

EFFECTIVENESS OF SOP IMPLEMENTATION ON BAGGAGE HANDLING TO IMPROVE CUSTOMER TRUST LION AIR DOMESTIC AIR CGK – DPS

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Abstract : The purpose of this paper is to analyze passenger confidence at Domestic Lion Air Soekarno Hatta CGK Airport located in Tangerang City. The research method used is Literature Study, Effectiveness Theory, Observation by (Sosmed, Direct, Belief Theory). This research was carried out during the Covid 19 Pandemic, therefore the results obtained are recommendations regarding the development of Domestic Lion Air Passenger Effectiveness at Soekarno Hatta CGK Airport by considering conditions during the Pandemic.

Keywords: *Trust, Covid-19 Protocol, Passenger*

Introduction

Indonesia is the largest archipelagic country in the world, located in Southeast Asia. Seeing as air transportation has become one of the main transportation methods in this country to make it easier for individuals to move from one place to another faster without spending a lot of energy, Lion Air is the largest private airline with low-cost flights based in Jakarta, Indonesia, which was founded on October 19, 1999, and started operations on June 30, 2000, using a Boeing 737-200 aircraft that was leased to open a route to Pontianak. In 2016, Lion Air was included in the list of low-cost airlines with the best services in the world according to Sky Trax's version and won two awards, namely Cabin Cheap Class and Best Premium Low-Class Seat.

Baggage is personal belongings in the form of belongings of passengers carried on a flight to meet needs during the flight. there are 2 Types of Baggage in Flight are:

1. Cabin Baggage: goods or objects belonging to the passenger that are carried into the aircraft cabin and are under the passenger's own control.
2. Checked Baggage: It is an item handed over by a passenger to the airline for transportation by the same aircraft.

What loyal customers must do if they experience baggage damage/lost baggage/luggage is delayed :

- a. Reporting baggage problems loyal customers to the **Lost & Found** officer before leaving the Arrival Area.

- b. Get proof of the report by filling out the *PIR (Property Irregularity Report)* form.
- c. Checking the carry-on baggage before leaving the Arrivals Area.

Related to damage or loss of baggage known to the passenger, not in the arrival area, then we inform you again that it is not the responsibility of the Carrier. In the Regulation of the Minister of Transportation No. 77 of 2011 Articles 5 & 6, the responsibilities of the Airline include:

- Loss of checked baggage will be subject to compensation of Rp. 200,000/kilogram (two hundred thousand rupiahs) and a maximum of Rp. 4,000,000/passenger (four million rupiahs).
- Damage to Checked Baggage, is subject to compensation according to the type of damage such as in terms of shape, size, and brand of Baggage.

Lion Air is the largest private airline, which, of course, has standard operating procedures for baggage handling. Lion Air Group declares up-to-date information by providing "Free 20 Kg Baggage" (20 kilograms). This facility is categorized as checked baggage, namely passenger goods luggage submitted and informed to the officer at the airport departure terminal (check-in counter) after being weighed and then taken to the cargo compartment of the aircraft.

"Free 20 kg baggage" specifically for all scheduled flights on Lion Air domestic routes that serve round trips. Candidate passengers are allowed to carry a maximum of 7 kg of cabin baggage per person. The conditions to get "Free 20 Kg Baggage" are as follows:

1. especially for prospective passengers who have Lion Air tickets.
2. The process of getting 20 kg of free baggage at the same time when purchasing or ordering tickets (issued tickets). Booking tickets can be done online (www.lionair.co.id, tour and travel) or offline (to Lion Air sales offices, travel partner agent offices, and others).
3. For the convenience of passengers, the check-in officer will weigh the baggage at the check-in counter to determine whether it meets this requirement. If it exceeds 20 kg, then pay an additional fee so that the baggage can be transported as checked baggage.
4. Infants who are not entitled to a seat, a collapsible stroller or a wheelchair may be checked in as baggage or accepted as passenger carry-on baggage, subject to size, dimensions, and space availability.

