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## QUALITY OF SERVICE ON PASSENGER SATISFACTION AT PT. GAPURA ANGKASA AT SULTAN HASANUDIN MAKASSAR INTERNATIONAL AIRPORT

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**ABSTRACT:** Along with the development of the field of services and technology as well as changes in life patterns that are getting faster, so many activities must be carried out and demanded to be able to meet their increasingly complex needs. One of the factors that determine the level of success and quality of companies engaged in the service sector is the ability to provide services to customers. Services that are in accordance with expectations can provide services that are in accordance with expectations and can provide satisfaction for service users, because quality has a close relationship with customer satisfaction. What is the relationship between reliability, assurance, physical evidence, empathy, and responsiveness on passenger satisfaction? There are still few researchers who explore this question. Service quality is often used as a measure that the services offered by the company are able to meet the desires and expectations of customers. This study aims to examine and analyze the effect of the variable's reliability, assurance, tangibles, empathy, and responsiveness on passenger satisfaction. This research was conducted at the Sultan Hasanuddin International Airport Makassar. The research method used is a descriptive survey method. Collecting data by distributing questionnaires to the respondents. The sample who is also the respondent used in this study is as many as 100 people. Sampling from the study population uses a stepwise sampling method, where the first step is to determine the predicted sample size of the population; second, determining the target sample randomly. The analysis technique uses multiple linear regression analysis. The results of the factor analysis show that reliability, assurance, tangibles, empathy, and responsiveness have a positive and significant effect on passenger satisfaction.

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### A. INTRODUCTION

In the travel and transportation industry, the quality of services plays a crucial role in determining passenger satisfaction (Williamsson & Moen, 2022). Whether it is an airline, railway, bus, or any other mode of transportation, passengers expect a certain level of service quality that can significantly impact their overall travel experience (Abraham et al., 2020). The issue of quality of services on passenger satisfaction is of utmost importance in the travel and

transportation industry. Service quality encompasses various aspects of the passenger experience, and meeting or exceeding customer expectations is crucial for passenger satisfaction (Cao & Tian, 2020; REN et al., 2009; Supriyanto et al., 2021). Factors such as safety, reliability, customer service, and comfort play a significant role in shaping passenger perceptions. Poor service quality can lead to negative consequences, including decreased loyalty, negative word-of-mouth, and loss of market share (Izogo, 2015; Melander, 2019; Mubarok et al., 2022; Nasir, 2017; Zhang & Chen, 2006). Transportation providers can adopt strategies like customer feedback, staff training, innovation, and complaint resolution to improve service quality and enhance passenger satisfaction (Waode Utari Nur Aisyah et al., 2019).

Service quality can be defined as the extent to which the service provided meets or exceeds customer expectations (Izogo, 2015; Shiratina et al., 2021). Passengers prioritize safety and security above all else when traveling. They expect transportation providers to maintain high safety standards and adhere to regulations to ensure a secure journey. Timeliness and reliability of services are crucial for passengers. Delays, cancellations, or inconsistent schedules can lead to frustration and dissatisfaction. Passengers expect clean and well-maintained facilities, seats, and amenities. Comfortable seating, sufficient legroom, and cleanliness contribute to a positive travel experience. The behavior and responsiveness of staff and crew influence passenger satisfaction (Sharma et al., 2016). Courteous and helpful customer service enhances the overall perception of service quality. Transparent and timely communication, especially during disruptions or changes, is vital for passenger satisfaction (Maupa et al., 2023). Clear information on schedules, boarding procedures, and service updates is valued by travelers. Depending on the mode of transportation, passengers may expect additional amenities such as in-flight entertainment, Wi-Fi, onboard meals, and access to restrooms.

Along with the development of the field of services and technology as well as changes in life patterns that are getting faster, so many activities must be carried out and demanded to be able to meet their increasingly complex needs (Sulaiman, 2018, 2021). Needs are not only limited to the need for goods, but also the need for services. One of the factors that determine the level of success and quality of companies engaged in the service sector is the ability to provide services to customers. Services that are in accordance with expectations can provide services that are in accordance with expectations and can provide satisfaction for service users, because quality has a close relationship with customer satisfaction.

