



SERVICE QUALITY MODEL ON PASSENGER SATISFACTION AT SULTAN HASANUDDIN MAKASSAR INTERNATIONAL AIRPORT

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Abstract Vocational education is a process of introducing practical subjects to the world of work through industrial visits, providing vocational guidance and providing applied teaching and training to people who need work. We use the term vocationalization which includes the meaning of vocationalization. Introduction to practical subjects in the world of work includes the development of vocational competencies, personality competencies, social competencies, soft skills, work skills, technical skills, vocational careers, salary systems, work systems, work safety, employment regulations and legislation and so on. Based on this, the research study aims to determine 1) The influence of check-in counter facilities on passenger satisfaction at Sultan Hasanuddin Makassar international airport. 2) The influence of Avsec facilities on passenger satisfaction at Sultan Hasanuddin Makassar international airport. The research method used is survey research with a quantitative approach. The results of this research indicate that there is an influence of service quality on passenger satisfaction at Sultan Hasanuddin Makassar International Airport. The test results show that t_{count} is greater than t_{table} . Service quality has a joint influence on the five variables tested on passenger satisfaction. The test results show that F_{count} is greater than F_{table} . So this research hypothesis is accepted.

Keywords: Check in counter, avsec for services provided to airport passengers

A.INTRODUCTION

Vocational/vocational education as part of the national education system plays a very strategic role for the realization of a skilled workforce. From various studies that the opportunity to have high and sustainable economic growth of a country will be even greater if supported by human resources who have: (1) basic knowledge and ability to adapt to the demands and dynamics of ongoing development; (2) higher levels of education; (3) expertise skills with a background in science and technology (science and technology); and (4) the ability to produce products both of quality and price, able to compete with other products in the global market.



Based on this reality, it is the responsibility of the world of education, especially vocational education, to be able to produce competent graduates. Therefore, the competencies to be developed through the learning process must refer to the competencies needed by the industrial world. One of the world is the world of the Aviation Industry, namely the Airport or biasa called Airport, is the entrance gate to an area, region or country and has become the main means of the air transportation sector. To be able to carry out its functions, airports must be arranged in an integrated manner so that services to consumers can be provided properly and in accordance with the expectations of consumers themselves. Airport management must be in accordance with the Decree of the Minister of Transportation No. 48 of 2002 concerning the Operation of Public Airports in order to realize the implementation of reliable and highly capable flight operations in accordance with the standards imposed by the Indonesian Standardization Agency (SNI) and the *International Civil Aviation Organization* (ICAO).

The increasing movement of passengers and goods is expected to create an economic increase. The growth of air traffic directly affects the rate of economic growth in line with the increasing need for transportation facilities that can reach areas that are quite far and difficult to reach when using land transportation. Based on Ministerial Regulation Number 39 of 2019, various airports are grouped into their functions, namely Domestic Airports for special domestic flight route services (between cities or provinces) and International Airports used to serve flights to and from other countries (international) which in general these airports are equipped with immigration and customs in their services. Based on its hierarchy, airports consist of Collecting Airports (Hubs), which are airports that have the freedom of service coverage with other airports for passengers and goods with large capacity, and can affect the increase in regional income from several provinces. In addition, there is a Feeder Airport (*Spoke*) which is an airport with a limited range of services and influence on economic development, only used to support the performance of collection airports and local activity services.

According to Law No. 1 of 2009 article 219 paragraph 1 concerning Aviation (President of the Republic of Indonesia, 2009) every business entity from the airport or Airport Operator Unit (UPBU) must provide facilities that meet the safety and avsec requirements of aviation as well as services in accordance with the service standards determined by the airport, namely aircraft services, cargo / goods, passengers, and posts consisting of the provision and/or development of facilities for aircraft take-off, landing, movement, parking and storage services; terminal facilities to serve passenger, *freight (cargo)*, and postal transportation; electrical, electronic, water, and sewage plant facilities. Land for buildings, industries, and fields as well as other buildings or buildings to help smooth the flow of flights.

B.METHODOLOGY

The type of research used in this study is *expost facto* research with a quantitative approach. The quantitative data approach is all information or data

obtained embodied with numbers (Sugiyono, 2013). Research that aims to find causes that allow changes in behavior, symptoms or phenomena caused by an event, behavior or things that cause changes in independent variables that as a whole have occurred.

