

ANALYSIS OF RESPONSIVENESS AT CHECK-IN COUNTER AND BOARDING GATE ON CUSTOMER LOYALTY ON BATIK AIR AIRLINE JAKARTA DENPASAR ROUTE AT SOEKARNO HATTA AIRPORT IN 2022

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Abstract: Customer loyalty is one of the most important factors for a company to maintain its business continuity. The Batik Air company must do several things that can bind the hearts of customers to remain loyal to the Batik Air airline. This research focuses on the impact of Responsiveness at the Check-in Counter and Boarding Gate of Batik Air at Soekarno-Hatta International Airport. The purpose of this study aims to determine how the influence of Responsiveness Check-in counter and boarding gate on customer loyalty on Batik Air airlines on the Jakarta-Denpasar route. This research uses descriptive quantitative methods and the slovin formula. The number of samples used was 100 respondents. Data collection methods in this study used questionnaires and direct observation in the field. This study uses structural equation modeling - partial least square (SEM-PLS) analysis techniques. The results of statistical data processing indicate that there is a positive influence between service quality variables on customer loyalty as evidenced by the original sample value of 0.139 and there is a positive influence between service activities before flight departure on customer loyalty as evidenced by the original sample value of 0.643

Keywords: *Responsiveness, Check-in Counter, Boarding Gate, Customer Loyalty.*

1. INTRODUCTION

Air transportation is a very promising sector for business actors in the aviation sector, currently and in the future, which aims to support the success of the community's economy and regional development in the fields of trade, industry, tourism and other fields.

The development of flight services can attract public attention from year to year. This is evident from the intense competition in airline services, prices and promotions. The airline industry is very interesting and promising. This is evident from the number of airlines involved in this transaction.

Increasingly fierce competition and public demands for quality oriented to customer value ultimately force organizations to respond quickly.

Batik Air is the newest private airline company in Indonesia established in 2013. Batik Air, a subsidiary of Lion Air, offers a full-service airline that targets the luxury segment, but offers lower prices compared to other full-service airlines.

A common problem is when the name on the boarding pass does not match the passenger's identification. In such cases, passengers should be directed to the check-in counter to resolve the issue. Therefore, it is recommended that the check-in counter staff re-verify and issue new boarding passes, allowing passengers to proceed to the boarding gate. It also has a problem with long queuing, so it needs to add more check-in desks to avoid long queues.

In flight check-in counters are the first service carried out for operational activities at the airport and for the security and safety of a flight, it can be said that check-in counters are the spearhead of ground handling activities. Therefore, it must be considered and implemented as well as possible. Ground Handling is an activity related to the handling or service of airline passengers such as baggage, postal cargo, equipment that assists aircraft for both departure and arrival.

Consumer loyalty can be used as a basis or reference in making policies to increase or decrease the value of products for consumers. Where companies will collect information from consumers, including activities to interpret, process and store information about products and brands. Therefore, consumer loyalty can influence consumer confidence in their purchasing decisions. Consumer loyalty can indicate the level of customer support for the product or service provided by the company. On the other hand, consumer loyalty can show the level of consumer confidence in products or and services provided by a company.

2. Literature Review

Service quality

According to Suwithi dslam Awar (2002:84) " Based on service process standards, service quality is the quality of services provided to customers, both internal and external..”

Then according to Kotler (2000:25) , Service quality is a set of characteristics of goods and services that demonstrate their ability to satisfy customer needs, both explicit and implicit. For businesses engaged in the service industry, providing quality service to customers is very necessary if the business is to be successful..