Although Lion Air has tried to provide services and baggage handling with the best service standards, in its implementation there are still many problems, such as the following example: For example, Passengers Complain about Waiting for Baggage for Hours at Soetta Airport, This is what Lion Air says Lion Air passengers complain while waiting for luggage at

Soekarno-Hatta Airport (Soetta), viral on social media. The incident occurred on Sunday (27/3/2022). Related to this, Danang Mandala Prihantoro admitted that there was a delay in the baggage drop process. Danang said that the delay in dropping off the baggage of passengers on the JT-137 flight route HAS Hanandjoeddin Airport, Tanjung Pandan, Belitung-Soetta Airport, was due to bad weather.

"During the baggage handling stage, the weather conditions were heavy rain, which resulted in delays in baggage drop off," said Danang in a written statement. The departure schedule is at 14.55 WIB and is expected to arrive at Bandar Soetta at 16.05 WIB. On this flight, Lion Air carried 7 crew members and 189 passengers. The previous flight was delayed due to the impact of aircraft movement and rotation caused by weather factors, so the next flight must also delay departure.

At 16.05 WIB, a Lion Air plane arrives at H.A.S. Airport in Hanandjoeddin. After the ground support preparation process was completed, Lion Air flight JT-137 took off at 16.55 WIB and landed at Soekarno-Hatta International Airport at 17.45 WIB. The aircraft is parked on the parking runway (apron) of Terminal 1A, the process of handling passengers using a connecting bus to Terminal 2D. During the baggage handling stage, the weather conditions were heavy rain, which resulted in delays in the baggage drop off. "The process of dropping the baggage and delivering the said baggage to Terminal 2D takes time and is carried out after the weather conditions improve," said Danang.

Based on the background above, it is necessary to conduct a study on the **EFFECTIVENESS of SOP IMPLEMENTATION ON BAGGAGE HANDLING TO INCREASE CUSTOMER TRUST LION AIR CGK – DPS**, how the Lion Air airline and its passengers have implemented health protocols according to existing procedures and the services provided continue to make passengers feel comfortable and satisfied in these conditions.

Theoretical Basis

In this era, thinking about the importance of the role of HR and the need for company attention to welfare and certainty in work is growing. The views that have emerged are that the achievement of organizational goals cannot be separated from the contribution of HR; the emergence of the hierarchy of needs theory from Abraham Maslow (1940s) as the basis for individual motivation is the driving force for thinking about the need for HR motivation by looking at the level of needs it has; and there are new trends that have a positive impact on the development of organizational effectiveness, namely the increasing interest in HR; changes in the direction of supervision and policies centrally; decentralized implementation; increased

automation and development of HR information systems; the emergence of an integrated HR program; a change towards a merit and accountability system; increased attention to employee work behavior; increased attention to organizational culture and values; and an expansion of productivity improvement programs.

Definition of Low Cost Carrier

The presence of Super Air Jet Air has tightened business competition in the low-cost carrier sector. So far, if you look at the number of fleets, PT Lion Mentari Airlines or better known as Lion Air can be regarded as the ruler of space in Indonesia.

In Indonesia, Lion Air Group operates hundreds of aircraft which are divided into Lion Air, Batik Air, and Wings Air. The company is also known to operate other fleets under the flags of Thai Lion Air and Malindo Air.

It's not enough just with airlines under Lion Air Group, Rusdi Kirana is now also establishing a new airline, namely Super Air Jet.

Quoted from various sources, even though it is still under the auspices of one company, the most basic difference between all airlines including Lion Air and Super Air Jet is in the services and flight routes they fly.

With the largest number of aircraft in the Lion Air Group, Lion Air is currently the largest airline in Indonesia, both in terms of several routes and market share. (Hanif et al., 2020)

The hallmark of Lion Air is that its aircraft rely on medium-sized aircraft, namely the Boeing 737 and Airbus 330 classes. In 2018, Lion Air was recorded to carry 36.8 million passengers. As of September 2019, Lion Air operates an average of 449 flights per day covering 269 scheduled routes and 211 charter routes to 41 domestic destinations and 20 international destinations.

The hallmark of Lion Air is LCC or low-cost, which is an airline that removes some passenger services in general, such as catering services, minimalist reservations, seat distance, garbarata, and so on. This makes LCC tickets relatively lower than full service.

Definition of Effectiveness

The word effective comes from English, namely "effective," which means "successful. Popular scientific dictionaries define effectiveness as the proper use, use, or support of goals. Effectiveness is the main element in achieving the goals or targets in each organization, activity, or program. It is said to be effective if it reaches the goals or objectives as determined. Transportation will lead to the creation of the ability of goods to meet human needs by providing the goods concerned not only where they are needed, but also at the right time when

needed. This is due to the creation of a utility known as time utility or time utility. Time utility means that the goods can be moved or delivered to their destination on time.

