

Adoption of Face Recognition Technology in Airports: Impacts on Passenger Switching Behavior and Service Recovery

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Abstract: Airports have an important role in maintaining the country's security, requiring strict supervision of the immigration process. Several international airports have used self-service auto gates with a face recognition system to help speed up the departure and arrival process for international routes and reduce queues. Face recognition is the detection of personal data on an object used in the analysis process. The research uses descriptive quantitative methods with a population of international route passengers from June to August 2024. The sampling technique used is purposive sampling. The primary data was taken from a questionnaire extended to 113 respondents of international routes with the analytical tool SmartPLS 4. This research will conduct validity and reliability tests, then conduct regression tests to determine the influence between variables and test hypotheses so that the impact of Switching Behavior on Customer Satisfaction, Service Recovery on Customer switching behavior, and Switching Behavior on Customer satisfaction can be answered. The result of the research showed a positive significant influence of switching behavior and service recovery on customer satisfaction. There are certain limitations to this research, it was limited to the discussion of non-PM 41 lineups at Soekarno Hatta airport from international routes. So, It is hoped that future research can be conducted that focuses more on other digital service transformations at Indonesian airports, with the addition of service failure and customer loyalty variables.

Keywords: *switching behavior, service recovery, customer satisfaction, international airport, face recognition*

1. Introduction

Passenger satisfaction depends on the quality of service provided in transportation services, for example, air transportation services that focus on the speed and accuracy of existing services during pre-flight, in-flight, and post-flight. Pre-flight passenger satisfaction includes officer availability, speed of service, and organized immigration queues. Passenger satisfaction with the friendliness and responsiveness of the cabin crew, cleanliness and comfort of the cabin, and the speed of service on the plane and high on-time performance. Passenger satisfaction in post-flight is due to the speed and ease of baggage claim and the efficiency of the immigration process. At the pre-flight and post-flight stages, a face recognition system is applied to the immigration section to speed up the service process. One of the international airports in Indonesia, Soekarno Hatta, is the main gate for entry and exit for Indonesian citizens or foreigners. This airport has a vital role in maintaining the security of the Indonesian state, so strict supervision is needed to ensure system compatibility in various countries to facilitate international travel. Because, air travelers go through a complicated process at the airport, there is sometimes a buildup of queues for both Indonesian citizens and foreigners, which can reduce the level of satisfaction. The passenger movements at 20 AP II airports were collectively recorded at 309,477 individuals at the peak of the return flow on April 15, 2024 (H+4), or a considerable increase of 24% compared to last year's

H+4 of 249,090 people, according to statistics from PT Angkasa Pura II Airport Operation Division Aircraft movements increased to 2,010 flights, up 11% from 1,808 flights the previous day. Particularly, at the biggest and largest airport in Indonesia, Soekarno-Hatta Airport, 1,153 planes were in operation and were 186,774 passengers at the height of the return flow (*AP II, 2024*). "The number of passengers at 20 AP II airports on the long weekend 9-12 May 2024 is estimated to reach 1 million people, where the number of passengers has increased by 15% compared to normal days. "Meanwhile, the number of flights is projected to be 6,823 flights," said Cin Asmoro (SVP of Corporate Secretary AP II). Specifically for Soekarno-Hatta Airport, Indonesia's largest and busiest airport, the number of airplane passengers is estimated to have reached 643,841 people with 4,096 airplane movement (*AP II, 2024*).

Air travel relies on technologies like auto gates, self-service, and check-in kiosks. With various checkpoints and security measures, efficient passenger processing is still difficult to achieve. Face recognition can be combined with current self-service technologies to help maintain security efficiently and speed up the process to achieve customer satisfaction. The passenger departure process on international route travel is faster and smoother with the digitization of the immigration process. Developing technology can create new user experiences, just as using face recognition in the immigration section of the newly implemented Soekarno Hatta airport can change perceptions about services. Face recognition is a development of Autogate that was prepared in 2019. However, it was only realized in 2023 at terminal 3 arrival of Soekarno Hatta airport, and in 2024 the immigration department installed 16 new auto gates in terminal 3 departure and 10 new auto gates in terminal 2, 5 each in the arrival and departure terminals (*Karim, 2023*) this is done to speed up the service process provided by the airport for international routes to achieve passenger satisfaction. Face recognition is a system of identification and authentication of a person using their facial features. Face recognition serves to verify a person's identity and whether it matches the database owned (*Biznet, 2022*). According to earlier studies published in the journal (*Patel, 2018*) It performs checks that would typically be carried out by a immigration staff using a system connected with ePassports and face recognition technology. The face recognition system operates by processing image detection to analyze the features of an item employed in the analysis process. Before facing the camera for facial recognition, the traveler must insert their boarding card into the slip. Phase two is known as fingerprint detection. In the third step of the procedure, the processing system compares user face data with stored information in its database. The initiative's main objective is to ensure that travelers enjoy a seamless experience and that the system saves them time by decreasing lineups. However, using face recognition systems also raises concerns about the anonymized distribution of passenger identities that could be misused. Therefore, the purpose of this study is to examine the implementation of the face recognition system that impacts switching behavior and service recovery on customer satisfaction. This research describes a new approach to airport passenger processing that integrates face recognition technology.

