

Passenger Satisfaction on The Services Provided by Halim Perdana Kusuma Airport Jakarta in 2014

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ABSTRACT

Halim Perdana Kusuma International Airport, which is integrated with the development of National Economic Zones, is included in the implementation of Master Plan for the Acceleration and Expansion of Indonesian Economic Development in Java and Sumatra islands. The operation of Halim Perdana Kusuma Airport is expected to become a locomotive for the economy of its surrounding regions. Therefore, its presence will encourage the emergence of centers of growth and new economic activities. The operation of Halim Perdana Kusuma airport signifies the seriousness of the Indonesian government in preparing the accelerated development of national connectivity and supporting infrastructures in order to support the trade connectivity and the projected national and regional aviation hub. Service is an act, performance appearance, intangible and it quickly disappears, which can only be consumed but can not be held, where customers can participate more actively in the process of consuming it. In this case, customer assessment on the performance of service providers will greatly influence the passenger satisfaction, in which passengers who have a level of importance or high expectations here to get performance comparable airports of giving the passenger satisfaction. Passenger satisfaction will have a positive impact on the airport, while the airport sales volume will likely increase if the passengers' past experience as well as its word of mouth are positive.

Keywords: service, service and performance, satisfaction

Introduction

Transportation is a sector in the societal life that acts as a vein for the flow of people and goods, which in its development is influenced by the level of economic development especially the growth of trade and industry. One of the needs for transportation necessary to be studied and that calls for serious attention in the recent time is air transport, especially which is related to the quality of airport services.

The aim of this research is to know and analyze the influence of service quality comprising responsiveness, guarantee, physical evidence, empathy, and reliability on the consumer satisfaction at Halim Perdana Kusuma airport and to know and analyze the dimension of dominant service quality influencing the satisfaction. The transfer of some domestic flights from Soekarno-Hatta airport to Halim Perdana Kusuma airport is the short-term plan made by the government in order to disentangle the air traffic density faced by Soekarno-Hatta airport. The density getting higher at Soekarno-Hatta airport today often causes some delays in the flight schedule. As a part of long-term plan, the government will enlarge Halim Perdana Kusuma airport to accommodate the need of people in Jabodetabek area. The flight frequency at Halim Perdana Kusuma airport is targeted to be 126 flights a day so that it can reduce the flight density at Soekarno-Hatta airport by around 10 to 11 percents. Meanwhile, for the middle-term plan, (the government) waits for the completion of Terminal 3 at Soekarno-Hatta airport. In addition, the navigation for controlling *landing* and *take off* is still being reset.

Method of Data Collection

This research uses primary and secondary data to obtain the conclusion about its results.

a. Primary Data, obtained through Field Research approach.

Field research is done to obtain the primary data directly from the object being studied, that is through:

- 1) Interview with the official having authority to share the data needed for this research.
- 2) Observation, that is visiting and directly seeing the activities at the airport.
- 3) Questionnaire, some questions are arranged in such a way to know the level of passenger satisfaction with the airport services provided by Halim Perdana Kusuma Jakarta airport. This questionnaire is addressed and distributed to the respondents with the interval time is before and after the flight departure. In order to obtain more accurate answers from the respondents, this is done in the following ways:
 - i. The respondents fill in the questionnaire by themselves after being given explanation on the way to fill in the questionnaire and given opportunity to ask some questions.
 - ii. The researcher reads the questions in the questionnaire for the respondents with difficulties in reading the questionnaire.
 - iii. The researcher reminds the respondents to fill in the questionnaire completely and honestly.

b. Secondary Data, obtained through bibliographical research.

Bibliographical research is a way of gathering information related to airport services contained in books.

