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The Influence of Air Transportation Passenger Services on Passenger Satisfaction at Halu Oleo Airport Kendari

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ABSTRACT

The airport is a place to serve air transportation passengers from departure to arrival. Air transportation passenger services at Halu Oleo Kendari Airport are the main component to increase passenger satisfaction as stated in the Regulation of the Minister of Transportation of the Republic of Indonesia Number: PM 38 of 2015 article 3 paragraph. However, there are still some service components that are not optimal, for example, comfort services in the form of air temperature and water availability as well as convenience components in the form of Flight Information Display System (FIDS) and signage. To find out whether there is an influence between air transportation passenger services on passenger satisfaction at Halu Oleo Kendari Airport, it is necessary to collect data with quantitative descriptive methods through documentation and questionnaire data collection with a sample of 88 passengers. Furthermore, data processing is carried out by conducting simple linear regression tests. There are results of this research that air transportation passenger services at Halu Oleo Kendari Airport have a significant influence on passenger satisfaction, with the results of the influence of services on safety components of 80.7%, security components of 91%, reliability components of 96%, comfort components of 77.8%, convenience components of 91.9%, and equality components of 94.4%.

INTRODUCTION

Based on Law Number 1 Year 2009 airports are defined as land and/or water areas with certain boundaries used for landing, take-off and landing of aircraft, boarding and landing of passengers, loading and unloading of passengers, cargo, flight safety, as well as internal and multimodal transportation locations for protection facilities, basic facilities and other additional facilities [1]. Wolter Monginsidi Airport, which has now changed its name to Halu Oleo Airport, is an airport that serves flights for Kendari, Southeast Sulawesi, and surrounding areas. In its operation, the airport does not only function as a place for taking off and landing aircraft but also provides services. One of the services provided is air transportation passenger services. Passenger services are provided from departure to arrival. As regulated in the Regulation of the Minister of Transportation of the Republic of Indonesia Number: PM 38 of 2015 article 3 paragraph (1) concerning air transportation passenger service standards, passenger service is the main component to increase passenger satisfaction [2].

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Passenger satisfaction is a crucial factor that determines the operational success of an airport. This satisfaction arises from the comparison between passenger expectations and the reality of services received at the airport [3]. However, at Halu Oleo Kendari Airport there are still several service components that are not optimal, such as comfort services in the form of air temperatures that still feel hot and water in toilets that are sometimes not available. In addition, in the service of convenience in the form of Flight Information Display System (FIDS), which is often erroneous, and the wrong signage in its placement.

With several service components that are still not optimal as described above, the author raises this issue to find out whether there is an influence between air transportation passenger services and passenger satisfaction at Halu Oleo Kendari Airport. There are two hypotheses in this research, namely H0 and H1. H0 states that there is no influence of air transportation passenger services on passenger satisfaction at Halu Oleo Kendari Airport. In contrast, H1 states that there is an influence of air transportation passenger services on passenger satisfaction. In this research, the authors focused on H1.

RESEARCH METHOD

Research Design

There are several stages carried out by the author in determining the research design of this Final Project. The following is the research design used.

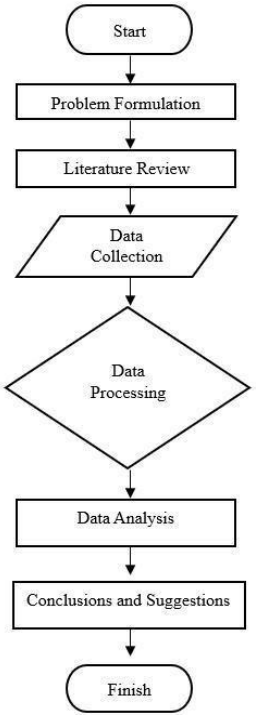

Figure 1. Research Design

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Research Variables

In this case, the authors use independent or independent variables (Variable X) which are variables that affect or cause the dependent or dependent variable (Variable Y) to arise. Variable Y is a variable that is influenced or that is the result of an independent variable. As in this research, the research variables can be described in the figure below.