2. Literature Review

2.1 Switching Behavior

In general, switching behavior is described as an action where a customer selects a different service provider to replace one they had previously used (*Rawis et al., 2022*). Airports are providing higher-quality experiences and increasing consumer satisfaction due to their ongoing technological adaptation in response to demand. Consumers who transfer service providers do so to avoid paying future costs and cover the expense of bringing new clients. This phenomenon is

known as customer switching behavior (*Chuang & Tai, 2016*). The complicated phenomena of switching behavior can be brought on by variety-seeking behavior, the availability of alternative products, or issues with previously purchased goods (*Sunan & Surabaya, 2022*). Managing customer behavior is a complex undertaking since there are many variables that can interact and impact one another. For this reason, a business's marketing strategy needs to be carefully planned, considering these elements (*Sunan & Surabaya, 2022*).

2.2 Service Recovery

Service recovery refers to an organization's overall efforts to restore or mitigate any harm that consumers have suffered due to service providers' inability to deliver on their promises of services (*Park & Park, 2016*). To please and satisfy disappointed consumers and keep them loyal even in the event of another service malfunction, a business must perform service recovery (*Amoako et al., 2023*). It also describes how businesses reimburse clients for losses due to service failure. Increasing customer satisfaction and preserving relationships should primarily be achieved through service recovery (*Park & Park, 2016*). Service recovery is crucial because it can increase customer satisfaction and their perception of the quality of the services they receive (*Sitorus et al., 2020*). In other words, when passengers receive more benefits than they expect from a transformation, they get a greater level of satisfaction.

2.3 Customer Satisfaction

Customer satisfaction is the feeling that results from comparing the impressions of performance with the customer's expectations (*Mayumartiana et al., 2019*). Customer satisfaction can be described as an evaluation based on each service encounter or as the customer's sense of satisfaction following each encounter (*Cahya Fajriani et al., 2020*). Satisfaction in the airport sector results from a traveler's cognitive process; traveler perception depends on their behavior and expectations regarding their airport experience. One of the primary sources of dissatisfaction is long queues. Therefore, airports are moving toward the ideas of "Smart Airport" or "Airport 3.0," which are technological ideas that have the potential to influence passengers' perceptions of convenience and efficiency at airports. Current technology expedites processes, boosts security, and increases passenger experience. Technology increases passenger experience, improving its perception of the service (*Rubio-Andrada et al., 2023*).

2.4 The influence of switching behavior on customer satisfaction

Performing immigration functions, especially within border control, holds immense significance due to its critical role in ensuring national security and regulating the flow of people across borders. The effective execution of immigration procedures is essential for safeguarding a country's sovereignty and upholding its immigration laws. Enhancing efficiency and transparency in border control operations is vital for managing migration effectively and maintaining public trust in the immigration system. Autogate systems serve as a concrete manifestation of public policy aimed at delivering streamlined and proficient services. They exemplify the government's commitment to enhancing operational efficiency and customer satisfaction within various service sectors. Autogate facilitates passengers' passing through the immigration process more quickly and efficiently. By automating biometric recognition such as fingerprint scanning, facial recognition, and iris scanning, Autogate not only enhances the passenger experience and works effectively and efficiently but also strengthens security at the airport (*Nursanto et al., 2024*).

H1: Switching behavior and customer satisfaction are positively correlated directly and significantly in the autogate process for passengers on international routes at Soekarno Hatta International Airport.

