

THE EFFECT OF SERVICE QUALITY AND WAITING ROOM FACILITIES ON PASSENGER SATISFACTION AT TERMINAL 3 OF SOEKARNO-HATTA AIRPORT

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Abstract: Airport is an air transportation system that has a significant role as a gateway to connect between islands or between countries. Whether during the recovery period of the Covid-19 pandemic, the quality of services and facilities at the arrival and departure terminals of domestic and international terminals in the passenger waiting room become a benchmark for the comfort and satisfaction of the benefit of airport officers. The method used in this study is descriptive quantitative, that the sample used was 83 people. The data was collected by a questionnaire through a Google form and the distribution of the form was carried out starting from September 15, 2022. The subject of this study took the users of terminal 3 of Soekarno-Hatta Airport, ranging from 17 to 40 years old with 38 male and 45 female and the service quality variables have indicators of reliability, responsiveness, and empathy. Variable facilities have hands-on parking spaces, availability of seats, availability of accessible toilets, availability of places of worship, and availability of supporting facilities varied passenger satisfaction conformity of expectations, interest in revisiting, and willingness to re-recommend. Based on the results of the analysis of these data and discussions both for the quality of service on passenger satisfaction and facilities on passenger satisfaction, each of them has a positive and significant influence.

Keywords: *Quality of Service, Facilities, Passenger Satisfaction*

Introduction

Human mobility currently wants to choose a fast and safe mode of transportation. Nowadays, people need a high-speed ride that can deliver humans from one place to another in a short time. Therefore, although it is not cheap as other forms of transportation, people prefer the air transportation mode as their choice. However, different modes of transportation are still unable to transport humans from one place to another, so air transportation modes are still categorized as the fastest transportation in the world.

According to the Law of the Republic of Indonesia Number 1 of 2009 concerning Flying, it makes sense that an air terminal is a region ashore and waters with explicit limits that is utilized as a spot for the airplane to land and take off, all over travelers, stacking and dumping merchandise, and a class of intra and multi-purpose development of transportation, which is outfitted with flight security and security offices, as well as virtual offices and other supporting offices.

The aviation industry is currently developing rapidly and undoubtedly continue to grow in the future. Based on data from the Central Statistics Agency (Darmawan, 2022), On August 1, 2022, the number of domestic route aircraft passengers in the January-June 2022 reached 24.6 million. This number is increased by 57.59 percent compared to the number of passengers in January-June 2021. Meanwhile, the international passengers in the January-June 2022 period also experienced an increase of 540.90 percent compared to January-June 2021. The Central Statistics Agency recorded that the number of international aircraft passengers in the January-June 2022 period reached 1.7 million people. (Darmawan, 2022) The impact of the COVID-19 pandemic and the transition of recovery from airports, especially terminal 3 of Soekarno Hatta Airport and the pandemic moved aircraft, and

the number of passengers and cargo at all airports experience significantly decreased. Now the aviation industry is squirming again. IATA data shows domestic and international flight traffic in June 2022 reached an average of 70 percent compared to the pre-pandemic period in 2019. IATA recorded domestic flight traffic at 81 percent and international flight traffic at 65 percent. The decline in passenger and flight traffic occurred due to pandemic conditions. Airlines are reducing fleets and closing non-congested routes to reduce the operating costs. Along with the recovery during the pandemic, it takes time to return to pre-pandemic conditions. Moreover, the number of aircraft is still minimal to serve people throughout Indonesia.

The quality of service and supporting facilities are essential because they will affect passengers' satisfaction. (Marina et al., 2020) Therefore, the quality of services and facilities can be used as a benchmark to see how the supporting facilities at the airport maintain the quality of their services. It can also refer to the satisfaction of the service provided by the officers in the waiting room. In addition, to the background description above, this research is titled "**THE INFLUENCE OF SERVICE QUALITY AND WAITING ROOM FACILITIES ON THE SATISFACTION OF PASSENGER AT TERMINAL 3 SOEKARNO-HATTA.**"

Problem Formulation

1. Does the quality of Service in Terminal 3 Soekarno-Hatta affect the passenger's satisfaction?
2. Do the waiting room facilities at Terminal 3 Soekarno-Hatta affect passenger satisfaction?
3. Does the quality of service and waiting room facilities at Terminal 3 Soekarno-Hatta affect passenger satisfaction?