The theory of service quality, according to Zeithaml&Bitner (2011) is about expectations and relies on the gap between passengers using the dimensions of assurance, empathy, reliability, response, and tangibility.(Komarrudin et al., 2023)

According to the Fitzsimmons brothers in Sulastiyono (2011:35-36) explains that service quality is something complex and customers will evaluate service quality through five principles of service dimensions as a reference, namely:

1. Reliability :
 - a. Provide the service as promised
 - b. Reliable in the handling of customer service problem.
 - c. Delivering service correct from the first time
 - d. Delivering services in accordance with the promised time
 - e. Keeping records/documents without error.
2. Responsiveness :
 - a. Inform customers about the certainty of service delivery time
 - b. Immediate service for customers
 - c. Willingness to help the customer
 - d. Readiness to respond to customer demands..
3. Assurance :
 - a. Employees who build customer confidence
 - b. Make sure that customers feel secure when transacting.
 - c. Employees always show respect
 - d. Employees who can answer customer questions.
4. Empathy :
 - a. Giving individualized attention to customers
 - b. Employees who treat customers with attention
 - c. Putting the customer's interests first
 - d. An employee who understood the customer's needs
5. Tangibles :
 - a. Modernized equipment
 - b. Facilities with visual appeal
 - c. Neat and professional looking employees
 - d. The materials are related to services.

The main objective of understanding public transportation service quality is to help policymakers and service providers increase the attractiveness of service and the number of passengers (Priyanto et al., 2023)

Check-in Counter

Check-in counter according to PM 38 of 2015 is the process of reporting prospective passengers to the Air Transport Business Entity to make a flight. The service standards at check-in set out in PM Number 49 of 2012 are:

1. Check-In Attendants Check-in attendants must be friendly, responsive and prioritize passengers who are already in the queue and with conditions 15 minutes before the check-in counter closes.
2. Check-In Service Availability Check-in services are provided by scheduled commercial air transportation business entities and check-in counter services are free of charge.
3. Check-In Counter Opening Time Limit For a smooth check-in procedure, the check-in counter opening time limit is at least 2 hours before the scheduled departure time.

4. Check-in closes 30 minutes prior to scheduled departure time for flights that are scheduled to depart.
5. Identification Conformity Identification conformity is to check the conformity and validity between the ticket and the passenger's identity.
6. Boarding Pass: Passengers will receive their boarding pass from an attendant, which includes their name, airline name, route, flight number, departure date and time, seat number, gate to boarding gate and boarding time.
7. Checked Baggage Rules Checked baggage rules are determined according to the weight not exceeding 20 kilograms.
8. Cabin Baggage Requirements Cabin baggage requirements are 1 piece weighing 7 kg, the largest dimensions of 50 x 46 x 23 centimeters in accordance with the headrack and one personal item for travel purposes (personal Item).
9. Check-In Queue Time Limit The maximum check-in counter queue time limit is 20 minutes per passenger.
10. Check-In Service Time Limit The maximum time limit for the check-in service process is 2 minutes 30 seconds per passenger.

Boarding Gate

Boarding gate is the process of loading passengers onto the plane, before boarding passengers can wait in a special waiting room for passengers who will board the plane, namely the gate / lounge (Erawati in Alfaridzi, 2001) . Before entering the boarding gate area, passengers must ensure they have a boarding pass which contains the passenger's name, destination and flight number, departure date, gate number, and the seat number they will occupy on the plane. Boarding gates have several indicators, namely:

1. Boarding Waiting Time: this is to measure how long passengers have to wait before starting to enter the aircraft after the boarding process begins. Long waiting times can result in flight delays.
2. Use of Technology: Automation technologies such as gate self-boarding or automatic ticket checking are used to speed up the boarding process.
3. Staff Efficiency: looking at staff performance at the boarding gate, including how quickly they can process passengers and ensure the process runs smoothly.
4. Boarding Gate Queue: measures how many passengers are queuing in front of the boarding gate at any given time. This is important for managing capacity and ensuring there are no dangerous crowds.
5. Tickets and Documents: assesses the extent to which passenger tickets and documents are properly verified during the boarding process to ensure flight safety.
6. Accuracy and Smoothness of Process: Check whether the boarding process is running smoothly and in accordance with the predetermined schedule.