Method

The research method used is qualitative research, which means trying to describe all existing symptoms or conditions, namely the state of the symptoms following what was at the time the research was conducted, this study used questionnaire analysis and interviews.

Data was collected by distributing questionnaires and interviews. However, before distributing the questionnaire, the researcher first discussed the indicators that would be obtained from 2 topic variables, namely effectiveness and trust. Below is table 1 which contains topics and indicators for the questionnaire and interview materials.

Table 1. Topics and Indicators used in the Questionnaire and Interview

Topic	Indicator
EFFECTIVENESS	Punctuality The readiness of the cabin crew in dealing with passenger complaints 24-hour customer service and call center
TRUST	Lion Air is proactive in managing suggestions and criticisms from passenger General services provided to passengers The services provided by the airline meet the expectations of passenger

Discussion and Result

On Tuesday, September 20, 2022, Google forms were used to distribute questionnaires to 30 people. They were given 12 statements to rate on a scale of 1-5, based on their individual experience. Where 1 Strongly Disagree, 2 Disagree, 3 Disagree, 4 Agree, and 5 Strongly Agree.

Their evaluation will be the researcher's first source of information. The table below contains information on the results obtained from distributing the questionnaires.

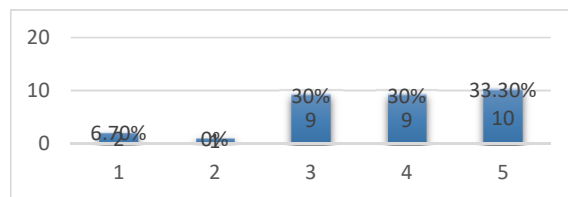
Table.2 Questionnaire Results Data

Topic	Statement	Percentage (%)					Total
		1	2	3	4	5	
EFFECTIVENESS	1	6.7		30	30	33.3	100
	2		10	13.3	33.3	43.3	100
	3		6.7	10	33.3	50	100
	4			16.7	26.7	56.7	100
	5			3.3	33.3	63.3	100
	6			6.7	46.7	46.7	100
	7	3.3	20	13.3	23.3	40	100
	8	3.3	3.3	16.7	26.7	50	100
TRUST	1			20	26.7	53.3	100
	2	3.3		20	40	36.7	100
	3		6.7	20	30	43.3	100
	4			23.3	36.7	40	100

Effectiveness

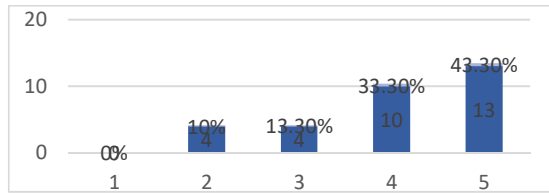
1) How often do you use Lion Air's facilities?

30 Respondent



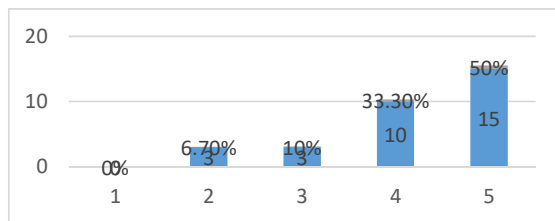
According to the graph above, there are two individuals who highly disagree with a percentage of 6.7%, one person who disagrees with a percentage of 0%, nine people who agree with a percentage of 30%, and ten people who strongly agree with a percentage of 33.3%. Therefore, the vast majority of Lion Air travelers favor luxurious amenities at a lower cost.

2) Does the service from the Lion Air airline meet all your flight needs?



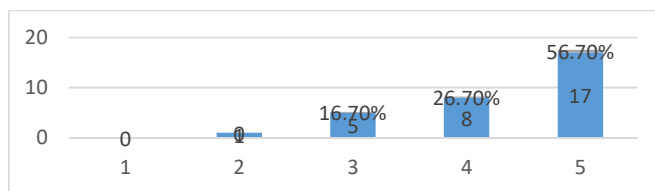
According to the graph above, individuals who select strongly disagree with 0%, disagree with up to 4 people and a percentage of 10%, disagree with up to 4 people and a percentage of 13.3%, agree with up to 10 people and a percentage of 33.3%, and strongly agree with up to 13 people and a percentage of 43.3%.