2.5 The influence of service recovery on customer satisfaction

In order to turn dissatisfaction into satisfaction and lay the groundwork for long-term customer loyalty, service recovery will lessen the intensity of customer dissatisfaction and help the service provider recover the intensity of damage caused by the service failure at the beginning stage. (Yaqub *et al.*, 2019). There is a reasonably well-established conceptual link between service recovery and customer satisfaction. Customer satisfaction will rise if service failures are handled well during recovery. The relationship between service recovery and consumer satisfaction has been the subject of numerous prior research. Most test findings show a strong correlation between both (ZAID *et al.*, 2021). The relationship between service recovery and customer satisfaction depends on the former. If satisfied, the client could form psychological or emotional bonds with the business that promote loyalty and retention (Yaqub *et al.*, 2019).

H2: Service recovery and customer satisfaction are positively correlated directly and significantly in the autogate process for passengers on international routes at Soekarno Hatta International Airport.

2.6 The influence of switching behavior on service recovery

Soekarno-Hatta International Airport is consistently working to improve its services in tandem with the rise in the volume of passenger traffic because it must consistently demonstrate its performance and quality of performance to the passengers' satisfaction. (Wulansari & Permata, 2018). The Soekarno-Hatta International Airport has adopted a face recognition system innovation to expedite immigration services and checks. Through its application, the face recognition system is expected to facilitate, accelerate, and simplify the implementation of immigration checks and minimize officer interaction with the public to realize accountability values to improve the quality of public services. However, it turned out to cause new problems, namely (i) queue buildup in the immigration process, (ii) immigration process that exceeds PM 41, (iii) failed visual detection of passengers, and (iv) low passenger satisfaction due to slow process. The face recognition system's application is appropriate for efforts to reduce queues that accumulate due to a fast and efficient process, as well as those that have been applied in several developed countries that have developed this system. However, seeing the problems described above, it is necessary to process data using a questionnaire that will be distributed to passengers traveling abroad to prevent immigration violations (Pelayanan & Peraturan Menteri Perhubungan Republik Indonesia Nomor PM 178 Tahun 2015 Tentang Standar Pelayanan, 2015).

H3: Switching behavior and service recovery are positively correlated directly and significantly at autogate process for passenger on international routes at Soekarno Hatta International Airport.

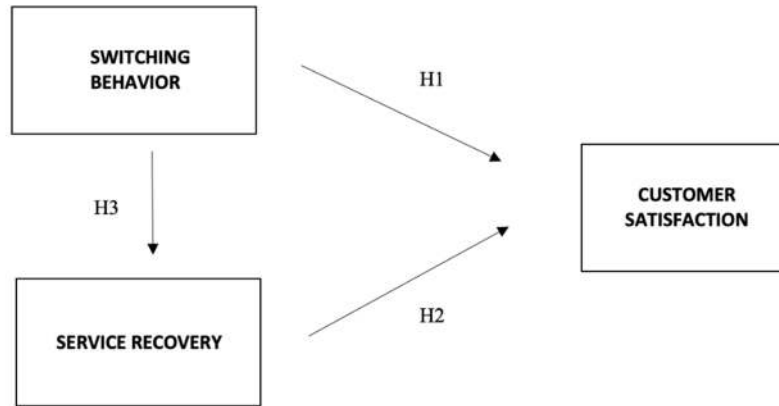


Figure 1. Conceptual Frame Work

3 Method

This study employs descriptive quantitative methods to investigate particular populations or samples, which can be understood as an approach based on the positivist ideology. Techniques for sampling are often applied at random. A Likert scale with a range of 1 to 5 (agree to disagree) is used in this study to measure each variable. The population in this study is passengers arriving and departing on international routes at terminal 3 Soekarno Hatta Airport, which amounted to 1,960,486 for the period April - June 2024 (BPS, 2024). The sampling technique used is purposive sampling to obtain a sample that matches the criteria for the object of this research. A total of 113 respondents with criteria as passengers on international routes are sampled; refer to *Hair et al., (2017)* "That the sample size should be 100 or greater." Testing is done using the analysis tool SmartPLS 4 after gathering the data. By distributing questionnaires using Google form based on the variables to be tested, namely Switching Behavior there are three indicators (*Chuang & Tai, 2016*) (*Rubio-Andrada et al., 2023*), Service Recovery, there are three indicators (*Park & Park, 2016*) (*Rubio-Andrada et al., 2023*) (*Arifin et al., 2019*), Customer Satisfaction there are two indicators (*Patel, 2018*) (*Rubio-Andrada et al., 2023*).