Customer loyalty

Mowen and Minor (2002) Consumer satisfaction with goods or services after purchase or use can be seen as a general attitude. Oliver's satisfaction, on the other hand, is an evaluation of the unexpected aspects related to the purchase or consumption experience of the product. Peter and Olson (2000: 157) argue Consumer satisfaction is a key area of focus for marketing and consumer research, with consumer satisfaction a key driver of brand loyalty and reputation. It is

widely believed that if consumers are satisfied with a product or brand, they will be more likely to buy it again and recommend it to others.

(Hidayati et al., 2021) According to Griffin, customer loyalty is based on three things, namely first, trust where consumers must trust the products found. Customer loyalty according to (Musanto, 2004) is the encouragement of many purchases to build customer loyalty to a product or service that takes a long time to change through such repeated purchases, with indicators

1. Satisfaction,
2. Commitment,
3. Repeat purchase,
4. Recommendation,
5. Resistance.

(Marina et al., 2014) Loyal customers, according to Griffin (2005) are people who;

1. Make repeat purchases on a regularly;
2. Buy between lines of products and services;
3. Referring to others;
4. Demonstrate immunity to the pull of competitors

Pratiwi et al. (2019) state that there are four characteristics of loyal customers loyal customers, namely

1. Carry out purchases in an (Makes regular repeat purchases),
2. make purchases outside the product line (Purchases across product and services lines),
3. Referring other products or services (Refers other), and
4. Display immunity from the energy attraction of the same production from other competitors (Demonstrates an immunity to the full of the competition).

3. Research methodology

This research uses a research type with a quantitative approach. Quantitative. Quantitative Research Methods, as stated by Sugiyono (2012: 8), namely:

"The research method is based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / quantitative. research instruments, data analysis is quantitative / statistical, with the aim of testing a predetermined hypothesis. to test the hypothesis that has been defined."

A type of quantitative research is used in this study. According to Sinambala (2020), quantitative research is a type of research that uses numbers in data processing to produce structured information. The characteristics of quantitative research aim to obtain data that describes the characteristics of the subject (Sekaran & Bougie, 2016: 43)

This study uses structural equation modeling - partial least square (SEM-PLS) analysis techniques. This research is a study that examines the relationship between variables. Responsiveness (X1), Boarding Gate (X2) and the variable (Y) Customer Loyalty.

The population in the study used the Batik Air airline on the Jakarta-Denpasar route. The Batik Air airline on the Jakarta – Denpasar route has 6 flights a day, the number of flights on the Jakarta – Denpasar route in one year is 2,190 flights. The study included people who used Batik

Air's services on the Jakarta-Denpasar route, with an average of 144 passengers per day. In one year, Batik Air carried 52,560 passengers using two types of aircraft: the Airbus 320-200 series (with 12 Business Class seats and 144 Economy Class seats) and the 737-800NG (with 12 Business Class seats and 156 Economy Class seats). Abbreviations of technical terms used in this text are explained when they first appear. The language used is objective, neutral and formal, with a clear structure, precise word choice and grammatical accuracy. The text follows conventional academic formatting, citation and footnote styles. The impact of both service quality and boarding gate on customer loyalty has been determined by calculating the minimum number of samples. Based on the Slovin formula it can be written as:

$$n = \frac{N}{1+N(e)^2}$$

Information:

- n : minimum number of samples
- N : the number of samples in the population
- e : error *tolerance* limit

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{315.360}{1+315.360(0,01)^2}$$

$$= 99.96 = 100 \text{ samples}$$

According to (Hair et al in Astini, 2017) the sample size for hypothesis testing purposes using Structural Equation Modeling (SEM) ranges from 100 to 200. The guideline is 5, which is 10 times the number of estimated parameters. Based on the number of indicators multiplied by 5 (20 x 5 = 90). However, in this study, the researchers collected 100 samples to obtain more precise data analysis results. As a result, SmartPLS software was employed as a data analysis tool with the assistance of computer facilities. PLS (Partial Least Squares) is an alternative method to Structural Equation Model (SEM). It has the ability to evaluate both the measurement and structural models. Validity and reliability are assessed using the measurement model, of the measurement model, while the structural model is used to test the causal relationship.

