

Airport Service Quality, Customer Experience, and Satisfaction: From Disabilities Passenger Perspective

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Abstract: The increasing competition in the aviation industry has made service quality a crucial differentiator for airports. The provision of accessible facilities and services for disabled passengers is not only a legal obligation but also a key aspect of enhancing the overall passenger experience. The current research investigates the impact of service quality and customer experience on the satisfaction of disabled passengers at Soekarno-Hatta International Airport. The study employed a quantitative approach, utilizing questionnaires to gather data from 86 disabled passengers. The data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that all dimensions of airport service quality (tangibles, empathy, reliability, responsiveness, and assurance) and customer experience significantly and positively influence customer satisfaction. The study underscores the importance of prioritizing service quality enhancements and creating a positive customer experience to improve the satisfaction of disabled passengers at the airport.

Keywords: *Airport service quality, Customer experience, Customer satisfaction, Disabilities.*

1. Introduction

Soekarno-Hatta Int'l Airport (IATA: CGK, ICAO: WIII) is located in Tangerang, Banten. This airport has a vital role in connecting various regions in Indonesia and the world. Passenger service is a form of service activity carried out by airport companies for passengers, which aims to meet the needs of passengers in the departure area as well as the arrival area. As the manager of Soekarno-Hatta Int'l Airport, Angkasa Pura 2 is responsible for offering facilities and services that are secure and comfortable at the airport. In order to meet passenger expectations, services at airports need several appropriate and special facility and service allowances provided to disabled passengers with applicable standard operating procedures (SOP).

As a company that provides public services, passenger satisfaction is the most important factor and the main goal for the company. User evaluation in service quality is a prominent treatment in both operators and authorities. We compared researchers who investigated the service quality of ordinary users such as (Antwi et al., 2020; Bulatovic et al., 2023; Hong et al., 2020; Lin, 2024a; Prentice & Kadan, 2019; Thampan et al., 2020, 2023; Waltert et al., 2023) and comparing investigations from a disability perspective is still not widely discussed (Chang & Chen, 2011; Yu, 2023). Since there is still little research on disability, we are interested in studying more deeply about disability at airports. The problems we found based on interviews and observations of people with disabilities at the Indonesian Association of Persons with Disabilities (IAPWD) revealed that there was still a lot of discrimination, such as not getting the priority queue they should have, regulations regarding electric wheelchairs that not many airport staff knew about, so many disabled people had to exchanging them for conventional wheelchairs, and there are often misunderstandings and shifting responsibilities regarding the facilities they should get, however, the airport authorities and airlines do not

provide these facilities, such as delivery from the check-in counter to the plane and travel insurance. The quality of service that the airport provides for the above problems indeed violates applicable regulations, namely Law no. 8 of 2016. This experience aligns with industries outside of airports, such as tourism and other transportation. According to (Bezyak et al., 2020; Fitri, 2024), a large number of individuals with disabilities encounter challenges when attempting to utilize public transportation, such as buses, trains, and paratransit. This is brought on by a number of things, including problems with cost and service dependability, insufficient driver attitudes and knowledge, and a lack of supporting infrastructure. The study discovered that several disability groups face more significant obstacles when utilizing public transit, including those with mental illnesses, chronic health conditions, visual impairment, women, and Hispanic or Latino people. This makes their experience of the airport a bad impression and they don't want to use it again in the future. According to (Chang & Chen, 2011), passengers with special needs are allowed to bring wheelchairs, strollers, walking aids and service animals in checked baggage for free.

The problem formulation in this research is how much service quality and experience affect persons with disabilities' satisfaction at Soekarno-Hatta Int'l Airport, as explained above. The purpose of this study is to discover how much the level of service and experience provided to disabled individuals at Soekarno-Hatta Int'l Airport affects customer satisfaction, as well as the extent to which quality of service provided to disabled individuals at Soekarno-Hatta Int'l Airport affects customer satisfaction. This study is helpful in that it offers suggestions to Angkasa Pura 2 for establishing more accessible facilities and devising plans to enhance the standard of in-person interactions and physical services for individuals with disabilities.