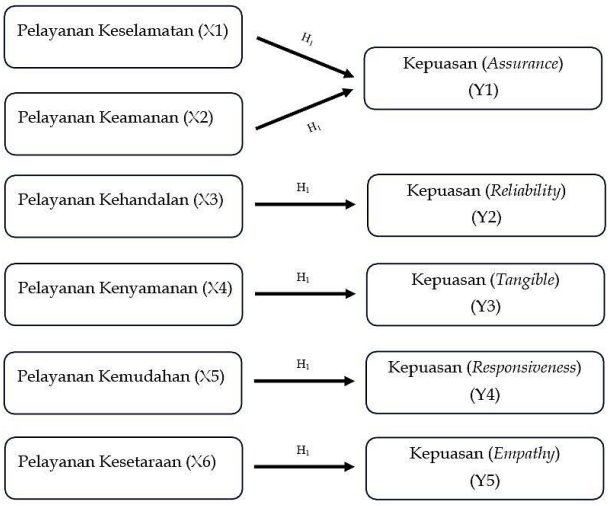

Figure 2. Research Variable

Based on the picture above, it can be seen that the independent variable (Variable X) is a variable whose value affects other variables. Variable X in this research is air transportation passenger service which consists of six components, namely safety, security, reliability, comfort, convenience, and equality [2]. While the dependent variable (Variable Y) is a variable that depends on the value of other variables. This Y variable is passenger satisfaction which consists of five indicators, namely assurance, reliability, tangible, responsiveness, and empathy [4].

Population and Sample

Population is the whole subject to be researched [5]. In this research, the population is the average number of peak time passengers (PWS) at Halu Oleo Kendari Airport at 09.00 - 13.00 WITA with a total of 730 passengers. From the total population, it will then be taken for the sample. The sample is a portion of the population used for data collection of research [6]. A sample can also be interpreted as a data collection procedure when only part of the population is used to determine the desired properties and characteristics of a population [7]. In this research, the sample size was measured using the Slovin Formula with a significance level of 10%, which resulted in a sample size of 88 respondents. This sample is expected to accurately represent the population and provide a valid description of the influence between the services received by passengers and the level of passenger satisfaction.

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Data Collection Techniques

The data collection technique is the most strategic stage in research, because the main purpose of a study is to obtain accurate data [8]. In this research, the method used is the quantitative descriptive method. The descriptive method emphasizes direct description at Halu Oleo Kendari Airport by making observations and documentary evidence [9]. Quantitative methods are considered as something that is confirmatory between theory and reality [10]. Based on data collection in the form of numbers by distributing questionnaires.

Documentation

Documentation is a method used by researchers to obtain an answer to their research, in the form of information in the form of images to support and facilitate research [11]. Documentation is used as evidence of how the condition of air transportation passenger services at Halu Oleo Kendari Airport.

Questionnaire

The questionnaire is a measuring instrument used to measure an event used by researchers [12]. In this questionnaire, the authors used two variables with each consisting of 18 statements, so that the number of statements in the questionnaire was 36 statements. The author uses a questionnaire to collect data, the author distributes a questionnaire containing a list of questions related to air transportation passenger services to passenger satisfaction at Halu Oleo Kendari Airport.

Data Analysis Method

Data is collected by the researcher to make it easier to analyze [13]. In this research, data analysis was carried out as described below.

Likert Scale

In this questionnaire, the author uses a Likert scale, which is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena [14]. For each answer choice is given a score, then the respondent must describe, and support the statement (positive) or not support the statement (negative).

Table 1. 4 Points Likert Scale

Number	Symbol	Description	Score
1	SS	Very Suitable	4
2	S	Suitable	3
3	TS	Not Suitable	2
4	STS	Very Unsuitable	1

Simple Linear Regression Test

A simple linear regression equation is an equation that describes the relationship between one independent variable/predictor (X) and one independent variable/response (Y),

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which is usually depicted with a straight line [15]. Regression analysis is used to determine the relationship between two or more variables, especially to explore relationship patterns whose models are not yet perfectly known.

RESULT AND DISCUSSION

Questionnaire

Table 2. Questionnaire results

Number	Statement	Answer Choices			
		SS	S	TS	STS
1	Fire extinguishers, emergency exits, and emergency lights are easily visible and accessible.	56	26	6	0
2	There is an area for health services.	38	42	8	0
3	Uniformed	18	62	6	2
	and visible medical personnel are available.				
4	There is CCTV in the terminal area.	40	46	2	0
5	Aviation Security (Avsec) officers are uniformed and easily visible.	50	38	0	0
6	There is information in the form of banners containing complaints and call centers in a place that is easy to see.	32	50	6	0
7	Inspection of tickets and passenger identity cards is carried out for a maximum of 3 minutes.	44	42	2	0
8	Passenger service time at check-in is a maximum of 2 minutes 30 seconds.	24	60	4	0
9	The baggage collection time is no longer than 30 minutes.	48	36	2	2
10	The passenger waiting room has a good temperature.	0	2	52	34
11	Water is always available in the toilet.	0	2	52	34
12	Toilets are always clean and odorless.	0	4	38	46
13	There is flight service information in visual form	2	6	30	50
	(FIDS) that is visible.				
14	Strategic and easily visible signage placement.	2	12	30	44
15	Availability of counters for transit passengers.	0	0	40	48
16	Availability of toilets for passengers with special needs.	61	22	5	0
17	Special elevators are available for passengers with special needs.	45	38	5	0