The independent variable of this study is the quality of service at the check-in counter. The dependent variables of this study are boarding gate and customer loyalty. Measurement of variables in this study using a five-point Likert scale. The study's variables are classified into three categories (X), which include responsiveness at the check-in counter (X1), at the boarding gate (X2), and customer loyalty (Y1).

Conceptual Framework

Based on the theoretical basis and previous research, the following conceptual framework is developed:

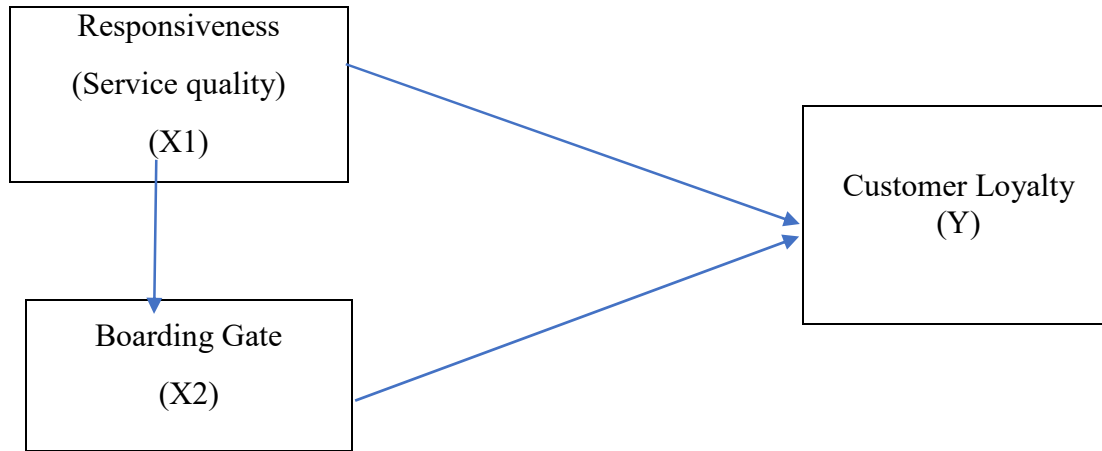


Figure 1 Conceptual framework

Source: Theory and Previous Research

Hypothesis

Based on a framework of thought synthesized from theoretical foundations and previous research, the following hypotheses are proposed in this study:

H1: The responsiveness of the officers in carrying out the check-in process runs smoothly and efficiently, which will greatly influence customer loyalty

H2: Responsiveness at the boarding gate influences customer loyalty

Table 1. Questionnaire Results for the Variable “Responsiveness”

No	Pernyataan	STS	TS	N	S	SS	Mean	Sdev
1	X1.1	0	7	19	47	27	3.900	0.900
2	X1.2	2	5	14	55	24	3.940	0.870
3	X1.3	3	2	11	47	37	4.130	0.902
4	X1.4	1	3	19	47	30	3.990	0.854
5	X1.5	0	2	10	45	43	4.263	0.760
6	X1.6	1	3	13	49	34	4.120	0.816
	Rata Rata						4,1	SS

Table 2. Questionnaire Results for the Variable “Boarding Gate”

No	Pernyataan	STS	TS	N	S	SS	Mean	Sdev
1	X2.1	1	2	16	52	29	4.030	0.806
2	X2.2	0	3	16	46	35	4.110	0.786
3	X2.3	0	5	21	44	31	4.030	0.818
4	X2.4	1	2	8	58	31	4.160	0.731
5	X2.5	1	4	20	48	27	3.960	0.848
6	X2.6	2	7	22	41	28	3.840	0.956
	Rata Rata						4,2	SS