3) In your opinion, are the ticket prices for this airline on the needs & services provided?



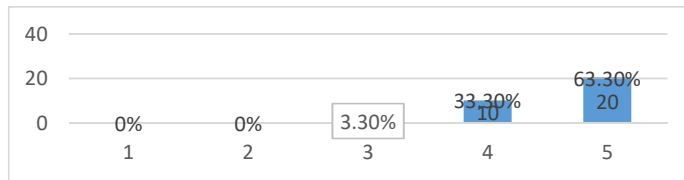
Based on the aforementioned graph, it can be observed that individuals who select strongly disagree with 0%, disagree with up to 3 people and 6.7%, disagree with up to 3 people and 10%, agree with up to 10 people and 33.3%, and strongly agree with up to 15 people and 50%.

4) In your opinion, are the benefits of online check-in effective through Lion Group's Mobile Apps?



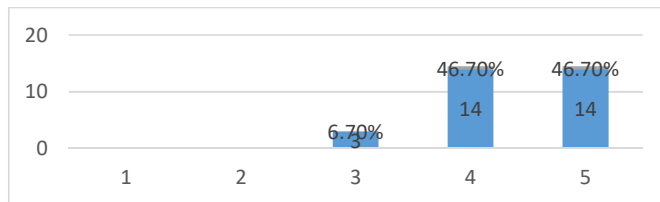
According to the aforementioned graph, individuals who chose strongly disagree with 0%, disagree with 1% of people, disagree with up to 5 people, disagree with up to 16.7% of people, agree with up to 8 people, agree with up to 26.7% of people, and strongly agree with up to 17 people, disagree with 0% of people.

5) In your opinion, is there a delay in the flight schedule? Is the airline obliged to provide compensation?



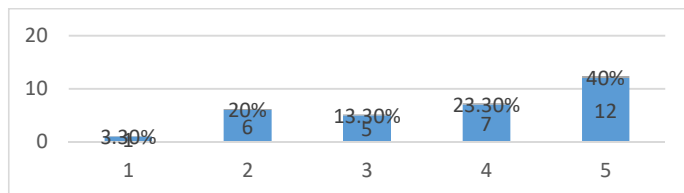
According to the graph above, those who selected strongly agree with up to 17 people disagree with 0% of people, disagree with 1% of people, disagree with up to 5 people, disagree with up to 16.7% of people, agree with up to 8 people, agree with up to 26.7% of people, and agree with strongly up to 17 people.

6) In your opinion, is the service of this airline by each class given?



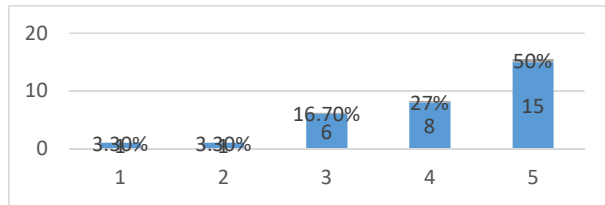
According to the aforementioned graph, those who choose strongly disagree with as many as 14 people with a percentage of 46.7% agree with as many as 0% of respondents, disagree with 0% of respondents, disagree with 3 respondents with a percentage of 6.7%, and strongly disagree with 14 respondents with a percentage of 46.7%.

7) In your opinion, are the Lion Air crew and cabin crew less responsive and informative in terms of responding to passenger complaints regarding baggage handling at Soekarno-Hatta Airport?



Based on the graph above, it can be seen that those who strongly disagreed with 1 person with a percentage of 3.3%, disagreed with as many as 6 people with a percentage of 20%, disagreed with as many as 5 people with a percentage of 13.3%, agreed as many as 7 people with a percentage of 23.3%, strongly agree as many as 12 people with a percentage of 40%.

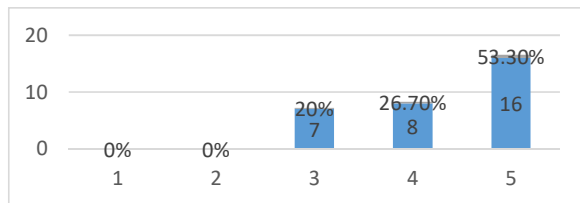
8) Are the baggage handling service facilities at Lion Air this year adequate?