In general, the level of customer satisfaction depends on the quality of services received (Sulaiman, 2023). Service quality is often used as a measure that the services offered by the company are able to meet the desires and expectations of customers. Service quality is a top priority for every service company because at this time service quality is used as a benchmark for a company's competitive advantage. Likewise in the aviation industry which prioritizes satisfying services so as to provide satisfaction for aircraft service users at Sultan Hasanudin International Airport. Therefore the airport as a provider of aviation services always tries to provide the best service to airplane passengers to meet the expectations of its customers consistently.

At this time there is a trend showing that the use of air public transportation is increasing. As a service provider and manager of Sultan Hasanuddin International Airport, PT. Garuda Indonesia is required not only to provide facilities at the airport but also to improve the quality of its services in the field of ground handling by always paying attention to the needs and expectations of airplane passengers at Sultan Hasanudin International Airport, so that service users feel satisfied with the services offered.

The faster and more precise the services provided by the company to service users and in accordance with the promises offered, will increase the satisfaction felt by these service users. Therefore, the comfort of prospective passengers for guaranteed safety and security while at Sultan Hasanuddin International Airport and the facilities available at Sultan Hasanuddin International Airport also have an influence in efforts to increase the satisfaction of airplane passengers. However, in reality the facilities provided sometimes do not meet the needs and expectations of consumers so that it disappoints or creates a feeling of dissatisfaction.

Services at airports must be improved from time to time in order to continue to support transportation activities, so that airports apart from functioning as aviation services are also potential locations for the business world to market their products (Djatna & Luthfiyanti, 2015; Iglesias-Sánchez et al., 2022; Jiang et al., 2019; Petereit et al., 2022). The role and function of PT. Garuda Indonesia as the manager of airports in Indonesia is also increasingly broad in improving the quality of service to users of airport services which will ultimately increase the satisfaction of airport service users. Companies engaged in the service sector in serving consumers must be able to know the existence of one dimension of service quality such as reliability, engaged in services must also know the actual customer satisfaction and observe it from the consumer's point of view as a service user.

The quality of services provided by the company to its customers is the main key to being a winner in the competition in the service business environment (Ahmed et al., 2022; Shiratina et al., 2021). So that the satisfaction of prospective airplane passengers depends on the quality of services received, so to determine the level of satisfaction of prospective airplane passengers as service users at Sultan Hasanuddin International Airport it is necessary to study using one dimension of service quality, namely reliability including timeliness of service, the same service for all customers without errors, sympathetic attitude. Responsiveness concerns the willingness to help and provide fast and appropriate services to customers by conveying clear information. Guarantees regarding knowledge, courtesy, compensation, the ability of company employees to grow customer trust in the company, the last thing is empathy, which includes sincere and individual attention.

## **B. METHOD**

This type of research is survey research that takes samples from a population and uses a questionnaire as a primary data collection tool. This survey research was used with the intention of explanation (explanatory research), namely to provide an explanation of the causal relationship between variables through hypothesis testing. This type of research is survey research that takes samples from a population and uses a questionnaire as a primary data collection tool. This survey research was used with the intention of explanation (explanatory research), namely to provide an explanation of the causal relationship between variables through hypothesis testing.

The population in this study is all people who have used the services of Sultan Hasanuddin International Airport. The sample size is based on the source, namely from a total population of 898,372 (PT. Garuda Indonesia I). Based on the data above, it can be seen that the number of samples who were also the respondents used in this study were 100 people. Sampling from the study population uses a stepwise sampling method, where the first step is to determine the predicted sample size of the population; second, determining the target sample randomly. In this case the researcher distributes questionnaires to respondents who meet the specified criteria, can provide information related to the issues raised by the researcher, namely: customers of PT. Garuda Indonesia I at Sultan Hasanuddin International Airport. The analysis model used is multiple regression analysis.