Table 3. Questionnaire Results for the Variable “Customer Loyalty”

No	Pernyataan	STS	TS	N	S	SS	Mean	Sdev
1	Y1.1	2	5	34	38	21	3.760	0.918
2	Y1.2	1	6	20	43	30	3.950	0.910
3	Y1.3	1	6	31	37	25	3.770	0.931
4	Y1.4	2	8	31	33	26	3.710	1.032
5	Y1.5	1	5	15	56	23	3.970	0.793
6	Y1.6	0	3	13	54	30	4.110	0.733
	Rata Rata						3,9	SS

Path Estimation and Loading

The results of this study show that for variable X1, the value is 0.139.

Table 4. Path Coefficient in Bootsrapping

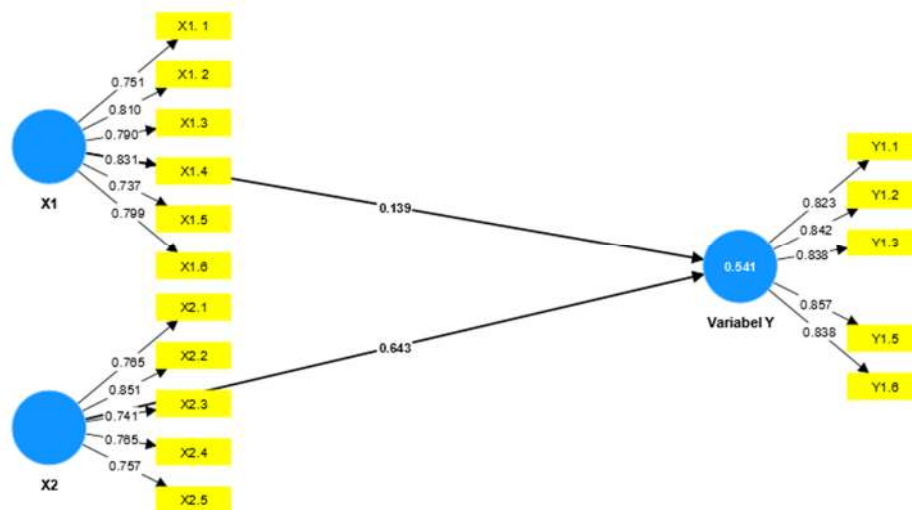
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1-> Variabel Y	0.139	0.163	0.128	1.083	0.279
X2-> Variabel Y	0.643	0.634	0.090	7.166	0.000

Table 5. Outer load in the bootstrap process

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.1 <- X1	0.751	0.748	0.055	13.644	0.000
X1.2 <- X1	0.810	0.806	0.049	16.646	0.000
X1.3 <- X1	0.790	0.785	0.054	14.604	0.000
X1.4 <- X1	0.831	0.827	0.044	18.733	0.000
X1.5 <- X1	0.737	0.732	0.071	10.331	0.000
X1.6 <- X1	0.799	0.793	0.063	12.754	0.000
X2.1 <- X2	0.765	0.761	0.066	11.620	0.000
X2.2 <- X2	0.851	0.850	0.029	29.841	0.000
X2.3 <- X2	0.741	0.741	0.086	8.614	0.000
X2.4 <- X2	0.765	0.761	0.055	13.938	0.000
X2.5 <- X2	0.757	0.756	0.057	13.162	0.000
Y1.1 <- Variabel Y	0.823	0.819	0.042	19.659	0.000
Y1.2 <- Variabel Y	0.842	0.842	0.046	18.175	0.000
Y1.3 <- Variabel Y	0.838	0.834	0.039	21.246	0.000
Y1.5 <- Variabel Y	0.857	0.858	0.030	28.827	0.000
Y1.6 <- Variabel Y	0.838	0.836	0.038	22.095	0.000

Convergent Validity Test

Convergent validity tests examine the loading factor and average variance extracted (AVE) values. To meet convergent validity criteria, an indicator must have a loading factor value >0.7 and AVE value >0.5. (Hair et al, 2014)



Discriminant Validity Test

Based on Tables 7 and 8, this study is deemed valid as the cross-loading value is over 0.7, higher than other cross-loadings, and the root of AVE exceeds the latent correlation.