The type of data used in this study is quantitative data, and this study was conducted to determine the effect of facilities (*check in counter, Avsec,*) on passenger satisfaction at Sultan Hasanuddin Makassar international airport. This research is a quantitative descriptive research that examines the effect of facilities (check in counter, avsec, flight safety, support, and baggage) on passenger satisfaction at Sultan Hasanuddin Makassar international airport. In this study there are several independent variables and dependent variables. The dependent variable (Y) is a variable that is influenced by another variable, while the independent variable is a variable that is not affected by other variables namely X_1 , X_2 , X_3 , X_4 and X_5 .

C.RESULTS AND DISCUSSION

1. Result

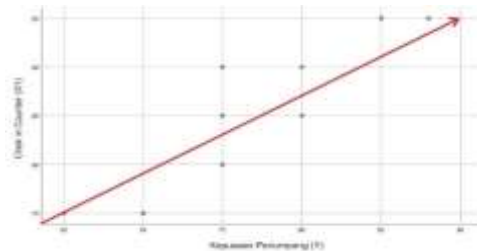


Figure 1.Scater Graph Test Plot

Based on the test results above, it can be seen that the data plot pattern forms a straight line from the bottom left up to the top right. This shows that there is a linear and positive relationship between the check-in counter variable (X_1) and the passenger satisfaction variable (Y).

Descriptive description of variable check-in counter, AVSEC, Flight Safety, Support, Baggage to passenger satisfaction. The average value of Mean check in counter is 54.96, AVSEC is mean 78.43, Flight safety is 64.92, Supporting mean value is 59.72, baggage is mean 57.83 and passenger satisfaction is 62.92. The median value of the check-in counter was 56, AVSEC 78, flight safety 64, support 62, baggage 74 and passenger satisfaction 64. The mode values of the check-in counter are 56, AVSEC 83, flight safety 62, support 62, baggage 74 and passenger satisfaction 62.

Based on the value of Significance Sig. (2-tailed): from the output table above, it is known that the value of Sig. (2-tailed) between the Check in counter (X_1) and passenger satisfaction (Y) is $0.002 < 0.05$, which means there is a significant



correlation between the Check-in counter variable and the passenger satisfaction variable.

2.DISCUSSION

Based on the calculated r value (Pearson Correlations): It is known that the calculated r value for the relationship between Check in counter (X_1) and passenger satisfaction (Y) is $0.678 > r$ table 0.576 , it can be concluded that there is a relationship or correlation between the Check in counter variable (X_1) and the passenger satisfaction variable (Y). Furthermore, it is known that the calculated r value for the relationship between AVSEC (X_2) and passenger satisfaction (Y) is $0.746 > 0.576$, it can be concluded that there is a relationship or correlation between the AVSEC variable (X_2) and passenger satisfaction (Y). Furthermore, it is known that the calculated r value for the relationship between flight safety (X_3) and passenger satisfaction (Y) is $0.746 > 0.576$, it can be concluded that there is a relationship or correlation between flight safety variables (X_3) and passenger satisfaction (Y). Furthermore, it is known that the calculated r value for the relationship between Supporting (X_4) and passenger satisfaction (Y) is $0.746 > 0.576$, so it can be concluded that there is a relationship or correlation between the supporting variable (X_4) and passenger satisfaction (Y). Furthermore, it is known that the calculated r value for baggage relationship (X_5) with passenger satisfaction (Y) is $0.746 > 0.576$, it can be concluded that there is a relationship or correlation between baggage variables (X_5) and passenger satisfaction (Y). Because r count or Pearson Correlation in this analysis is positive, it means that the relationship between the two variables is positive or in other words the increasing service of Check-in counter, AVSEC, Flight Safety, Support and Baggage, will also increase passenger satisfaction Sultan Hasanuddin Airport Makassar.

Passenger Satisfaction, if in the absence of beabs variables (X_1 to $X_5 = 0$) then passenger satisfaction is only a certain value, while if each respondent answers increase by 1 point for the answers to the independent variable (X_1 to $X_5 =$ results increase), then it is estimated that the level of passenger satisfaction tends to increase.

D.CONCLUSION

There is a significant positive influence of *check in counter*, AVSEC, flight safety, support and baggage on passenger satisfaction Sultan Hasanuddin International Airport Makassar with a calculated r value of 0.746 is in the strong category.

Based on the service quality model it was found that the satisfaction of passengers ($Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$), if in the absence of variable beabs (X_1 to $X_5 = 0$) then passenger satisfaction is only a certain value, while if each respondent answers increase by 1 point for independent variable answers (X_1 to $X_5 =$ increased results), then it is estimated that the level of passenger satisfaction tends to increase.



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