2. Literature Review

2.1. Airport Services Quality

The quality of service acts as a measure of how much value is being created and has emerged as a key element that gives airports an edge over their competitors. In the face of growing competition, the standard of service offered to passengers shouldn't be enforced rigidly by aviation authorities through penalties. Instead, it should be seen as a recommended practice that is closely monitored (ICAO, 2022). ASQ is a leading benchmarking and passenger service program at airports. The ASQ has been tracking how satisfied travelers are with airports since 2006 (ACI World, 2020).

Passengers' impression of the physical surroundings, outside of aircraft, is a crucial factor in determining the caliber of airport services (Bogicevic et al., 2013). According to (Fodness & Murray, 2007), a number of physical factors, including a welcoming and clean atmosphere, security, staff politeness, and the waiting area, should be considered to improve passengers' perceptions of and satisfaction with the services offered to them at airports. According to (Wahyuni et al., 2016) and referring to the policy of the Ministry of PUPR No. 30/PRT/M/2006 (PUPR, 2006) regarding to measuring the quality of service in public transportation, especially in buildings or terminals, which make accessibility for people with disabilities easier are freedom of floor space size, pedestrian paths, guide paths, parking area, ramp, and signs and markings.

2.2. Customer Experience

Studies on airports have consistently and widely highlighted the significance of the airport experience and its many effects on travelers (e.g., enhanced satisfaction, excitement, and enjoyment, which will increase their intention to return to the airport), airport business (e.g., non-aeronautical revenue generation, being chosen as the transit hub of choice for

passengers and airlines aviation, as well as gaining a competitive advantage over other airports in the same region), and the development and growth of tourism destinations. (Batouei et al., 2020; Bezerra & Gomes, 2020; Cheung et al., 2020). Several retail locations, the integration of natural artifacts and cultural capital into terminals, the design and development of physical facilities with the comfort and satisfaction of passengers, and the use of cutting-edge technology and co-created services to guarantee the efficacy of service processes are a few examples of such modifications (Wattanacharoensil et al., 2016). The atmosphere around airports has changed, and it is now more complicated than it was. Thus, researchers concentrate only on a small number of customer experience measuring variables that are related to (Schmitt et al., 2015) namely sense, feel, think, act, and relate. However, there are several measurement indicators that researchers have reduced because the factors that influence customer experience have been obtained from other variables.

2.3. Customer Satisfaction

In (Kotler & Keller, 2020) customer satisfaction is the pleasure a person experiences after using, owning, or consuming a product, service, or experience. (Zeithaml et al., 2016) also mentioned customer satisfaction the extent to which a product, service, or experience meets or surpasses customer expectations. Customer satisfaction can improve the level of feeling a person has after comparing the perceived performance or results with their expectations (Tjiptono, 2016).

Achieving customer satisfaction is very important as the main principle of successful business (Kotler, 2016). Not only is customer satisfaction essential to a provider's survival, but it's also a major factor in gaining a competitive advantage. Customers are more likely to choose the same operations again when they have comparable needs in the future if they are satisfied with the goods or services they receive. (Saragih, 2017). According to (Ayodeji et al., 2023; Chen et al., 2015; Rubio-Andrada et al., 2023; Wang et al., 2024) Measurement of customer satisfaction at the airport is satisfied with airport experience, consider reuse this airport in the future, recommend this airport to others, the quality of overall service was outstanding, enjoy with the overall environment of this airport, and suitable place.

2.4. Person with Disabilities (PWDs)

Person with a disability is anyone who experiences physical, intellectual, mental or sensory limitations for a long period of time that make it difficult for them to participate fully and efficiently with others on the basis of equal rights (WHO, 2023). People with disabilities are classified into six categories under Republic of Indonesia Law No. 8 of 2016 concerning disabilities: blindness, deafness, quadriplegia, intellectual impairments, mental disabilities, and autism spectrum disorders (Indonesian Government, 2016).

2.5. The relationship' between Airport Service Quality and Customer Satisfaction

Several experts have stated that there is a relationship between customer satisfaction and service quality. According to (Goetsch & Davis, 1994), for example, a service is considered to be of high quality if it is able to fulfill the expectations and needs of the customer by providing products and services that meet those needs. client requirements. In this instance, quality is essentially connected to good service, that is, the disposition or manner in which staff members satisfactorily serve clients or the general public. (Lewis & Booms, 1983) defined service quality as the degree to which the company's ability to satisfy the wants and desires of its customers while maintaining a level of service that meets their expectations is measured.

