

**THE ROLE OF SELF CHECK-IN FACILITIES AND SERVICE QUALITY
ON PASSENGER SATISFACTION AT THE TERMINAL
DOMESTIC INTERNATIONAL AIRPORT
I GUSTI NGURAH RAI PERIOD 2022**

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ABSTRACT

I Gusti Ngurah Rai International Airport is an airport managed by PT Angkasa Pura I (PERSERO) on the island of Bali. As a province that is known globally as a tourism destination, this makes I Gusti Ngurah Rai Airport one of the busiest airports in Indonesia and one of the entry gates for tourists to Bali Island. The research objective in this thesis is to see the Effect of Facilities (X1) and Service Quality (X2) on Passenger Satisfaction (Y) at Domestic Terminal I Gusti Ngurah Rai Airport in 2022. To see this problem, the authors use multiple linear regression, coefficient of understanding, multiple, coefficient of determination, and hypothesis testing.

Keywords: *Facilities, Quality of Self Check-in Service, Passenger Satisfaction.*

INTRODUCTION

Bali is an island in Indonesia with a provincial capital called Denpasar. As a province that is known worldwide as a tourism destination with its natural beauty and culture, the need for transportation in Bali is increasing along with the increase in tourist visits, both for small vehicles to vehicles with large capacities.

The function and role of transportation is currently very important in human life as a driver, driver and support for development activities in all sectors. Therefore, it really needs a mode of transportation that can reach someone from one island to another. For the purpose of time and energy efficiency, under these conditions air transportation is an appropriate alternative mode of transportation so that someone can get to their destination easily and in a relatively short time. To enter an area using air transportation, of course there is a gate called an airport.

The airport is one part of the air transportation system which plays an important role for the smooth running of every flight activity. The airport is one of the regional gateways, which connects one region to another both for regional relations within the region itself, relations between provinces, and relations between countries.

I Gusti Ngurah Rai International Airport is a gateway for tourists who want to come to the island of Bali. With more and more passengers using this air transportation service, PT Angkasa Pura 1 is increasingly developing the facilities available at I Gusti Ngurah Rai International Airport, with the aim of meeting the needs of passengers as well as facilitating and speeding up passengers in carrying out all kinds of activities before departure and after arrival.

Given the increase in Domestic Departure passengers that continues to occur at I Gusti Ngurah Rai International Airport during October - December 2022, PT Angkasa Pura 1 is increasingly improving technology by providing a self check-in system. Self check-in machine is a system used for passengers to carry out their own check-in process to get a passenger's departure ticket / boarding pass. Self check-in can speed up the passenger check-in process and reduce the buildup of passenger lines at the I Gusti Ngurah Rai International Airport departure terminal. The use of self check-in can also reduce the current use of Human Resources.

According to data from research results for 2022, it can be concluded that there are still many passengers who do not use self check-in machines. More domestic departure passengers use conventional check-in compared to using self check-in machines. After implementing self check-in at I Gusti Ngurah Rai International Airport, it turns out that there are still many passengers who do not understand the existence of this system. So that the use of self check-in is still not running optimally and causes a buildup of passengers at the check-in counter.

One of the factors that passengers do not use the Self Check-in system is because there is no baggage drop facility for passengers carrying luggage. So that passengers have to keep queuing at the check-in counter after filling in the check-in data to get baggage tags. This of course makes passengers have to go through the check-in process 2 (two) times.

Another factor is the lack of knowledge of passengers about using the self check-in machine when going through the check-in process. Even though for passengers who only carry cabin luggage, it will be easier when using a self check-in machine. So for now the use of the self check-in machine has not been running according to the procedure given.

LITERATURE REVIEW

According to Kotler, 2005 cited by (Khairunnisa, Yoeliastuti, & Wibowo, 2022) states that facilities are everything that is physical equipment and is provided by service sellers to support consumer convenience. Facility Management is an organizational function which integrates people, place and process within the built environment with the purpose of improving the quality of life of people and the productivity of the core business. This combination of job responsibilities supports the operations of each organization to create an environment where the systems work together seamlessly, from the parking lot to the executive suite. Facility managers are the people who make

sure we have the safest and best experience possible, by coordinating the processes that make the built environment succeed.

According to Kotler and Armstrong (2010: 38) cited by (Nawawi & Puspitowati, 2017) Service quality is a customer's assessment of the overall superiority of the entity or superiority and suggests services that have been perceived. Managing the quality of products and services is very important to ensure that the business excels in meeting the customer requirements and achieves organizational goals. Whether it's a manufacturing firm producing hardware or a software company providing services to clients, quality management is the very essence of continuous improvement and business growth.

According to (Marina et al., 2018) Customer satisfaction is a person's feelings of pleasure or disappointment after comparing product performance or perceived reality with what is expected. Perceived ease of use is the ease of use as a level where a person believes that technology can be easily understood (Oktaviani et al., 2019).