Research Objectives

1. The quality of Service at Terminal 3 Soekarno-Hatta affects passenger satisfaction.
2. The waiting room facilities at Terminal 3 Soekarno-Hatta affect passenger satisfaction.
3. The quality of service and waiting room facilities at Terminal 3 Soekarno-Hatta affect passenger satisfaction.

Literature Review

Quality of service

Service Quality is essential. Passengers will review the quality of service, especially the services provided by the company they choose. Therefore, companies engaged in services must have their service standards so that employees and officers who work in these fields can serve passengers following applicable company standards.(Hanif et al., 2020)

According to Tjiptono, service quality is an interrelated condition, such as products, services, human resources, processes, and environments, that can meet and exceed the expected quality of service (Indrasari, 2019). According to Rambat Lupiyoadi, the comparison between consumers' desires and realities for their services are quite far. (In Indrasari, 2019)

Based on the understanding of service quality above, it can be concluded that the quality of service is when the company can meet the expectations and satisfaction of passengers by providing quality service. Passenger satisfaction becomes the benchmark for loyal passengers.(Andri et al., 2015)

Facilities

According to Arianto Sam (2012) and Nurgiansah (2021), facilities are everything in the form of goods or money that help facilitate and accelerate the flow of activities and businesses. According to Supriyanto (2012), facilities are essential in marketing variables because they are required to support facilities in serving customers.(in Valeria Roellyanti et al., 2022)

Facilities are the benchmark of all services provided and majorly affect customer satisfaction, especially for service companies. Facilities, according to Kotler and Armstrong (2019) are everything that is physical equipment and is provided by the service seller to support consumer comfort.(in Andriansyah and Kusuma, 2022)

Meanwhile, according to Oetama (2017) facilities are supported to increase customer satisfaction with supporting facilities that the consumers can spend time comfortably. Consumers are delighted if the facilities provided meet their needs. Facilities are the provision of physical facilities to provide convenience in customer activities or work so that customer needs can be met. (Saragih et al., 2022)

Based on the experts above, it can be concluded that facilities are facilities and infrastructure provided by the company to consumers to meet their satisfaction.

Passenger Satisfaction

Customer satisfaction is essential for the company. If consumers are satisfied with the services offered by the service company, they will be loyal to use the services of the service again, and could be their choice in the future. According to Westbrook and Reilly, consumer loyalty is a close to home reaction to encounters connected with the item or administration bought.

(inside Indrasari, 2019:86). Meanwhile, according to Kotler and Kevin Lane Kelle, customer fulfillment is a sensation of joy or frustration of an individual looking at the exhibition (consequences) of the item thought out against the standard presentation. In light of the definition as per the specialists above, it tends to be presumed that consumer loyalty is the level of an individual's sentiments in the wake of looking at the exhibition of the item or administration he feels with his assumptions.(in Indrasari, 2019:82)

Method

The research uses quantitative type research. This research first collects data, theory, and data analysis. This quantitative method is through using data retrieval techniques by spreading questionnaires. Then Primary Data is collected, namely by filling out a questionnaire. The subjects in this study were the users of terminal 3 of Soekarno-Hatta Airport and took a sample of 83 respondents. The research was conducted by questionnaire through a Google form and the distribution was carried out starting from September 15, 2022. The subject of the study was the users of terminal 3 Soekarno-Hatta Airport, with ranging from 17 - 40 years old and the gender consists of 38 male and 45 female. On the variables of service, quality has indicators of reliability, responsiveness, and empathy. Variable facilities have hands of the availability of parking spaces, availability of seats, availability of accessible toilets, availability of places of worship, and availability of supporting facilities variable passenger satisfaction, conformity of expectations, interest in revisiting, and willingness to recommend return.

Discussion and Result**Multiple Linear Regression****Table I multiple linear regression test results**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.460	1.580		1.557	.123
	X1	.205	.075	.250	2.751	.007
	X2	.407	.060	.614	6.764	.000

a. Dependent Variable: Y

From the regression coefficient above, a regression equation can be stated as follows: $Y = 2.460 + 0.205 X_1 + 0.607 X_2$.