Based on the graph above, it can be seen that those who chose strongly disagreed with 1 person with a percentage of 3.3%, disagreed with as much as 1 person with a percentage of 3.3%, disagreed with as many as 6 people with a percentage of 16.7%, agreed as many as 8 people with a percentage 27%, strongly agree as many as 15 people with a percentage of 50%.

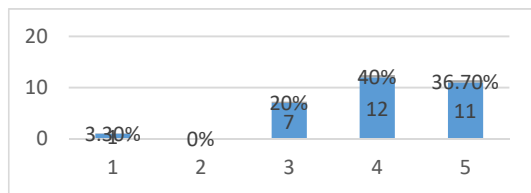
Trust

1. In your opinion, can this airline compete competently according to the given class?



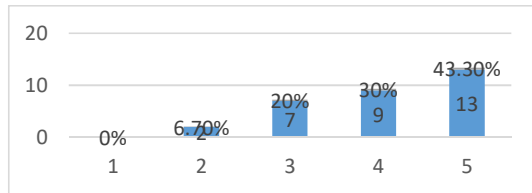
Based on the graph above, it can be seen that those who choose strongly disagree with a percentage of 0%, disagree with a percentage of 0%, disagree with 7 people with a percentage of 20%, agree with as many as 8 people with a percentage of 26.7%, and strongly agree with as many as 16 people with a percentage of 53.3%.

2. Has the application of baggage at Soekarno Hatta Airport lost and found going well?



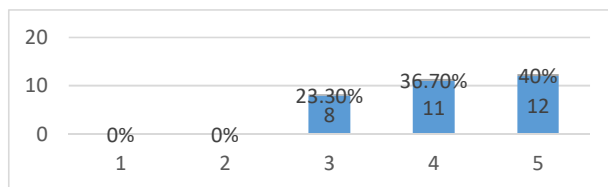
Based on the graph above, it can be seen that those who chose strongly disagreed with 1 person with a percentage of 3.3%, disagreed with none with a percentage of 0%, disagreed with as many as 7 people with a percentage of 20%, agreed with as many as 12 people with a percentage of 40%, and very agreed with as many as 11 people with a percentage of 36.7%.

3. In your opinion, is it easy for passengers to get baggage information?



Based on the graph above, it can be seen that those who chose strongly disagreed with a percentage of 0%, disagreed with as many as 2 people with a percentage of 6.7%, disagreed with as many as 7 people with a percentage of 20%, agreed with as many as 9 people with a percentage of 30%, and very agreed with as many as 13 people with a percentage of 43.3%.

4. Passengers are satisfied with the response of officers to passenger complaints.



Based on the graph above, it can be seen that those who choose strongly disagree with a percentage of 0%, disagree with a percentage of 0%, disagree with 8 people with a percentage of 23.3%, agree with as many as 11 people with a percentage of 36.7%, and strongly agree with as many as 12 people with a percentage of 40%.

Conclusions

Based on the results and discussion, it can be concluded that the assessments and opinions of respondents on the distribution of questionnaires and interviews are the same. Relatively, respondents as passengers feel that Lion Air has implemented safety measures in all of its services. Then the respondents consistently stated that they were comfortable and satisfied with the service that required them to arrive at the airport earlier. Meanwhile, relatively few complaints were felt by them about the service. The conclusions above are proof that Lion Air has consistently provided services by prioritizing the effectiveness and trust of its passengers, plus its services are always on time.

Suggestions

by ensuring the safety, smoothness, and continuity of air transportation services for both domestic and international flights, as well as pioneers. Besides that, the target that is no less important is the creation of fair business competition in the aviation industry.

The policy directions for air transportation development are as follows:

- Meets ICAO (International Civil Aviation Organization) flight safety and security standards to improve flight safety both during flights and at airports in Indonesian territory.
- Creating business competition in the national aviation industry that is more transparent and accountable
- Restructuring laws and regulations (revision of Law No. 15 of 1991 and its implementing regulations) as well as institutions in the air transportation sub-sector to create conditions that can attract private interest in the development of air transportation infrastructure.

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