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Number	Statement	Answer Choices			
		SS	S	TS	STS
19	Passengers can see and reach emergency equipment to save themselves from dangerous conditions.	56	26	6	0
20	Passengers can easily access health services at the airport.	40	40	8	0
21	Passengers can access health services at the airport easily.	19	61	6	2
22	Passengers feel safe with CCTV in every corner of the airport.	40	46	2	0
23	Passengers feel safe with airport security officers.	52	35	1	0
24	Passengers find it easy to make complaints because there are banners that are easy to see.	33	49	6	0
25	Passengers are satisfied with the passenger inspection time.	45	41	2	0
26	Passengers are satisfied with the check-in service time.	23	62	3	0
27	Passengers are satisfied with the baggage collection time.	48	36	2	2
28	Passengers feel the temperature in the waiting room is cool and comfortable.	0	2	53	33

Number	Statement	Answer Choices			
		SS	S	TS	STS
29	Passengers always have water available when using the toilet.	34	52	2	0
30	Passengers feel comfortable when using the toilet.	0	2	41	45
31	Passengers feel helped by the existence of flight service information in the form of legible visuals.	2	5	31	50
32	Passengers feel helped by the strategic and easily visible signage	2	11	32	43
33	Passenger feel facilitated by the transit counter.	0	0	41	47
34	Passengers with special needs find it helpful to have toilets for passengers with special needs.	61	23	4	0
35	Passengers with special needs find it easy to get to the waiting room with the special elevator.	46	37	5	0
36	Mothers and babies feel comfortable in the nursery room.	23	61	4	0

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Simple Linear Regression Test

Influence of Safety Services on Indicator Satisfaction (Assurance)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.898
R Square	0.807
Adjusted R Square	0.805
Standard Error	0.504
Observations	88

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	91.080	91.080	359.022	0.000
Residual	86	21.817	0.254		
Total	87	112.898			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	1.016	0.479	2.122	0.037	0.064	1.968	0.064	1.968
x	0.902	0.048	18.948	0.000	0.807	0.996	0.807	0.996

Figure 3. Regression Test of Safety Services on Assurance Indicator Satisfaction

The P-value of variable X in the test above is 0.000 <0.05. So, it can be concluded that variable X1 (safety service) influences variable Y1 (assurance indicator satisfaction). The value in the R Square column obtained a value of 0.807, meaning that the effect of variable X1 on variable Y1 is 80.7%.

Influence of Security Services on Indicator Satisfaction (Assurance)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.954
R Square	0.910
Adjusted R Square	0.909
Standard Error	0.253
Observations	88

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	55.608	55.608	872.165	0.000
Residual	86	5.483	0.064		
Total	87	61.091			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.891	0.320	2.780	0.007	0.254	1.528	0.254	1.528
x	0.916	0.031	29.532	0.000	0.854	0.977	0.854	0.977

Figure 4. Regression Test of Security Services on Assurance Indicator Satisfaction

The P-value of variable X in the test above is 0.000 <0.05. So, it can be concluded that variable X2 (security services) influences variable Y1 (assurance indicator satisfaction). The value in the R Square column obtained a value of 0.910, meaning that the effect of variable X2 on variable Y1 is 91%.

Influence of Reliability Services on Indicator Satisfaction (Reliability)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.980
R Square	0.960
Adjusted R Squ	0.960
Standard Error	0.233
Observations	88

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	113.033	113.033	2075.706	0.000
Residual	86	4.683	0.054		
Total	87	117.716			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.515	0.214	2.406	0.018	0.089	0.940	0.089	0.940
x	0.951	0.021	45.560	0.000	0.909	0.992	0.909	0.992

Figure 5 Regression Test of Reliability Service on Satisfaction Reliability Indicator

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Influence of Convenience Services on Indicator Satisfaction (Tangible)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.882
R Square	0.778
Adjusted R Squ	0.776
Standard Error	0.250
Observations	88

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	18.926	18.926	301.860	0.000
Residual	86	5.392	0.063		
Total	87	24.318			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.729	0.236	3.094	0.003	0.261	1.197	0.261	1.197
x	0.848	0.049	17.374	0.000	0.751	0.945	0.751	0.945

Figure 6 Regression Test of Comfort Service on Tangible Indicator Satisfaction

The P-value of variable X in the test above is 0.000 <0.05. So, it can be concluded that variable X4 (comfort service) influences variable Y3 (tangible indicator satisfaction). The value in the R Square column obtained a value of 0.778, which means that the effect of variable X4 on variable Y3 is 77.8%.