Customer Satisfaction Assessment

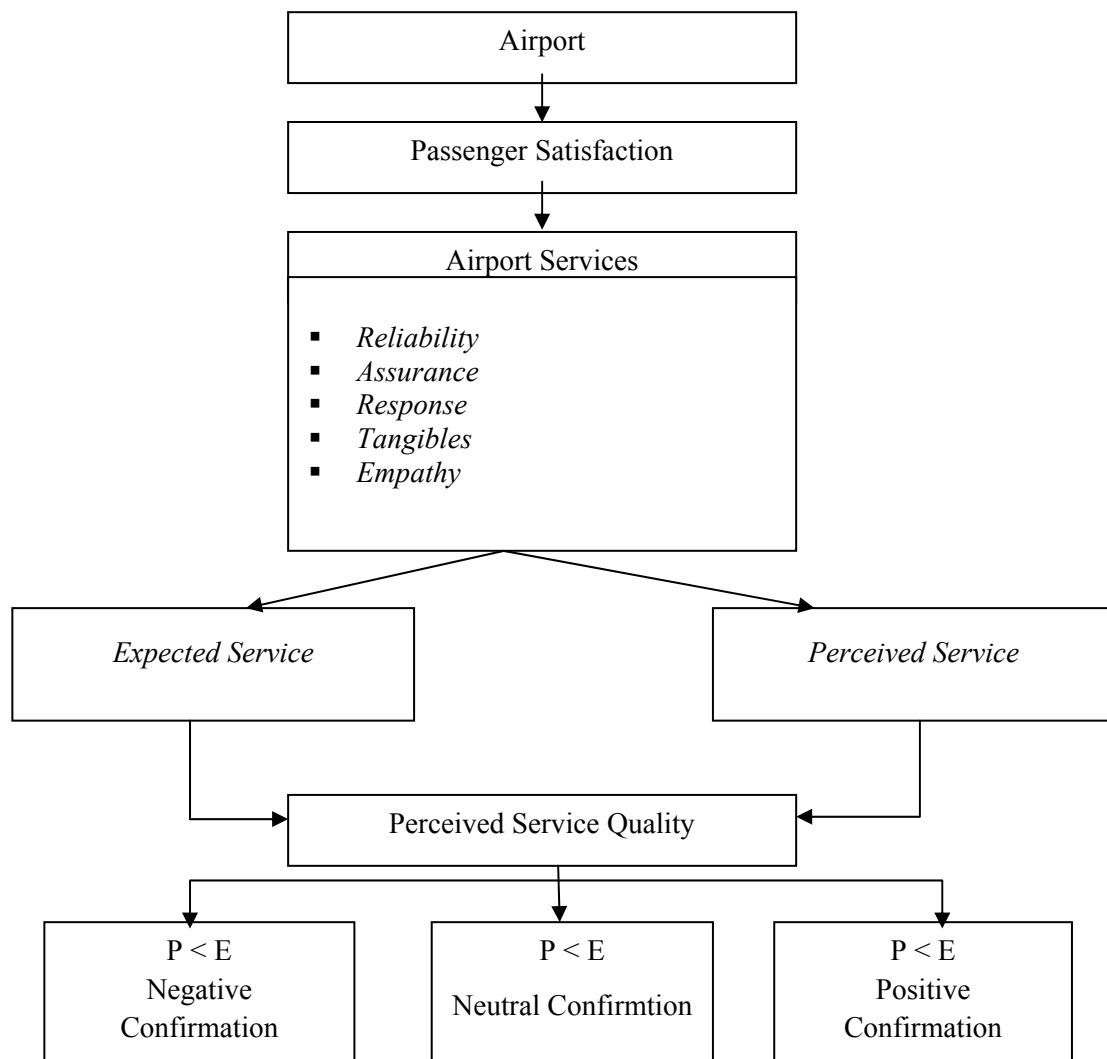
Service companies make various efforts to provide maximum customer satisfaction. An airport as a part of service industry surely has its own missions like other service companies at which an airport provides services as its main product. In addition, it must also pay attention to its customer satisfaction.

Wilson, L and Goldscimdt define customer satisfaction as:

“Subjective judgment or opinion about the quality of service, especially related to the international aspects of service and customer experience after experiencing a number of airport service

intervension.”

Passenger satisfaction is a methode for studying the impact and quality of service that can become an evaluation on the service results measured by using passenger satisfaction. The measurement is important for companies to know which attributes of a product can satisfy the passengers. Knowledge about customer perception will help companies make better decisions, particularly in delivering better services to the customers so that they feel satisfied and give their high loyalty to the companis in turn. Theoretically, the concept of analysis on the customer or passenger



Source: Modified from “A Conceptual Model Of Service Quality” Parasuraman (1985 in Fittsimmons, 1994:1990)

Figure 1 The Concept of Air Transport Passenger Satisfaction

satisfaction at an airport can be seen in the figure below.

