed by the researchers)

From the output table data from the reliability test results above, the *Cronbach's Alpha* value for the three variables used in this study is more than 0.6. so, it can be concluded that all the variables of this study are *reliable*.

Results of Coefficient Determination (R^2) Analysis

Analysis of coefficient determination is used to determine the ability of variable PPKM policy (X_1) and service quality (X_2) to affect passenger satisfaction (Y). The researchers use data that has been processed using SPSS

version 26 to find out the coefficient of determination, and it is presented in tabular form as follows:

Table 4 R Square

Model	R	R Square	Adjusted Square	Std Error of the Estimate
1	.746 ^a	.556	.547	3.165

Based on the table above, the coefficient of determination (R^2) is 0.556, so it can be concluded that the variable of PPKM Policy and Service Quality on Passenger Satisfaction is 55.6%. At the same time, 44.6% is affected by uninvestigated factors in this study.

Partial test (T-Test)

A T-test is to determine how far the influence of one independent variable individually in explaining the variable. The following is an explanation of the partial test of each variable:

Table 5 T-Test Analysis Results

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG
	B	Std Error	BETA		
CONSTANT	29.386	3.263		8.111	.000
X1	.587	.170	.336	3.460	.001
MODEL	Unstandardized Coefficients		Standardized Coefficients beta	T	sig
	B	Std Error			
CONSTANT	13.463	2.659		5.063	.000
X2	.660	.061	.742	10.744	.000

Dependent variable Y

The results of testing with SPSS for Variable (X1) and Variable (Y) using a significance limit (α) = 0.05, where the correlation number t-count ($3.460 > t\text{-table}$ (1.661) and a significant number ($0.000 < 0, 05$), thus H_0 is

rejected, and H_a is accepted because the effect of the PPKM Policy (X_1) has a partial and significant effect on Passenger Satisfaction (Y).

The results of testing with SPSS for Variable (X_2) and Variable (Y) using a significance limit (α) = 0.05, where the correlation number t-count (10.744) > t-table (1.66) and a significant number (0.000) < 0, 05, then H_0 is rejected, and H_a is accepted because the effect of Service Quality (X_2) has a partial and significant effect on Passenger Satisfaction (Y).

Multiple Correlation Analysis Results

This analysis measures the strength of the relationship between the independent variables (X_1 and X_2) and the dependent variable (Y). This analysis is processed using SPSS, which produces the following table:

Table 6

		X_1	X_2	Y
X_1	Pearson			
	Correlation	1	.361	.336
	Sig (2-tailed)		.000	.001
	N	96	96	96
X_2	Pearson			
	Correlation	.361	1	.742
	Sig (2-tailed)	.000		.000
	N	96	96	96
Y	Pearson			
	Correlation	.336	.742	1
	Sig (2-tailed)	.001	.000	
	N	96	96	96

Data Processing Result of Multiple Correlation Analysis

Based on the table above, the value of the correlation coefficient of training and motivation on productivity to Y is 1. Based on the guideline, the interpretation value of the correlation value is in the range of "0,80 – 1,000", which means that the level of the relationship between PPKM Policy and

Service Quality on Passenger Satisfaction is included in the level of a **very strong** relationship.

F-Test

The F-test is used to determine whether there is a simultaneous effect between all independent variables (Effect of PPKM Policy and Service Quality) on the Dependent (Passenger Satisfaction). It is depicted as follows:

Table 6 The Effect of Variables X1 and X2 on Y

Model	Sum of square	df	Mean Square	F	sig
Regression	11168.597	2	584.299	58.342	.000
Residual	931.393	93	10.015		
Total	2099.990	95			

The researcher conducts an F-test to measure the variables as a whole, where X1 and X2 affect the Y variable simultaneously. In this F-test, the hypothesis formulation is formulated, namely $H_0: \alpha = 0$ (there is no effect) and $H_a: \alpha \neq 0$ (effect). Moreover, there are *decision rules*, such as acceptance of H_0 if $F_{count} < F_{table}$ and acceptance of H_a if $F_{count} > F_{table}$. The data above is obtained from the regression analysis conducted by the researchers, and from the analysis, it is known that F_{table} is 3.09, which is obtained from the formula.

$$F_{table} = n - k - 1$$

$$F_{table} = 96 - 2 - 1 = 93$$

$$F_{table} = 3,09$$

a) $0.000 < 0.05$, then H_0 is rejected and H_a is accepted.

b) $58.342 > 3.09$, then H_0 is rejected and H_a is accepted.

Based on these results, the third hypothesis has been proven.

Results and Discussion

On Multiple linear Regressions, it is obtained

$$Y = 11.562 + 0.136X_1 + 0.653X_2$$

Constant an equal to 11,562 states that if X_1 and X_2 are constant, then the Y is 11,562. The regression coefficient X_1 states that every time there is an addition (because it is positive) one-unit variable X_1 (Effect of PPKM Policy), then the value of Y (Passenger Satisfaction) will increase by 0.136, assuming the other independent variables are constant. The regression coefficient X_2 states that every time there is an addition (because it is positive) one-unit variable X_2 (Quality of Service), then the value of Y (Passenger Satisfaction) will increase by 0.653, assuming the other independent variables are constant. The value of the correlation coefficient of training and motivation on productivity to Y is 1. Based on the guideline, the interpretation value of the correlation value is in the range of “0,80 – 1,000”. It means that the level of the relationship between training and motivation on productivity is **very strong**.

The results of the F table test are $58.342 > 3.21$, then H_0 is rejected, and H_a is accepted. It means the third hypothesis has been proven. The value of the coefficient of determination (R^2) is 0.556, thus that the effect of PPKM Policy and Service Quality on Passenger Satisfaction is 30.9%, and the remaining is 69.1%.

Conclusion

The results of hypothesis testing prove that there is an effect between the PPKM policies on passenger satisfaction. H_0 is rejected, and H_a is accepted. This test statistically proves that the PPKM policy affects passenger satisfaction. It means that there is a partial effect between PPKM policy variables on passenger satisfaction at Batik Air.

The results of hypothesis testing prove that there is an effect of service quality and passenger satisfaction. H_0 is rejected, and H_a is accepted. This test statistically proves that service quality affects passenger satisfaction. It means that there is no effect between service quality and passenger satisfaction at Batik Air partially.

The results of hypothesis testing prove that there is an effect of PPKM policies and service quality on passenger satisfaction. H_0 is rejected, and H_a is accepted. This test statistically proves that PPKM policies and service quality affects passenger satisfaction. It means that there is a partial effect between PPKM policy and service quality on passenger satisfaction at Batik Air.

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