Influence of Ease of Service on Indicator Satisfaction (Responsiveness)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.959
R Square	0.919
Adjusted R Squ	0.918
Standard Error	0.289
Observations	88

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	1	81.908	81.908	980.724	0.000
Residual	86	7.183	0.084		
Total	87	89.091			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	0.425	0.139	3.051	0.003	0.148	0.702	0.148	0.702
x	0.909	0.029	31.317	0.000	0.851	0.967	0.851	0.967

Figure 7 Regression Test of Ease of Service on Satisfaction Responsiveness Indicator

The P-value of variable X in the test above is 0.000 <0.05. So, it can be concluded that variable X5 (convenience service) influences variable Y4 (responsiveness indicator satisfaction). The value in the R Square column obtained a value of 0.919, which means that the effect of variable X5 on variable Y4 is 91.9%.

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Influence of Equality Services on Indicator Satisfaction (Empathy)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.971
R Square	0.944
Adjusted R Squ	0.943
Standard Error	0.204
Observations	88

ANOVA

	df	SS	MS	F	Significance F
Regression	1	59.877	59.877	1443.955	0.000
Residual	86	3.566	0.041		
Total	87	63.443			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.672	0.255	2.634	0.010	0.165	1.179	0.165	1.179
x	0.939	0.025	37.999	0.000	0.890	0.988	0.890	0.988

Figure 8 Regression Test of Equality Service on Empathy Indicator Satisfaction

The P-value of variable X in the test above is 0.000 <0.05. So, it can be concluded that variable X6 (equality service) influences variable Y5 (empathy indicator satisfaction). The value in the R Square column obtained a value of 0.944, which means that the effect of variable X6 on variable Y5 is 94.4%.

Discussion

significant influence on passenger satisfaction as measured by the assurance indicator, as stated in Figure 3 which shows that H1 is accepted. The same thing also happens with security services where the data in Figure 4 shows that security services affect passenger satisfaction with assurance indicators so that H1 is accepted.

Furthermore, this research also reveals that reliability services have a significant effect on passenger satisfaction as measured by reliability indicators, as shown in Figure 5 so H1 is accepted. Similarly, comfort services affect passenger satisfaction with tangible indicators as shown in Figure 6 which also results in acceptance of H1. In addition, convenience services are proven to influence passenger satisfaction as measured by the responsiveness indicator as shown in Figure 7, so H1 is accepted. Finally, equality services have a empathy indicator, as shown in Figure 8 which results in acceptance of H1.

From the overall research, it can be concluded that all H0 is rejected, while H1 is accepted. This means that there is a significant influence between each service component (safety, security, reliability, comfort, convenience, and equality) on passenger satisfaction at Halu Oleo Kendari Airport as measured through various indicators, such as assurance, reliability, tangible, responsiveness, and empathy. This finding confirms the importance of each service component in increasing passenger satisfaction at the airport.

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CONCLUSION

Based on the results of the research, it can be concluded that there is an influence of air transportation passenger services at Halu Oleo Kendari Airport on passenger satisfaction. Specifically, safety services influence passenger satisfaction in the assurance indicator of 80.7%. The security component influences passenger satisfaction in the assurance indicator of 91%. Furthermore, the reliability component influences passenger satisfaction reliability indicator of 96%. Meanwhile, the comfort component has an influence on passenger satisfaction with a tangible indicator of 77.8%, and the convenience component influences passenger satisfaction with a responsiveness indicator of 91.9%. Finally, the equality component influences passenger satisfaction in the empathy indicator of 94.4%.

Based on the results of the questionnaire contained in Table 2, it is recommended that air accountant passenger services at Halu Oleo Kendari Airport be improved and improved on several components that are still not by domestic air transportation passenger service standards. In particular, it is necessary to increase and improve the comfort component, especially related to air temperature and the availability of water in the toilet. In addition, improvements and improvements are also needed in the convenience component, which includes improving the Flight Information Display System (FIDS) and placing signs or signage that are more strategic and easily visible to passengers.

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