Table 1. List of indicators

Variable	Indicator	Source
Switching Behavior	Simplify immigration process	(Chuang & Tai, 2016)
	Queue backlog	(Rubio-Andrada et al., 2023)
	New experience	(Park & Park, 2016)
Service Recovery	Service failure	(Rubio-Andrada et al., 2023)
	Service optimization	(Arifin et al., 2019)
	Personal data	(Patel, 2018)
Customer Satisfaction	Increased efficiency and security	(Rubio-Andrada et al., 2023)
	service satisfaction	(Patel, 2018)

4 Discussion and Result

It is evident from the count that every survey about switching behavior, service recovery, and customer satisfaction was distributed to 113 respondents, where the man was 37, and the woman 76. The dominant age of those who filled out the questionnaire was 17-25 years old. The dominant filling of questionnaires is by college students. The purpose of travelling, namely vacation. All the variables were valid because each has a loading factor value greater than 0.7 and a P value lower than 0.05. Each construct's Composite Reliability and Cronbach Alpha values are greater than 0.7, indicating the reliability requirements have been satisfied (*Tanuwijaya & Oktavia, 2023*).

4.1 Validity and Reliability Testing

The results of the validity and reliability analysis are presented in Table 3 below.

Table 2. Cronbach's alpha, Composite reliability, and AVE between 3 Variable

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
Switching Behavior	0.809	0.818	0.875	0.638
Service Recovery	0.848	0.851	0.898	0.688
Customer Satisfaction	0.811	0.822	0.876	0.639

The values of Cronbach's alpha, Composite Reliability, AVE are more than or equal to 0.7 and 0.5, respectively, and the items constructed are found to be trustworthy and legitimate (*Tanuwijaya & Oktavia, 2023*).

4.2 Validity Testing

The indicators measuring the construct were deemed valid because they had an outer loading factor of > 0.7 (*Tanuwijaya & Oktavia, 2023*), as indicated by the results of the convergent validity tests shown in Figure 2.

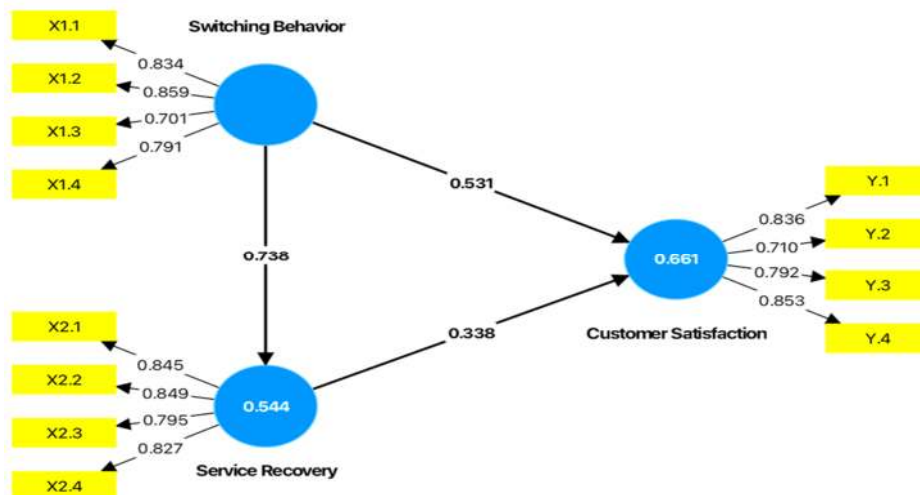


Figure 2. Conceptual Frame Work

4.4 Hypothesis Test

The hypothesis was tested at a significance level of 5%, and it was deemed valid if the T count (T table) was greater than 1.96 and the p-value was less than 0.05 (Tanuwijaya & Oktavia, 2023). Table 3 displays the results of the hypothesis testing done after SmartPLS was bootstrapped.

Table 3. Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Switching Behavior -> Service Recovery	0.738	0.742	0.044	16.648	0.000
Switching Behavior -> Customer Satisfaction	0.531	0.528	0.125	4.263	0.000
Service Recovery -> Customer Satisfaction	0.338	0.343	0.145	2.331	0.020

Based on the statistical analysis, the Switching Behavior variable showed a strong positive link with service recovery (t-value of 16,648 > 1.96 or p-value of 0.000 < 0.05). Besides that, there is a substantial positive association between switching behavior and customer satisfaction, as indicated by the statistical t-value of 4,263 > 1.96 or p-value of 0.000 < 0.05 for the switching behavior variable. Customer satisfaction and service recovery have a direct, substantial positive association, as indicated by the statistical t-value of 2,331 > 1.96 or p-value of 0.020 < 0.05 for the variable service recovery.

