



Increasing Passenger Satisfaction with the Quality of Terminal Facilities, Services and the Influence of Waiting Times and Prices

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ABSTRACT

Previous research or relevant research is very important in a research or scientific article. Previous research or relevant research serves to strengthen the theory and phenomena of relationships or influences between variables. This article reviews the factors that influence Aircraft Passenger Satisfaction, namely the Quality of Terminal Facilities, the Quality of Service and the Effect of Waiting Time and Price on an Aircraft Passenger Service Quality literature study. The purpose of writing this article is to build a hypothesis of the influence between variables to be used in further research. The results of this literature review article indicate that there is (1) an influence of the quality of terminal facilities on Aircraft Passenger Satisfaction, (2) an influence of Service Quality on Aircraft Passenger Satisfaction, and (3) an influence of Waiting Time and Price on Aircraft Passenger Satisfaction

INTRODUCTION

The level of service quality should not only be assessed from the company's perspective, but also from the customer's perspective. Therefore, in designing service strategies and programs, companies must place customer interests as the main priority by paying attention to aspects of service quality. Measuring customer satisfaction, especially passengers, is essential for companies to evaluate their current position compared to competitors and end users, as well as identify areas for improvement. Feedback from customers, whether directly, through focus groups, or from customer complaints, is an effective tool for measuring customer satisfaction. (Rangkuti, 2003).

According to Tjiptono (2008), "Service quality reflects the comparison between the level of service provided by the company and customer expectations." Service quality is realized through fulfilling customer needs and desires as well as accurate delivery that is able to meet or exceed customer expectations. Every prospective airplane passenger wants a clean airport with adequate facilities that provide comfort while waiting for the plane. However, in reality, the available facilities often do not meet consumer needs and expectations, causing disappointment or dissatisfaction.

Transportation or transportation is a very important field to smooth the wheels of development, the economy and people's lives throughout the world. According to Salim (1993: 1), there is no doubt about transportation as a driving force for the economy, because without transportation as a supporting facility, it is impossible to achieve satisfactory results in efforts to develop a country's economy. The increasingly dense flow of people and goods from one part of the country to another has led to the development of various types of transportation. One type of transportation that is currently widely used by the public is air transportation. XYZ Airlines is one of the national airlines that is trying to implement low-cost carrier flights.

This airline is also one of the airlines that often experiences problems that fail to provide maximum service to consumers in the form of loss of time, finances, energy, comfort items, safety, and others. Some of the losses often experienced by passengers include flight delays, flight cancellations, and problems that many passengers still complain about, namely regarding waiting times and the quality of the service provided. The operation of flights by air transportation service providers is inseparable from existing problems that fail to provide maximum service to consumers in the form of losses in time, finances, energy, comfort, safety, and other goods. Many factors can influence consumer satisfaction, including waiting time, price, and service quality.

Based on the description above, the author is interested in conducting research and discussing this problem entitled "Improving Service Quality on Terminal Quality, Service Quality and the Effect of Waiting Time and Price". Relevant articles are needed to strengthen the theory being researched to see the relationship or influence between variables and build hypotheses in a literature review study.

LITERATURE REVIEW

Airplane Passenger Satisfaction

The concept of consumer satisfaction is very important for marketing managers, because consumer satisfaction can encourage repeat purchases (Puspitasari, 2006). Customer satisfaction occurs when their expectations match or are exceeded by the reality they receive after using goods or services. Puspitasari (2006) states that if customers are satisfied with the goods or quality of services provided, this will result in customer loyalty which in turn increases their buying interest. and encourage customers to make repeat purchases. The relationship between service quality and customer satisfaction has been widely documented in the literature, especially in the marketing field. Wijayanti's research (2008) shows that this relationship, both theoretically and empirically, is positive. Theoretically, when the service provided can meet or exceed customer expectations, the customer will feel satisfied (Parasuraman et al., 1988).

Empirically, many studies with various sample backgrounds have proven that service quality has a positive influence on customer satisfaction, as stated by Salazar (2004), Munawaroh (2005), Darsono and Wellyan (2007), Bahar et al. (2009), Ulfah (2009), Aryani and Rosinta (2010). Manulang (2008) and Akbar and Parvez (2009) also expressed the same thing, that service quality, which is measured through five dimensions: tangible, reliability, responsiveness, assurance, and empathy, has a positive impact on customer satisfaction.

Terminal Facilities

Terminal service facilities are services that relate directly to passengers, such as information services, parking, ticketing, circulation and movement space for passengers, as well as a waiting room with complete facilities to provide satisfaction to flight service users (E. Trinenda Dewabuana, 2021). Facilities are an important factor in service businesses, especially airports. Therefore, facility conditions, interior and exterior design, and cleanliness must be considered, especially those that are directly related to consumer experience. According to Tjiptono (2014), facilities are defined as physical resources that must exist before a service is offered to consumers. Based on the Regulation of the Director General of Civil Aviation number SKEP/77/VI/2005 concerning Technical Requirements for the Operation of Airport Engineering Facilities, passenger terminal facilities are buildings provided by airports to serve all passenger activities from departure to arrival.

Service

The service quality approach that is often used in marketing research is the Servqual model developed by Parasuraman, et al (1990). The Servqual model compares consumer perceptions of the service actually received (perceived service) with the expected service (expected service). If the service received exceeds expectations, then the service is considered quality. Conversely, if the service does not meet expectations, it is considered to be of lower quality. If the service received meets expectations, then the service is considered satisfactory.