Based on many research findings published in (Bhattacharya et al., 2023; Hameed et al., 2024; Lin, 2024), there is a positive and statistically significant correlation between Servqual

and Customer Satisfaction. So, if Airport Service Quality is accepted then Customer Satisfaction will increase.

2.6. The relationship' between Customer Experience and Customer Satisfaction

The connection between customer satisfaction and experience (Peppers & Rogers, 2016) defined customer experience as the perception that consumers have of a business based on each and every interaction they have with it, citing other experts in support of this claim. Customer experience, according to (Zeithaml et al., 2016), is the path that customers take when they deal with a business. They also go over a number of frameworks and technologies that are useful for creating satisfying user experiences.

According to many research findings published in (Franky & Yanuar, 2023; Lemon & Verhoef, 2016), there is a positive and significant correlation between customer satisfaction and customer experience. So, if Customer Experience is accepted then Customer Satisfaction will increase.

3. Research method

This research uses quantitative methodology, namely a systematic approach to studying measurable phenomena. Data collection was carried out using a questionnaire aimed at people with disabilities who use Soekarno-Hatta Int'l Airport. The population of this study consisted of 109 people with disabilities (blind, deaf and physically disabled). To calculate the number of samples that must be met is 86 people with disabilities using the Krejcie and Morgan Table measurements. In this study, Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the hypothesis proposed in this study which was used to test the airport service quality variables (TERRA dimensions), customer experience (CX), and customer satisfaction (CS). The direct influence between the variables under investigation can be measured using this method.

Table 1

Measurement of variables

Variable	Operational definition	Items	Source
Airport Service Quality	Airport service quality consists of tangible, empathy, reliability, responsiveness, and assurance.	Tangible	(Wijaya & Chasanah, 2020)
		1. Airport facilities use advanced technology	
		2. The airport appearance looks in good condition	
		3. There are rooms for the disabled at the airport	
		4. Provide clear signs for people with disabilities (breiller font)	
		Emphaty	
		1. Staff courtesy (paying attention)	
		2. Staff members have good personalities (polite and helpful)	
		3. The staff serves every passenger well	
		4. Shows non-discriminatory service performance	
		Reliability	

		1. Punctuality in both arrival and departure 2. Comfortable chairs for people with disabilities 3. Have a clear queue management system	
		Responsiveness	
		1. Responsive and quick staff ready to help people with disabilities 2. There is supporting equipment (electric/conventional wheelchairs) for the disabled 3. Readiness to respond to requests	
		Assurance	
		1. Service providers have standard guidelines for disability management 2. Provide safety measures for passengers (medical space for passengers) 3. Wheelchair ramp for use 4. Provides easy access when ordering tickets	
Customer Experience	Customer experience is a set of measurable metrics or indications that show how the customers feel and perceive a company or brand after interacting with it.	1. Sensory 2. Affective 3. Cognitive 4. Behavior 5. Rational	(Schmitt et al., 2015)
Customer Satisfaction	Customer satisfaction is defined as having a positive experience at the airport, returning there in the future, telling others about it, thinking that the service provided overall is exceptional, and finding the airport to be a comfortable environment overall.	1. Satisfied with the airport experience overall 2. In the future, continue to keep this airport in consideration 3. I will gladly advise people about this airport 4. The overall level of service quality was extraordinary 5. Concerning this airport's general atmosphere 6. Feel that this airport is the best location in terms of environmental sustainability	(Wang et al., 2024)

Source: data processed using Google Form

The hypothesis presents a temporary statement of research findings, as follows:

- H1: Tangibles have a significantly and positively effect on Consumer Satisfaction
- H2: Emphaty have a significantly and positively effect on Consumer Satisfaction
- H3: Reliability have a significantly and positively effect on Consumer Satisfaction
- H4: Reponsiveness have a significantly and positively effect on Consumer Satisfaction
- H5: Assurance have a significantly and positively effect on Consumer Satisfaction
- H6: Customer Experience have a significantly and positively effect on Consumer Satisfaction