Where:

Y = Passenger Satisfaction

X₁ = Quality of Service

X₂ = Facilities

The multiple linear regression equation means that any increase in the application score on Variable X₁ (Service Quality) of 0.205 is followed by the increase of Y (Customer Satisfaction). Likewise, every time an increase of 1 unit of a score for variable X₂ (Facility) of 0.607 is followed by the increase in Y (Passenger Satisfaction). From the above equation, then the value of Y is 2,460.

Multiple Correlation Coefficient

Table II multiple correlation test results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.806 ^a	.650	.642	1.333	1.874
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

The calculation results have a correlation coefficient of 0.806, stating that the three variables have a strong and linear positive relationship according to the correlation levels and relationship strength table.

Coefficient of Determination

Table III of the Determination test results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.806 ^a	.650	.642	1.333	1.874
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

It can be said that the coefficient of determination is adjusted or (r^2) of 0.806. This result means that the independent variable (quality of service and

facilities) can explain 80.6% of the dependent variable, i.e. (passenger satisfaction), while the remaining 19.4% is explained by other variables not included in this model.

T Test

Fractional speculation testing (t-test) is expected to decide the presence or nonattendance of the incomplete impact of free factors on bound factors. The after effects of the speculation in this test are as the following:

Table IV T-test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.499	1.737		4.318	.000
	X1	.551	.068	.671	8.145	.000

a. Dependent Variable: Y

The calculated t value for Service Quality is 8,145, while the table t value is 1.990. Then it can be stated that $t_{count} 8,145 > t_{table} 1.990$ and the significance value $0.000 < 0.05$. So that the hypothesis results that there is a positive and significant influence between service quality and passenger satisfaction.

Table V of T test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.831	1.559		2.457	.016
	X2	.520	.046	.786	11.428	.000

a. Dependent Variable: Y

The calculated t value for the facility is 11,428, while the table t value is 1.990. Then, it can be concluded that $t_{\text{count}} 11,428 > t_{\text{table}} 1.990$ and the significance value $0.000 < 0.05$. So that the hypothesis shows that there is a positive and significant influence between facilities and satisfaction.

Test F

Table VI test results F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	264.260	2	132.130	74.374	.000 ^b
	Residual	142.125	80	1.777		
	Total	406.386	82			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

If $F_{\text{count}} > F_{\text{of the table}}$, H_a is accepted, so that it means the free variable significantly influences the independent variable. The F value of the table can be searched by the equation $df_1 = \text{the number of free variables}$; meaning $df_1 = 2$, while $df_2 = n-k-1$; $(83-2-1)$; $df_2 = 80$. The significance of 5% (0.05) in table F in column 2 of row 80 is 3.11. Then it can be concluded that $F_{\text{counts}} > F_{\text{table}}$ ($74,374 > 3.11$) and the significance value is $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. Variable quality of service (X_1) and facilities (X_2) have a significant and simultaneous positive effect on passenger satisfaction variables (Y)

Conclusion

The method used in this study was descriptive quantitative and the sample used was 83 people. The researcher conducted a questionnaire through a Google form and the distribution was carried out starting from September 15, 2022. The subject in this study took the passengers of terminal 3 Soekarno-Hatta Airport, ranging from 17 - 40 years old and the gender consists of 38 male and 45 female. On the variables of service, quality has indicators of reliability, responsiveness, and empathy. Variable facilities have hands of the availability of parking spaces, availability of seats, availability of accessible toilets, availability of places of worship, and availability of supporting facilities variable passenger satisfaction conformity of expectations, interest in revisiting, and willingness to re-recommend.

The result of the t-test shows that the service quality variable obtained a significance value of $0.000 < 0.05$, so the hypothesis proves that there is a positive and significant influence between service quality and passenger satisfaction.

In the t-test variable, the facility obtained a significance value is $0.000 < 0.05$.

So that the hypothesis shows that there is a positive and significant influence between facilities and satisfaction passenger. The results of the f variable test of service and facility quality have a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. Service quality variables (X_1) and facilities (X_2) have a significant and simultaneous positive effect on passenger satisfaction variables (Y).

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