4.5 R Square Test

Table 4. R Square

	R-square	R-square adjusted
Service Recovery	0.544	0.540
Customer Satisfaction	0.661	0.655

Table 4 presents a summary of the model used in this study. It reveals that the R-square value for Service Recovery is 0.544, and for Customer Satisfaction, it is 0.661. This indicates that 54.4% of the Service Recovery and 66.1% of the Customer Satisfaction are moderate, so it can be concluded that the model is considered moderate (Tanuwijaya & Oktavia, 2023).

4.6 Effect Size Test

Table 5. Effect Size test

	Switching Behavior	Service Recovery	Customer Satisfaction
Switching Behavior		1.194	0.378
Service Recovery			0.154
Customer Satisfaction			

Tanuwijaya & Oktavia (2023) Table 5 indicates that Switching Behavior to Service Recovery of 1.194 is deemed to be in the moderate range. A Switching Behavior to Customer Satisfaction score of 0.378 is also deemed significant. 1.54 against moderate for Service Recovery to Customer Satisfaction.

4.7 Goodness of Fit Test

Table 8 shows the Q^2 value criteria, where 0.75 is considered strong, 0.5 is considered moderate, and 0.25 is considered weak (Tanuwijaya & Oktavia, 2023).

Table 6. Fit Test			
	$Q^2_{predict}$	RMSE	MAE
Service Recovery	0.529	0.696	0.526
Customer Satisfaction	0.596	0.646	0.484

According to Table 6, the external latent variables, switching behavior and customer satisfaction, appropriately serve as explanatory variables that can predict the endogenous variable, service recovery, with a Q^2 value in the strong category of $0.529 > 0$. Customer satisfaction also has a Q^2 value of $0.596 > 0$ and is classified as high, meaning that the model has predictive relevance or exogenous latent variables that can predict the endogenous variable, in this case, customer satisfaction. These variables are Service Recovery and Switching Behavior, and they are both suitable explanatory variables.

5. Conclusions

The results of this study indicate that face recognition systems can improve services and can reduce existing queues, thus providing satisfaction for passengers. But, face recognition is also not fully optimal because there are still failures in the service, so renewal or optimization of this service is needed. The variables to be tested are represented by a questionnaire statement based on the results of the analysis and discussion of these variables, which are corroborated by previous research. Based on the respondents' results, the numbers representing Cronbach, composite reliability, P value, T table, and AVE are obtained. From the test results, it can be said that switching behavior and service recovery affect customer satisfaction. Based on the findings of the research that was done successfully, queues were processed so as to increase customer satisfaction, and problems occurred. Specifically, the accumulation of queues that cause decreasing customer satisfaction with services can be remedied by applying this system.

The results of this study are in accordance with the hypothesis that switching behavior is stated to have a positive effect on customer satisfaction, which means that passengers want to make changes whose impact can benefit them, such as time efficiency and an easier process. This aligns with previous research, which states that Autogate facilitates passengers' passing through the immigration process more quickly and efficiently (Nursanto et al., 2024). Service recovery has a positive influence on customer satisfaction. The switching behavior process has the possibility of service failure, which can be overcome by service recovery. Service recovery can increase effectiveness and efficiency, thereby creating customer satisfaction. As said by ZAID et al. (2021), the relationship between service recovery and customer satisfaction has been the subject of various previous studies. Most of the test findings show a strong correlation between the two. Soekarno-Hatta International Airport is consistently working to improve its services (Wulansari & Permata, 2018). This indicates that improving the service system, including the airport's face recognition system, is necessary in the current digital transformation era. The face recognition system can simplify the departure and arrival process for international routes and provide a new experience that creates customer satisfaction. Switching behavior has a positive effect on service recovery.

6. Managerial Implications

The results of the study explain that the face recognition system is new to passengers on international routes, so it is hoped that the operational division will socialize the application and use of the face recognition system and mitigate service failures. But until now, the face recognition system has experienced several obstacles that cause queue congestion and make passengers feel disappointed because the operational division cannot resolve this service failure problem quickly. Therefore, we suggest that the operational division can be more responsive and faster in overcoming existing phase recognition system service failures.

7. Research Limitation

This research is limited because it was only conducted at Soekarno Hatta International Airport and with limited respondents in the Jabodetabek area, due to the short research time of only three months. So, the journals we researched were limited, and there were difficulties in accessing the data needed for the immigration section. So, it is hoped that further tests can be developed, such as implementing facial recognition systems at other airports in Indonesia with a more extended research time, and they can be developed with a different perspective. It is hoped that future research can be conducted that focuses more on other digital service transformations at Indonesian airports, with the addition of service failure and customer loyalty variables.

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