Table 7. Cross Loading

	Y variable	X1	X2
X1. 1	0.460	0.751	0.473
X1. 2	0.445	0.810	0.500
X1.3	0.395	0.790	0.530
X1.4	0.441	0.831	0.464
X1.5	0.355	0.737	0.344
X1.6	0.381	0.799	0.543
X2.1	0.487	0.500	0.765
X2.2	0.603	0.501	0.851
X2.3	0.575	0.501	0.741
X2.4	0.527	0.489	0.765
X2.5	0.611	0.373	0.757
Y1.1	0.823	0.465	0.592
Y1.2	0.842	0.476	0.634
Y1.3	0.838	0.381	0.59
Y1.5	0.857	0.474	0.611
Y1.6	0.838	0.419	0.624

Table 8. Latent Variable Correlations and AVE Roots

	Y variable	X1	X2	AVE Root	Results
Y variable	1,000	0.529	0.727	0.705	Valid
X1	0.529	1,000	0.606	0.619	Valid
X2	0.727	0.606	1,000	0.603	Valid

Reliability Test

Based on Table 9, all variables are deemed reliable as both the Cronbach's Alpha ($\bar{\alpha}$) and Composite Reliability values exceed 0.7.

Table 9. Composite Reliability Test

Variable	Cronbach's alpha	Composite Reliability	Results
Y	0.895	0.896	Reliable
X1	0.877	0.880	Reliable
X2	0.835	0.838	Reliable

R – square**Table 10. R-square**

	R-square	R-square adjusted
Variable Y	0.541	0.531

R-squared is a statistical measure that gauges the influence of exogenous variables on an endogenous variable. A robust R-squared score falls within the range of 0.75, indicating a strong correlation, whereas a range of 0.50 to 0.74 is moderate, and a range of 0.25 to 0.49 denotes a weak correlation. (Hair et al, 2011) . Based on the findings from the aforementioned analysis, it can be stated that customer loyalty exhibits a moderate influence, with an adjusted R-Square value of 54.1%.

F – square

The f-square test is employed to ascertain the importance of the independent variable's relative impact on the dependent variable. According to Hair et.al, (2014) If the f2 value is greater than 0.02, 0.15 and 0.35, respectively, then it can be concluded that the independent variable has a significant impact on the dependent variable.

Table 11. F-square

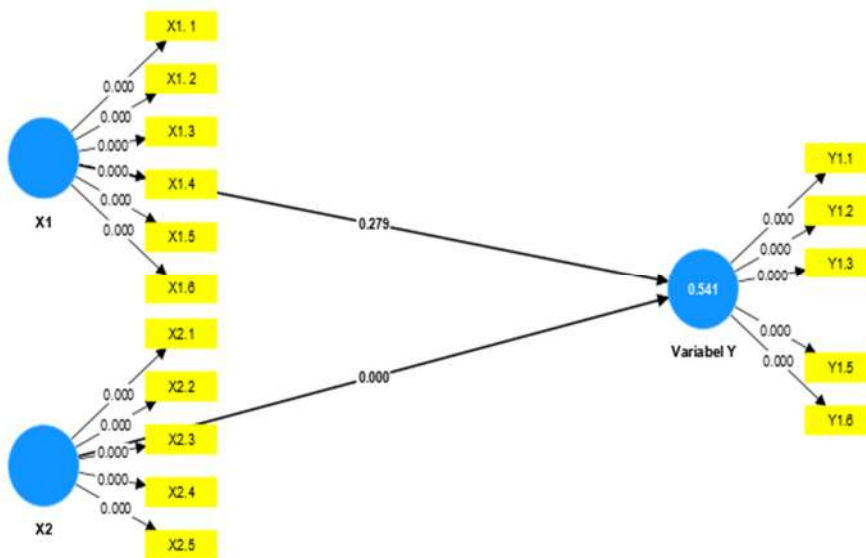
	Y variable
Y variable	
X1	0.027
X2	0.569