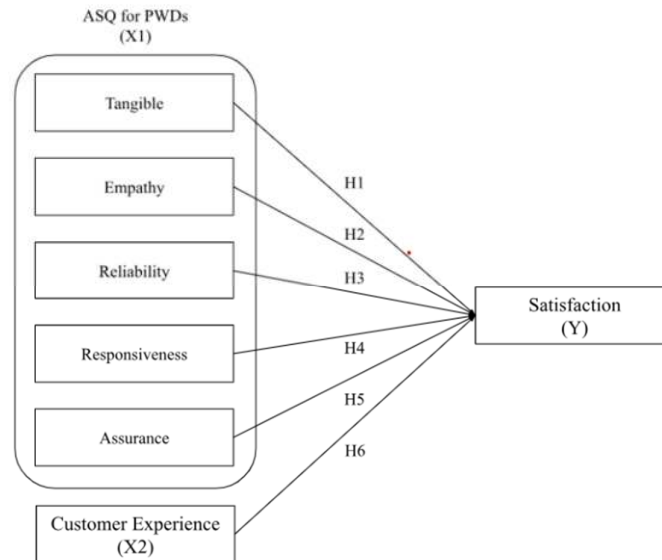


Fig. 1. Research model

Following the purposive sampling technique, 86 respondents were chosen, and questionnaire data collection revealed the following characteristics of the respondents, which are detailed in table 2.

Table 2
Characteristics of the respondents

Demographic characteristic		%
Gender	Male	57%
	Female	43%
Age	Aged 17 and lower	2.3%
	Aged 17 - 25	27.9%
	Aged 26 – 35	45.3%
	Aged 36 – 50	22.1%
	Aged 50 or older	2.3%
	Senior highschool	11.6%
Education	Associate degree	36%
	Bachelor degree	45.3%
	Master degree	7%
Occupation	Student	7%
	Private employees	46.5%
	Government employees	14%
	Foundation employees	5.8%

Type of disability	Businessman	26.7%
	Visual impairment	1.2%
	Hearing impairment	15.1%
	Speech impairment	15.1%
	Physical disability	68.6%
Airlines	Garuda Indonesia	51.2%
	Batik Air	20.9%
	Citilink	22.1%
	Lion Air	5.8%

Source: data processed using Google Form

4. Discussion and Result

The validity test of all 32 questionnaires, which have been created from the variables of airport service quality (TERRA dimensions), customer experience (CX), and customer satisfaction (CS) was determined by data analysis. Each item from each variable considered valid and satisfies the conditions of convergent validity because the Average Variance Extracted (AVE) value is greater than 0.5.

Table 3
Validity and Reliability Test

Variabel	Item	OL	AVE	CA	CR
Tangible	TG1	0.926	0.780	0.905	0.907
	TG2	0.857			
	TG3	0.859			
	TG4	0.888			
Emphaty	EP1	0.778	0.722	0.870	0.879
	EP2	0.896			
	EP3	0.814			
	EP4	0.904			
Reliability	RA1	0.778	0.778	0.855	0.877
	RA2	0.930			
	RA3	0.929			
Responsiveness	RP1	0.850	0.796	0.871	0.873
	RP2	0.921			
	RP3	0.903			
Assurance	AS1	0.864	0.696	0.856	0.867
	AS2	0.850			
	AS3	0.837			
	AS4	0.783			
Customer Experience	CX1	0.791	0.648	0.922	0.927
	CX2	0.798			
	CX3	0.771			
	CX4	0.839			
	CX5	0.758			
	CX6	0.880			
	CX7	0.775			
	CX8	0.821			

Customer Satisfaction	CS1	0.762	0.720	0.922	0.925
	CS2	0.833			
	CS3	0.896			
	CS4	0.871			
	CS5	0.872			
	CS6	0.850			

Source: data processed using SEM PLS 4

When the values of Composite Reliable (CR) and Cronbach Alpha (CA) are greater than 0.6, the data can be considered dependable. Table 3 presents the results indicating that all variables, including airport service quality (TERRA dimensions), customer experience (CX), and customer satisfaction (CS), fulfill the requirements for Composite Reliability. Thus, any variable can be implemented in this research.