RESEARCH METHODOLOGY

The data analysis technique used to analyze is quantitative data with descriptive analysis techniques. Descriptive analysis is used to de-research and describe the characteristics of the respondents and research variables. The population in this study were Domestic Departure Passengers at I Gusti Ngurah Rai International Airport during the 3 month PKL period (October - December 2022) with a total of 1,321,478 passengers. The sampling technique used is the Accidental Sampling Technique. Accidental sampling, also known as grab or opportunity sampling, is a form of non-probability sampling that involves taking a population sample that is close at hand, rather than carefully determined and obtained. For instance, a person who is obtaining opinions for a political poll at a shopping mall by randomly selecting passers-by is using a form of accidental sampling. Accidental samples are not as experimentally sound as using random sampling and random assignment. Which is a sampling technique based on chance alone, population members who are met by researchers and are willing to become respondents are used as a sample with a total of 80 respondents. Methods of data collection using observation and distributing questionnaires. Questionnaire testing with validity and reliability tests. simple linear regression analysis.

RESEARCH RESULT

Results and Discussion the Effect of X1 on Y

1. In simple linear regression, $Y = 19,640 + 0.590 X_1$. The simple linear regression equation means that for every 1 unit increase in the value of the variable X1 (Facilities) of 0.590, it will be followed by an increase in Y (Passenger Satisfaction) of 19,640.

2. In the simple correlation coefficient (r), a figure of 0.633 is obtained indicating that the two variables have a strong and positive linear relationship according to the table of the level of correlation and the strength of the relationship.
3. On the Coefficient of Determination (r^2), obtained R^2 of 0.401. This means that the independent variable explains 40.1% of the dependent variable, while the remaining 59.9% is explained by other variables.
4. In the t test, it can be seen $t_{\text{count}} 7.219 > t_{\text{table}} 1.664$ and a significance value of 0.000 is less than 0.05. Which means $H_0 =$ rejected and $H_a =$ accepted, which means there is a significant influence between facilities on passenger satisfaction.

Results and Discussion the Effect of X2 on Y

1. In simple linear regression, $Y = 7.858 + 0.838 X_2$. This simple linear regression equation means that every increase in the value of the variable X_2 (Quality of Service) of 0.838 will be followed by an increase in Y (Passenger Satisfaction) of 7.858.
2. The simple correlation coefficient of 0.869 states that the two variables have a very strong and positive linear relationship according to the table of the level of correlation and the strength of the relationship.
3. On the coefficient of determination or R^2 of 0.755. This result means that the independent variable Service Quality can explain 75.5% of the dependent variable, namely Passenger Satisfaction, while the remaining 24.5% is explained by other variables not included in this model.
4. In the t test, it can be seen $t_{\text{count}} 15.520 > t_{\text{table}} 1.664$ and a significance value of 0.000 is less than 0.05. So the hypothesis that says there is a positive and significant influence between Service Quality on Passenger Satisfaction.

Results of Discussion Effects of X1 and X2 on Y

1. In Multiple Linear Regression, $Y = 6.707 + 0.089 X_1 + 0.776 X_2$. That every increase in the application score on the X_1 variable of 0.089 will be followed by an increase in Y of 6.707 assuming that the X_2 variable is in a fixed condition. Every time there is an increase of 1 unit score for variable X_2 of 0.776, it will be followed by an increase in Y of 6.707 assuming that variable X_1 is constant.
2. In the Multiple Correlation Coefficient (r), the calculation results show that the correlation coefficient is 0.872 indicating that the two variables have a very strong and significant relationship.
3. On the Coefficient of Determination (r^2), it is known that the coefficient of determination is 0.760. Can explain 76% of the dependent variable (Passenger Satisfaction) while the remaining 24% is explained by other variables.

4. On the F test, it can be concluded that $F_{count} > F_{table}$ ($122.210 > 3.11$), so that H_0 is rejected and H_a is accepted, which means that there is a significant influence between Facilities and Service Quality on Passenger Satisfaction.

CONCLUSION

From the analysis and discussion results show a multiple linear regression equation, namely: $Y = 6.707 + 0.089 X_1 + 0.776 X_2$ meaning that every increase in the facility value of 0.089, it will be followed by an increase in Passenger Satisfaction of 6.707 assuming that the Self Check-in Service Quality is in good condition still. For every 1 unit increase in the Self Check-in Service Quality value of 0.776, it will be followed by an increase in Passenger Satisfaction of 6.707 assuming that the facilities are in a stable condition. The multiple correlation coefficient (r) from the calculation results obtained a correlation coefficient of 0.872 meaning that there is a very strong and positive relationship between X_1 and X_2 and Y . The coefficient of determination (KD) is known to have a coefficient of determination of 0.760 means that X_1 and X_2 have an influence of 76% and the remaining 24% is the influence of other factors. The results of the hypothesis test show $F_{count} > F_{table}$ ($122.210 > 3.11$), so that H_0 is rejected and H_a/H_3 is accepted, meaning that Facilities (X_1) and Self Check-in Service Quality (X_2) simultaneously have a positive and significant influence on Passenger Satisfaction (Y).

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