Results and Discussion

This research was developed through a comprehensive analysis of relevant literature, followed by integration and revision of various components of the questionnaire. The design of the research questionnaire is based on a measurement scale of several items. Items are measured with a 5-point Likert scale, from 1 = strongly disagree to 5 = strongly agree. (Marty, 2016). This research has categories of 6 questions (check - in counter), 6 questions (Boarding gate) and 6 questions (customer loyalty), so overall this research has 18 indicators.

The analysis of respondents comprised 100 individuals, equating to 50 men and 50 women. The majority of respondents (70%) were between 21-30 years old, with the remaining falling into one of four age brackets: 17-20, 31-40, or above 40 years old.

In this study, hypothesis testing regarding the relationship between variables was carried out using the bootstrap method.. The bootstrapping method aims to test the positive influence between variables. The results of testing using the bootstrap method on smartPLS 4 from PLS analysis follow :



Source: Processed data (SmartPLS4), 2023

Table Method Research

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1-> Variable Y	0.139	0.163	0.128	1,083	0.279
X2-> Variable Y	0.643	0.634	0.090	7,166	0,000

Based on the data presented in the table above, the hypotheses can be explained as follows:

- The impact of check-in counter responsiveness on customer loyalty is investigated. It is demonstrated that subscription positively affects customer loyalty, supported by the t value of 0.139. Test results indicate that service quality positively impacts passenger satisfaction, thus accepting H_a and rejecting H_o regarding H_1 .
- The influence of boarding gates on customer loyalty was examined. The analysis revealed a positive correlation between boarding gates and customer loyalty, which was supported by a t-value of 0.643. Therefore, based on the test results, it can be concluded that boarding gates have a positive impact on customer loyalty, leading to the acceptance of H_a and rejection of H_o .

Conclusion

Based on the results of the discussion, it can be concluded that to build customer loyalty at the Check-in Counter and Boarding Gate you must have good responsiveness in handling customers. However, there are several variables that must be taken into account, for the check-in counter variable, the officer's service must be friendly and more responsive, the boarding gate variable must have clear communication and openness from the staff and carry out the process of checking whether the ticket or passenger documentation is in accordance with what is stated or not. in tickets, customer loyalty variables to continue to prioritize service quality, and good experiences at check-in counters and boarding gates to increase customer loyalty.

Suggestion

Suggestions for further research are expected to look for more factors that can influence customer loyalty. The many variables that influence customer loyalty will help find out the true condition of the company. The population in this study is very small, it is better for future research to increase the number of samples, because it will help researchers know the actual condition of the company and don't forget to increase accuracy in data processing.

Research Limitations

Based on the findings of this research, there are several constraints. Noteworthy limitations consist of the following:

1. The research object is only focused on the Batik Air airline on the Jakarta Denpasar route, which is only one flight route out of many flight routes on the Batik Air airline.
2. Number of respondents of only 100 persons is of course still not enough to be able to describe the actual situation.

Implications

Based on the conclusions above, the author puts forward the following implications:

1. The results of this research can be used as input for the Batik Air airline on the Jakarta Denpasar route and related agencies to improve services to passengers where many passengers still do not feel comfortable and satisfied with the services provided.
2. It is hoped that this research can serve as a point of reference and provide direction for future studies by extending the exploration of additional variables beyond those included in this research. Additional variables, dimensions, and indicators should be incorporated to create a more comprehensive investigation using diverse methods, including expanding the range of sampling and considering different characteristics. This research can be used as a comparison or complement in future studies..

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