## C. RESULT AND DISCUSSION

### *Respondent's profile*

The characteristics of the respondents in this study were 100 people who were representative to be put forward as the eligibility of the respondents in providing information about the identity of the respondents starting from age, gender, last education, and status. The majority of respondents based on gender were female with a total of 51 people or 51.0% who participated more in completing the questionnaire compared to the number of male respondents who totaled 49 people or 49.0%. This shows that the level of women's participation is quite high in filling out and answering all the questions on the questionnaire.

Respondents with bachelor's degree (S1) education were the most respondents compared to those with high school, diploma and master's degree. This phenomenon explains that respondents who decided to use the services of PT. Gapura Angkasa is the community (consumers) with strata-one education. Because most of them already have adequate financial capabilities. Respondents whose last education was high school or equivalent were the second most number of participants. Respondents aged less than 20 years were 33 people who participated in filling out the questionnaire answers, followed by ages between 21 to 29 years, totaling 41 people in Makassar City, and respondents aged 30 years and over with a total of 26 people.

### *Research Instrument Test*

The validity test aims to check whether the contents of the questionnaire are appropriate for measuring what you want to measure and are sufficiently understood by all respondents as indicated by the small percentage of respondents' answers which do not deviate too much from the answers of other respondents. If the correlation of each factor is positive and the magnitude is 0.3 and above, then the factor is a strong variable. The validity test can be seen in table 1.

Table 1. Validity Test

No	Variable	Indicators	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>	Decision
1	Reliability	Re1	0,649	0,000	Valid
		Re2	0,649	0,000	Valid
		Re3	0,762	0,000	Valid
		Re4	0,709	0,000	Valid
		Re5	0,624	0,000	Valid
2	Assurance	Asr1	0,643	0,000	Valid
		Asr2	0,643	0,000	Valid
		Asr3	0,669	0,000	Valid
		Asr4	0,669	0,000	Valid
		Asr5	0,669	0,000	Valid
3	Physical Evidence	PhE1	0,772	0,000	Valid

		PhE2	0,838	0,000	Valid
		PhE3	0,782	0,000	Valid
		PhE4	0,773	0,000	Valid
		PhE5	0,838	0,000	Valid
		EpH1	0,622	0,000	Valid
		EpH2	0,716	0,000	Valid
4	Empathy	EpH3	0,798	0,000	Valid
		EpH4	0,760	0,000	Valid
		EpH5	0,798	0,000	Valid
		Resp1	0,610	0,000	Valid
		Resp2	0,694	0,000	Valid
5	Responsiveness	Resp3	0,705	0,000	Valid
		Resp4	0,705	0,000	Valid
		Resp5	0,681	0,000	Valid
		Pas1	0,650	0,000	Valid
6	Passenger satisfaction	Pas2	0,857	0,000	Valid
		Pas3	0,672	0,000	Valid
		Pas4	0,857	0,000	Valid

Table 1 shows that this research instrument has a product moment score of more than 0.3 with a significance level of less than 5 percent so that all items in the instrument are said to be valid.

#### ***Examination of regression analysis***

The results of the calculation of multiple regression analysis, obtained an F-count of 19.798 with a probability level of 0.000 (significance), while the F-table was 2.80. An effect is said to be significant if the F-count is greater than the F-table, or the probability is less than 0.05. Because the probability is much smaller than 0.05 ( $0.000 < 0.05$ ) and the F-count is greater than the F-table ( $19.798 > 2.80$ ), this regression model can be used to predict that all independent variables have a positive and significant effect on the dependent variable. In other words, the dimensions of service quality (reliability, tangibles, empathy, reliability, and responsiveness) have a positive and significant impact on passenger satisfaction at PT. Space Gapura. Thus, the first hypothesis is accepted.