Table 4
Discriminant Validity Test
The Fornell-Larcker

	Assurance	Customer Experience	Customer Satisfaction	Emphaty	Reliability	Responsiveness	Tangible
Assurance	0.834						
Customer Experience	0.841	0.805					
Customer Satisfaction	0.934	0.811	0.848				
Emphaty	0.780	0.959	0.737	0.850			
Reliability	0.757	0.888	0.817	0.790	0.882		
Responsiveness	0.879	0.783	0.972	0.711	0.766	0.892	
Tangible	0.866	0.891	0.756	0.797	0.739	0.745	0.883

Source: data processed using SEM PLS 4

The average variance extracted (AVE) square root value, which is higher than the correlation between constructs, indicates that the latent constructs in this research model have distinct identities and do not overlap, according to the table 4 result.

Table 5
Goodness of Fit

	R-square	R-square adjusted
Customer Satisfaction	0.991	0.990

Source: data processed using SEM PLS 4

The R-square number is used to assess the goodness of fit. The proportion of the R squared value for the customer satisfaction variable, which is 99.1%, is shown in Table 5.

Table 6
Direct Effect Test Results

	VIF	Original sample	Sample mean	Standard deviation	T statistics	P values
Assurance -> Customer Satisfaction	2,887	0.529	0.525	0.042	12.466	0.000
Customer Experience -> Customer Satisfaction	2,122	0.255	0.247	0.114	2.231	0.026
Empathy -> Customer Satisfaction	2,062	0.182	0.175	0.075	2.437	0.015
Reliability -> Customer Satisfaction	1,853	0.120	0.119	0.032	3.690	0.000
Responsiveness -> Customer Satisfaction	1,501	0.564	0.566	0.025	22.715	0.000
Tangible -> Customer Satisfaction	1,703	0.293	0.287	0.057	5.165	0.000

Source: data processed using SEM PLS 4

Table 6, prove that although H1, H2, H3, H4, H5, and H6 are permitted due to their P values being less than 0.05.

H1: Tangible's impact on customer satisfaction

The bootstrapping results show hypothesis 1 that Tangible (TG) has an influence on Customer Satisfaction (CS). This is proven by the 0.293 original sample value, 5.165 statistical T value, which is more than the 1.96 T table value, and 0.000 P value, which is less than the required 0.05 value. Data analysis indicates that tangible (TG) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that four indicators, namely airport facilities, airport appearance, supporting space and communication materials, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to tangible's improvement. So, hypothesis 1 is accepted.

H2: Empathy's impact on customer satisfaction

The bootstrapping results show hypothesis 2 that Empathy (EP) has an influence on Customer Satisfaction (CS). This is proven by the 0.182 original sample value, 2.437 statistical T value, which is more than the 1.96 T table value, and 0.015 P value, which is less than the required 0.05 value. Data analysis indicates that empathy (EP) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that four indicators, namely politeness, helpfulness, employee appearance and individual attention to customers, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to empathy's improvement. So, hypothesis 2 is accepted.

H3: Reliability's impact on customer satisfaction

The bootstrapping results show hypothesis 3 that Reliability (RA) has an influence on Customer Satisfaction (CS). This is proven by the 0.120 original sample value, 3.690 statistical T value, which is more than the 1.96 T table value, and 0.000 P value, which is less than the required 0.05 value. Data analysis indicates that reliability (RA) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that three indicators, namely the accuracy of promised services, service performance, and timeliness of service completion, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to reliability's improvement. So, hypothesis 3 is accepted.

H4: Responsiveness's impact on customer satisfaction

Bootstrapping results show hypothesis 4 that Responsiveness (RP) has an influence on Customer Satisfaction (CS). This is proven by the 0.564 original sample value, 22.715 statistical T value, which is more than the 1.96 T table value, and 0.000 P value, which is less than the required 0.05 value. Data analysis indicates that responsiveness (RP) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that three indicators such as employee availability to help, willingness to help customers, and short waiting time, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to responsiveness's improvement. So, hypothesis 4 is accepted.