Airport Service Quality

The improvement of customer satisfaction can be achieved through the improvement of service quality. Assauri states that:

“Service quality is something the customers always desire, because it is the greatest benefit from the service they will obtain.”

In the airport services, the effort to improve the consumer (in this case, passenger) satisfaction is that the company should be able to build high quality services by providing good services. What is meant with service according to Saiffudinis:

“Any effort made individually or in cooperation in an organization to maintain and improve the service, prevent and deliver services as well as to regain trust from individual, family, group and/or community.”

One of the requirements for good service is quality service. It is because if quality service can be delivered it will meet the increasing need and demand of people (*needs and demands for health*).

In general, the more perfect the service performance the more perfect its quality. In the quality assurance program, the airport service performance is called an output.

According to Azwar, the other factors that can influence the quality of airport service are:

1). Input

Included in input are energy, fund, and facilities. In general, if the energy and facilities do not match the predetermined standard (standard of personnel and facilities), and if the available fund does

not match the need, it is difficult to hope for a good service quality.

Donabedian in Wijono, states that structure includes physical facilities like equipment and tools, human resources and other resources. Furthermore, Donabedian explains that: assessment on the available equipment and instruments and used as the tools for service delivery.

2). Environment.

What is meant with environment here are policy, organization, and management. In general, if the policy, organization, and management are not in accordance with the standard and/or not supportive, it is difficult to hope for a good service quality at an airport.

3). Process

Process is the all activities carried out professionally by the airport officers and their interaction with the passengers. Wijono states this process also includes service plan, indication of act, procedures and case handling. The goodness of process can be measured by:

- The process is relevant for the passengers or not.
- The quality of process itself is in accordance with the appropriate service standard.

This process approach is the most direct approach to service quality. Thus, it is clear that service quality influences the customer satisfaction very much.

Variables and Variable Measurement

Variables

The questions listed in the questionnaire are classified into five variables. Those five variables are:

- 1) The level of passenger satisfaction

toward the variable of *reliability*. It is the degree of the airport's ability to deliver the promised services well. Here, the assessment includes the assessment on the procedures for passenger arrival and passenger departure.

- 2) The level of passenger satisfaction toward the variable of *responsiveness*. It is the degree of the airport's ability to give responses to demand of passenger service. Here, the assessment includes the ability of employees to solve the passenger's complaint.
- 3) The level of customer satisfaction toward the variable of *assurance*. It is the degree of expertise and knowledge needed for delivering the service in a polite way and with honor by which the passengers feel secure with the services provided by the airport. Here, the assessment includes the passenger's belief in the employees' knowledge and ability as well as the assurance for smoothness and comfort in the provided services.
- 4) The level of customer satisfaction toward the variable of *tangibles*. It is the degree of the appearance of physical facilities, waiting room, *boarding lounge, smoking area, toilet, counter area* (ticket queue) at the airport. Here, the assessment includes the completeness, cleanliness, availability, officer's tidiness, and the service received as expected.
- 5) The level of customer satisfaction toward the factor of *empathy*. It is the degree of the seriousness of the airport in delivering its services to the passengers. Here, the assessment includes the attention paid by the airport to every passenger and prospective passengers.

Variable Measurement

Those five variables are described in two parts, namely expectation and

passenger's experience. The part of experience is the experience received by the respondents when they start to enter the airport terminal until they leave the airport terminal.

Data Processing

The data that has been gathered is subsequently processed through some stages:

- 1) *Editing* :
Scrutinizing every questionnaire returned (to the researcher) in order to make sure the necessary data has been filled in completely, clearly, and correctly.
- 2) *Coding* :
Giving code to every data obtained from every question in the questionnaire to make the data processing easier.
- 3) *Spring* :
To assess the result of the questionnaire, the predetermined scoring is made for every respondent.

Data Analysis

Data analysis is carried out to every variable in order obtain a description of the level of passenger satisfaction toward the airport services. Here, the formula of Importance-Performance Analysis (Rangkuti, F. 2003) is used.

$$T_{ki} = \frac{X_i}{Y_i} \times 100\%$$

Where:

T_{ki} = Level of respondent suitability

X_i = Assessment score for the company's performance

Y_i = Assessment score for the customer's interest

Subsequently, to know the average score of the company and the average

score of customer's interest, the following formula is used:

$$\bar{X} = \frac{\sum X_i}{n} \quad \bar{Y} = \frac{\sum Y_i}{n}$$

Where: $\bar{X}$ = Average score of the level of execution/satisfaction

$\bar{Y}$ = Average score of the level of interest

n = the number of respondents

Finally, the data processing results in a Cartesian Diagram, which consists of four parts and used to analyze the company's performance and the level of customer's interest.