Research conducted by Parasuraman, et al resulted in the finding that these five dimensions have different relative importance. According to Parasuraman (1990), there are 5 dimensions of Servqual, namely:

1. Tangible, the company's ability to demonstrate its existence to external parties. This includes the appearance and condition of the company's physical facilities and infrastructure, including the surrounding environment, as concrete evidence of service. This includes physical facilities (such as warehouses and buildings), technology (equipment and equipment used), and employee appearance.
2. Reliability, the company's ability to provide precise, accurate and reliable services as promised. This includes timely performance, error-free service, and a sympathetic attitude with a high level of accuracy, in line with consumer expectations.
3. Responsiveness, The company's willingness to help and provide responsive and appropriate service to customers, including conveying information clearly. Ignoring consumers by leaving them waiting for no apparent reason will give a negative perception of service quality.
4. Assurance, politeness, knowledge and ability of company employees which can foster consumer trust in the company. These components include credibility, competence, communication, courtesy, and security.
5. Empathy, genuine and individualized attention given to consumers to understand their desires. Companies are expected to understand and know the specific needs of each consumer.

Waiting Times and Prices

Waiting time is the duration required for consumers to obtain services or facilities for a service. The length of waiting time experienced by consumers reflects how well an airline manages service components so that consumer expectations are met in various situations. Waiting time becomes a problem for service companies when the available capacity is not sufficient for consumer demand, resulting in long waiting times or long queues. This is due to the diversity of requests and services provided. Lovelock and Gummesson (2004) also emphasize the important role of waiting time for service companies and suggest paying more attention to and understanding the value of waiting time for consumers.

In the business world, prices have various names, for example in the world. Product trading is called price, in the banking world it is called bank interest, or in the accounting services business world, consultants are called fees, in the telephone world it is called rates, while in the insurance world it is called premiums. According to Kotler and Keller (2009, p. 67), "price is the only element that produces income, other elements produce costs".

According to Swastha (2003, p. 114), the following is the role of price for a company:

1. Price is a determining factor in the quantity demanded of a product in the market.
2. Price determines the value of sales and profits.
3. Prices can influence the market segments penetrated by the company.

4. Price and strategy influence the success of product distribution.
5. Price has an influence on the implementation of sales promotion programs.

METHODS

This scientific article uses qualitative methods and carries out library research. This approach involves theoretical research and relationships between variables obtained from various books and journals, both offline in libraries and online through sources such as Mendeley, Google Scholar, and other online platforms.

In the context of qualitative research, the use of literature review must be carried out consistently with methodological assumptions. This means that the approach used is inductive, so it does not guide the questions asked by the researcher. One of the main reasons for adopting qualitative research is its exploratory nature (Ali & Limakrisna, 2013)

RESULTS

Based on theoretical studies and relevant previous research, the discussion of this literature review article in the concentration of Airline Passenger Satisfaction is:

1. The Influence of Terminal Facilities on Customer Satisfaction

The research results show that terminal service quality has a positive effect on service user satisfaction. This means that the higher the quality of terminal service, the higher the satisfaction value of service users. Where the dimensions or indicators of Terminal Facilities in the passenger arrival and departure process are the availability of "health check places" and those that provide added value are "the availability of clean and comfortable executive lounges" (Trinenda Dewabuana et al., 2021)

To increase customer satisfaction by paying attention to terminal facilities, what management must do is provide air conditioning, CCTV, waiting room chairs, disabled facilities, extinguishers, trollies and baggage conveyors and rubbish bins placed on the side of the room. (Gati, 2018)

2. The Influence of Service Quality on Customer Satisfaction

Service quality influences customer satisfaction, where dimensions or indicators of terminal facilities (clean, comfortable, strategic) influence dimensions or indicators of customer satisfaction (comfortable, safe, practical), (Paramitha et al., 2017)

The ability of officers in the information and service department must be fast, responsive and alert in dealing with existing problems. The skills and knowledge of airport officers must be sufficient to be able to help people get what they want. Communication to prospective airplane passengers is carried out effectively. Friendliness, politeness and the ability to control emotions must be carried out in providing services. Attention to the cleanliness and tidiness of the facilities in the terminal and individual attention to prospective passengers guarantees safety and comfort. (S Lestari, E Pdujiastuti (2009)

3. The Effect of Waiting Time and Price on Customer Satisfaction

The influence of waiting time and price influences customer satisfaction, where the dimensions or indicators of waiting time and price (cheap, on time) influence the dimensions or indicators of Customer Satisfaction (economical, economical, precise), (Lestari, 2019)

To increase customer satisfaction, which has a partial effect by paying attention to waiting times and prices, what management must do is improve service quality by paying attention to prices and operational times and not harming either the company or customers (Phaksi, 2022)

DISCUSSION

Based on the results of the analysis has been done, then the author will give a little advice if possible beneficial for the parties involved related to this research. As for the suggestions in question are as follows: Based on test analysis that has been carried out is available influence between service quality on passenger satisfaction, then The author provides suggestions for parties concerned maintains even improve service quality given in the terminal waiting room domestic International Airport. Based on the results distribution of questionnaires that have been written by the author do when conducting research, then the researcher provides suggestions regarding Facilities available in the waiting room area departure from the Bandar domestic especially for places of worship (mushola) so that there is a place to collect water ablution between men and women is not put together to avoid this possibility of accidental contact between men and women

CONCLUSIONS AND RECOMMENDATIONS

Based on theory, relevant articles and discussion, hypotheses can be formulated for further research:

1. The influence of terminal facilities on customer satisfaction.
2. Service quality influences customer satisfaction.
3. The influence of waiting time and price on customer satisfaction.

FURTHER STUDY

Every research is subject to limitations; thus, you can explain them here and briefly provide suggestions to further investigations.

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