H5: Assurance's impact on customer satisfaction

The bootstrapping results show hypothesis 5 that Assurance (AS) has an influence on Customer Satisfaction (CS). This is proven by the 0.529 original sample value, 12.466 statistical T value, which is more than the 1.96 T table value, and 0.000 P value, which is less than the required 0.05 value. Data analysis indicates that assurance (AS) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that the four indicators are employee knowledge, building customer trust, understanding customer needs, and informative communication, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to assurance's improvement. So, hypothesis 5 is accepted.

H6: Customer Experience's impact on customer satisfaction

The bootstrapping results show hypothesis 6 that Customer Experience (CX) has an influence on Customer Satisfaction (CS). This is proven by the 0.255 original sample value, 2.231 statistical T value, which is more than the 1.96 T table value, and 0.026 P value, which is less than the required 0.05 value. Data analysis indicates that customer experience (CX) significantly and positively affects consumer satisfaction (CS). The study's findings revealed that three indicators such as ease of information, comfort of facilities, sense of security, overall experience, respect, adequate instructions, and certainty of completing the trip, have a strong and favorable correlation with customer satisfaction. This implies that customer satisfaction for people with disabilities will increase relative to customer experience's improvement. So, Hypothesis 6 is accepted.

5. Conclusion

Based on the evaluation of data and discussion in the previous chapter, some significant findings about the impact of customer experience and airport service quality on customer satisfaction, particularly for Persons with Disabilities (PWDs) at Soekarno-Hatta Int'l Airport, may be made. First, Airport Service Quality has been proven to increase Customer Satisfaction. It is proven that all ASQ dimensions, namely Tangible, Empathy, Reliability, Responsiveness, and Assurance has been proven to have a substantial impact on customer

satisfaction. Accordingly, providing high-quality airport services will boost customer satisfaction, particularly for those who are disabled. This is consistent with the study's findings (Fadilah et al., 2021; Halpern & Mwesiumo, 2021). Second, Customer Experience influences Customer Satisfaction, especially for people with disabilities (PWDs). If their experience at Soekarno Hatta International Airport is considered satisfactory and impressive, then customers will be even more satisfied. This is in accordance with the research results (Faizi & Febrilia, 2022; Mamcarz et al., 2023). Based on the results of this research conducted at Soekarno-Hatta Int'l Airport, it's recommended that further research broadens the focus of research at other airports so that it can be of wider benefit, especially for people with disabilities.

6. Implications

Improving Airport Service Quality: The research results show that Soekarno Hatta International Airport must prioritize improving the quality of airport services. To improve the quality of airport services, airports may need to listen to complaints especially from people with disabilities (PWDs), many of whom provide suggestions regarding service quality, especially Reliability and Responsiveness. We as researchers suggest that airports improve the queuing system by providing special queue lines for people with disabilities, proper airport wheelchair facilities such as lower hand support so that the quadriplegic can operate independently because not all quadriplegics are accompanied, conducting training for airport staff on handling especially for people with disabilities so that there are no misunderstandings and shifting responsibility regarding who handles people with disabilities. By addressing these aspects, Soekarno Hatta International Airport is expected to increase customer satisfaction.

Creating Customer Experience: The research results show that Soekarno Hatta International Airport needs to improve the customer experience, especially for people with disabilities. To improve customer experience, airports may need to listen to complaints especially from people with disabilities (PWDs), many of whom complain of discrimination that can hinder their travel time. We as researchers suggest that airports improve the customer experience by fulfilling their wishes so that their expectations and reality match those imagined by people with disabilities. By addressing these aspects, Soekarno Hatta International Airport is expected to increase customer satisfaction.

7. Research limitations

This research only analyzes the influence of service quality related to airport physical facilities on passenger satisfaction, without considering other factors such as the friendliness of officers or flight costs. The method used in this research only uses simple quantitative methods, it would be more complete if you used mixed methods (quantitative and qualitative) to get more in-depth results. This research only involved members of the Indonesian Association of Persons with Disabilities (IAPWD) in the city of Jakarta, so generalizing the research results to a wider population needs to be done with caution.

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