Table 1 The Average Score of Expected Performance and the Level of Passenger Satisfaction toward the Services Provided by Halim Perdana Kusuma International Airport Jakarta

No	Variables influencing Airport Services	Performance X	Expectation Y	$\bar{X}$	$\bar{Y}$	Level of Suitability (%)
A. Reability						
1.	How smooth do the procedures to enter this airport?	203	224	4.06	4.48	90.63
2.	How is the inspection to you done by Angkasa Pura II as the airport management?	215	224	4.30	4.48	95.98
B. Assurance						
3.	How do you believe in the ability of Angkasa Pura II employees/officers in serving you?	211	227	4.22	4.54	92.95
4.	How are the skill and agility of Angkasa Pura II employees/officers in serving you?	220	230	4.40	4.60	95.65
5.	How does the situation of the airport environment influence your comfort?	189	228	3.78	4.56	82.89
C. Responsiveness						
6.	How is the responsiveness of Angkasa Pura II employees/officers in handling your complaint?	203	232	4.06	4.64	87.50
7.	How does Angkasa Pura II as the airport management respond your complaint?	201	229	4.02	4.58	87.77
D. Tangibles						
8.	How is the Comfort, Cleanlines and Tidiness of Passenger's waiting room?	191	208	3.82	4.16	91.83
9.	How is the Completeness, Readiness, and Cleanliness of the tools for use?	210	229	4.20	4.58	91.70
10.	How is the Completeness, Readiness, and Availability of the needed facilities?	200	217	4.00	4.34	92.17
11.	Do you think the PSC tariff Rp40.000 is suitable with the perceived service and quality?	201	218	4.02	4.36	92.20
12.	How tidy and clean are the appearance of PT Angkasa Pura II employees/officers as the airport management?	197	233	3.94	4.66	84.55
E. Empathy						
13.	How is the attention paid to you by Angkasa Pura II employees/officers?	187	218	3.74	4.36	85.78
14.	Is the figure of an Angkasa Pura II employee/officer in paying attention to you suitable with your expectation?	188	211	3.76	4.22	89.10
Total				56.36	62.56	
Average ($\bar{X}$ and $\bar{Y}$)				4.03	4.47	

Source: Data processed

Discussion

From the general description of respondents obtained from the recapitulation (the number of sample is 30 passengers or prospective passengers randomly taken (simple random sampling), it can be known that based on the type of job the most respondents are entrepreneurs (34%), based on education the most respondents are university alumni (56%), based on income the most respondents have income more than Rp5.000.000 as many as 66 %, and the majority of respondents choose the airport because of location factor (62%). The data obtained from the questionnaire given to the respondents can be processed further to know which variables are considered by the passengers as important for Halim Perdana Kusuma airport services.

The level of suitability between the assessment score for the figure of expected officers with their performance and the highest score is 89.10%. It means that the passengers are satisfied enough with the figure of the airport officers. Subsequently, the Average Score of Expected Performance and the Level of Passenger Satisfaction toward the Services Provided by Halim Perdana

Kusuma International Airport Jakarta can be seen in Table 1 above.

Seeing Table 1 above, the highest level of suitability is 95.98%. It is the factor of inspection done by the airport management to you. Whereas the lowest level of suitability is 82.89%, that is the factor of passenger's comfort with the situation of airport environment.

Cartesian Diagram

In order to assess the placement of the data that has been analyzed in a Cartesian diagram, the average score of expectation and the average score of performance are the objective limits as tabulated in Table 1. From the result of variable measurement on the airport services, it can be known which variables are considered important by the passengers, as well as which variable scan provide high level of satisfaction to the passengers. Based on this information, the airport management can make some policies by considering which variable of service should be improved or prioritized. By processing the data in Table 1, the Cartesian diagram is as follows:

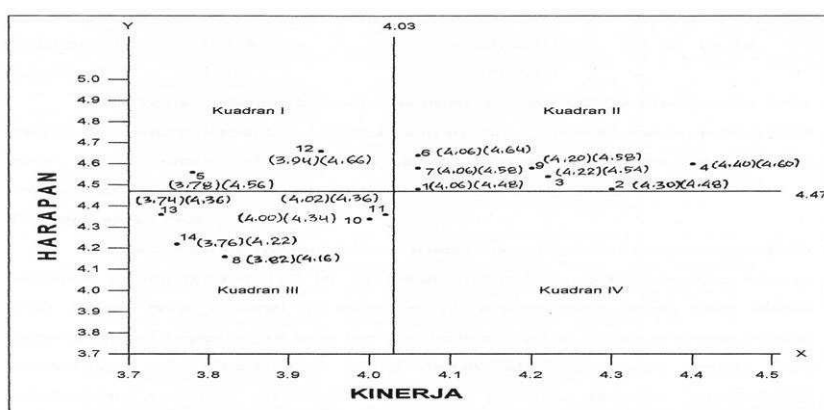


Figure 2 Cartesian Diagram of the Service Variable Provided by Halim Perdana Kusuma Airport Jakarta

It is seen from the cartesian diagram that the location of variables influencing the passenger satisfaction at that airport can be divided into four quadrants. The interpretation of that diagram can be explained as follows:

Quadrant 1 (First Priority)

This quadrant shows the variables with significant influence on the passenger satisfaction, since the passengers give high expectation to these variables where the level of passenger's interest and expectation is beyond the average but the realization or performance is still low. These variables become the first priority to be improved. The variables in this quadrant are:

- The situation of airport environment toward the comfort (=5)
- The tidiness and cleanliness of PT Angkasa Pura II employees/officers' appearance as the airport management (=12)

If seen from the model of service quality that identifies the gap causing a failure in the service delivery as stated by Parasuraman, then the passenger dissatisfaction in these variables are the gap between the received service and the expected service in which the passengers expect comfort with the environment and the tidiness and cleanliness of the officers.

Quadrant II (Achievement Maintenance)

All the variables that influence the passenger satisfaction in this quadrant need to be maintained (in term of achievement) where the passengers with high level of interest and expectation find the airport performance equal to the expectation so that they contribute passenger satisfaction. The variables in this quadrant are:

- Smoothness of Procedures to Enter the Airport(=1)

- Inspection done by Angkasa Pura II as the airport management (=2)
- Your belief in the ability of Angkasa Pura II employees/officers in the servicedelivery (=3)
- The skill and agility of Angkasa Pura II employees/officers in the servicedelivery (=4)
- The responsiveness of Angkasa Pura II employees/officers in handling complaints (=6)
- The response of Angkasa Pura II as the airport management to any complaint (=7)
- The completeness, readiness, and cleanliness of the tools for use(=9)

Passenger satisfaction will give positive impact to the airport, where the sales volume will potentially increase if the passenger's past experience and the word of mouth have a positive value.

Quadrant III (Low Priority)

This quadrant shows the variables that influence the passenger satisfaction but considered not so important whereas the airport performance is low. The variables in this quadrant are:

- The Comfort, Cleanliness, and Tidiness of waiting room for passengers (=8)
- The Completeness, Readiness, and Availability of Necessary Facilities (=10)
- PSC tariff as much as Rp40.000 in accordance with the perceived service and quality (=11)
- The attention paid by Angkasa Pura II employees/officers (=13)
- The figure of Angkasa Pura II employees/officers in paying attention to you as expected (=14)

Quadrant IV (Excessive/optimum)

No variable categorized in this quadrant.

Conclusion

1. Halim Perdana Kusuma airport as a state airport in Jakarta, in its operation tries to provide quality service facilities for the sake of the perfect satisfaction level for the passengers.
2. From the data collection, it finds the variables in the first priority to be improved, such as the situation of airport environment toward the comfort for passengers, the tidiness and cleanliness of the employees/officers' appearance (Quadrant I).
3. The performance of Halim Perdana Kusuma airport has fulfilled the passenger expectation. All variables in Quadrant II influencing the passenger satisfaction need to be maintained, such as the smooth procedures for entering the airport, the inspection carried out by Angkasa Pura II as the airport management, the belief in the skill and agility of Angkasa Pura II employees/officers in delivering services, the responsiveness of Angkasa Pura II employees/officers in handling complaints, the response of Angkasa Pura II as the airport management to any complaint, and the completeness, readiness, and cleanliness of the tools for use.

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