Table 2. Output regression analysis

Description	Variables
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	Reliability	Assurance	Physical Evidence	Empathy	Responsiveness
$\beta$	0,188	0,193	0,228	0,202	0,189
t	2,050	2,078	2,534	2,106	2,053
t-table	2,021	2,021	2,021	2,021	2,021
Decision	Sig.	Sig.	Sig.	Sig.	Sig.
Constanta	0,090				

The coefficient of determination is between 0 (zero) and 1 (one). If the adjusted R2 obtained from the calculation results is greater (close to 1), it can be said that the effect of the independent variable on the dependent variable is greater. Or in other words, if the value is close to 1 (one), it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. Conversely, if the adjusted R2 obtained from the calculation results is smaller (closer to 0), then it can be said that the effect of the independent variable on the dependent variable is getting smaller. Or in other words, the small value of adjusted R2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited.

The SPSS results show that the adjusted R2 is 0.487, this means that all independent variables have an influence (contribution) on passenger satisfaction at PT. Garuda Angkasa of 0.487 or 48.7%. While the remaining 51.3% is explained by other causes (variables) outside of this study. Furthermore, to find out the relationship between the independent variables together with the dependent variable, it can be seen from the magnitude of the multiple regression coefficient (R) of 0.716, which means that there is an indication of a strong relationship between all of the independent variables and the dependent variable, which is equal to 0.716 or 71.6%.

T-count with t-table at a significant level of 5% ( $\alpha = 0.05$ ). The t test has a significant effect if the results of the t-count calculation are greater than the t-table (t-count > t-table) or the probability of error is less than 5% ( $P < 0.05$ ). The t-table value in this study is 2.021. From the results of the calculations in the table above it can be seen that all of the independent variables have a significance below the level of 0.05 (5%). The significant variable is reliability; guarantee; physical evidence; empathy; and responsiveness. Means that the second hypothesis is accepted as true.

The development of airline services from year to year is increasingly becoming a public concern. This can be seen from the intense competition for services, prices, promotions offered by various airlines. The attractiveness of the aviation industry is quite large and promising. This can be seen from the many aviation industries that are involved in this business with the view that in obtaining optimal service quality, much is determined by the ability to combine interrelated elements in providing an integrated and complete service. A quality of service will be compared with the elements that support it, namely: (1) the existence of services in accordance with the form of service that can provide satisfaction to customers, (2) delivery of information that is complex, formalized and focused in its delivery, so that forms of interaction occur between the parties providing services and those receiving services, and (3) providing delivery of forms of service quality in accordance with the service environment owned.

The essence of the concept of service quality is to show all forms of actualization of service activities that satisfy people who receive services in accordance with responsiveness, fostering assurance, showing tangible evidence that can be seen, according to empathy from people who provide services in accordance with their reliability (reliability) carrying out the service tasks

given consistently to satisfy those who receive services. Likewise, the service concept that has been applied to PT. Garuda Indonesia, which was established through a joint venture agreement between three Indonesian state-owned companies engaged in the air transportation industry, including PT. Garuda Indonesia, as the national flag carrier airline (flag carrier), and the airport authority, PT. Angkasa Pura I and PT. Angkasa Pura II.

PT Garuda Indonesia has branches of more than 26 domestic and international airports in Indonesia. Of the twenty six airports, PT Garuda Indonesia strives to provide comprehensive ground handling services with high service standards and strict procedures. Establishing itself as a benchmark for ground handling in this country, PT Garuda Indonesia Makassar branch is fully committed to quality. Customer satisfaction and safety & security have been and continue to be key factors for the company's success. And this has been recognized through various certifications received by the Company, including Operation Certificate (Operation Certificate), ISO 9001:2008, and SNI Award. In addition, the Company has achieved ISAGO certification which is a safety audit for ground handling companies around the world.

#### **D. CONCLUSION**

The reliability variable has a positive and significant effect on passenger satisfaction. Guarantee variable has a positive and significant effect on passenger satisfaction. The physical evidence variable has a positive and significant effect on passenger satisfaction. The empathy variable has a positive and significant effect on passenger satisfaction. Responsiveness variable has a positive and significant effect on passenger satisfaction. The physical evidence variable is the variable that has the dominant influence on passenger satisfaction.

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