

## EFFECT ON THE QUALITY OF PASSENGER SATISFACTION (STUDY IN RADIN INTEN II AIRPORT SOUTH LAMPUNG )

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**ABSTRACT** - Radin Inten II airports managed by PT Angkasa Pura 2 is one example of a company that offers its services in the field of aviation. To face the competition in the business environment services, airports are required to always improve the quality of care services by considering what the needs and expectations of service users. Problems in this study is: Does Quality Service Passenger Satisfaction Influences on Radin Inten II Airport South Lampung? The purpose of this study was to analyze the effect of quality of service to the airport passenger satisfaction In Raden nten II South Lampung. Methods of data analysis in this study using simple linear regression. Based on test results obtained  $R^2$  value of 0.380, which means that 38% of passenger satisfaction (Y) aircraft flight services are located in airports Radin Inten II influenced by the variable quality of service. While the remaining 62% is influenced by other variables not examined in this study. Based on test results obtained statistics is positive constant value of 2.858 states that if there is no activity of the independent variables (quality of service) which affect passenger satisfaction, the satisfaction of passengers is positive. X marked positive regression coefficient of 0.895 states that if the variable quality of service increased by 1 point, then the passenger satisfaction will be increased by 0.895 points. So it is suggested should aerodrome Radin Inten II continues to improve the quality of services to improve passenger satisfaction. Things can be done by airports Radin Inten II is to further improve the quality of services that focus on aspects of the airport authorities friendliness and speed of flight information to the passengers, so the aircraft passenger satisfaction has increased. In addition to safety from crime to passengers carried by road adds to the officer - security officer at the airport location and access road exit - entry airports.

**keywords:** Quality of Service, Passenger Satisfaction

### 1. INTRODUCTION

#### 1.1 . Background Of The Problem

In recent years, many airlines are springing up and offering cheap prices. This is certainly an impact on increasing the users of air transportation today . With

increasing air transportation users, the service continues to be improved, one of the airports .

Data are shown in Table 1.1 Passenger activity Radin Inten II airports managed by PT Angkasa Pura 2 during the last five years.

**Table 1.Number of Passengers of Radin Inten II Airport Year 2009 s/d 2013.**

Tahun	JumlahPenumpang		
		Perubahan (%)	Perubahan (%)

Source ; RadinInten II Airport, 2015

In Table 1 it can be seen a decline in the number of passengers at the airport Radin Inten II in 2013 decreased -0.25 % from the year 2011 to the passengers who came , in 2013 decreased -2.32 % from 2012. The decline that occurred in the last year may be due to the quality of existing services at the airport RadinInten II is still not good. Good service quality can not be separated from the number of employees or employees serving customers, data on

the number of employees existing services at the airport Radin Inten II in 2014 can be seen in Table .2 Based on Table 1.2 it is seen there are still at least employees serving passengers , look for the part of passenger services amounted to only 46 , it was felt slightly when compared to the average number of passengers sekitar1,635 people every day who have served in Radin Inten II Airport .

**Table 2. Number of Employee RadinInten II Airport per July 2014.**

	Position	Number of Employee
	Chief of Service Unit	1
	Staff of Service Unit	3
	Supervisor of planning and administration	1
	Supervisor operational service	1
	Executing Service	5
	Junior coordinator of Operations Planning	5
	Executing coordinator of planning and business administration services	5
	Executing service coordinator unloading	5
	Executing junior operator loading and unloading equipment	5
	Executing Coordinating Tools	5
	Junior executive Equipment	5
	Executive coordinator of loading and unloading equipment operator	5
		46

Source ; Radin Inten II Airport, 2015

Each passenger aircraft aerodrome definitely expect clean with adequate facilities and provide a sense of comfort for the passenger aircraft while awaiting the arrival of the aircraft. However, based on the results of interviews with employees and passengers, obtained information that the problems that occur in the field related to the loyalty of passengers at the airport Radin Inten II are as follows:

1. In general, there still exists the interests of passengers on public transport such as travel or bus in addition to the aircraft from the airport Radin Inten II.
2. The lack of facilities to serve passengers effectively and efficiently, the facility in question is a parking area and a lounge area are narrow, causing the passenger or passengers feel uncomfortable.
3. Delay frequent flight schedule, besides computerization problems that are often disrupted thus slowing down the activity of a freight passing through the airport Radin Inten II. As well as employees who are sometimes less friendly in serving passengers.

#### 1.2. Issues

The research problem is formulated as follows: Is the Impact of Service Quality Satisfaction Passengers on RadinInten II Airport South Lampung?

#### 1.3. Research Purposes

The goal of researchers doing this study is: To analyze the effect of service quality on passenger satisfaction in Raden Inten II Airport South Lampung.

#### 1.4. Contributions Research

##### 1. For Company

Provide additional useful information for consideration in improving passenger satisfaction.

##### 2. For circles Academics

Provide an overview for those who will carry out further research on service quality and its effect on passenger satisfaction.

#### 1.5 Framework Theory

##### 1.5.1 Theory of Marketing Services

According Yazid (2009), marketing planning services are moving from a focus on transactions into long-term relationships with customers. Meanwhile,

according Lupiyoadi (2008), the marketing service is offered every action by one party to the other party, in principle, intangible and does not cause any transfer of ownership. Meanwhile, according to Umar (2005), services marketing is marketing that is intangible and immaterial and done at a time when consumers are dealing with producers.

##### 1.5.2 Theory of Service Quality

According to Lewis & Booms in Tjiptono and Chandra (2008), quality of service as a measure of how well a given level of service capable accordance with customer expectations. Meanwhile, according Tjiptono (2007), quality service is the expected level of excellence and control over the level of excellence to meet customer desires. To facilitate the assessment and measurement of service quality developed a service quality measurement tool called SERVQUAL (Service Quality). Which includes five dimensions (Zeithami, 2005), namely:

1. Tangibles (direct evidence); ie the ability of a company to demonstrate its existence to external parties. Appearance and capabilities of physical infrastructure companies and the state of the surrounding environment is tangible evidence of services provided by the company.

2. Reliability is the ability to provide the promised service with immediate, accurate and satisfactory. Performance should be in accordance with customer expectations, which means punctuality, the same service to all customers without error, sympathetic attitude and high accuracy.

3. Responsiveness is the ability of the airline to assist and provide fast service (responsive) and the right to its customers with clear information delivery.

4. Assurance, the certainty that knowledge, kesopan benefits and capabilities of the employees of the company to develop a sense of trust of the customers to the service of the company.

5. Empathy, which gives genuine concern and is a private individual or given to customers by striving to understand the desires of consumers.

### 1.5.3 Theory of Customer Satisfaction

Consumer satisfaction is a condition where consumer expectations be met by products (Kotler& Armstrong,

2007). According to Lupiyoadi (2008), there are five main factors that must be considered by the company in determining the level of customer satisfaction, namely: 1) Quality of products; 2) Quality of service; 3) Emotional; 4) Price; 5) Cost:

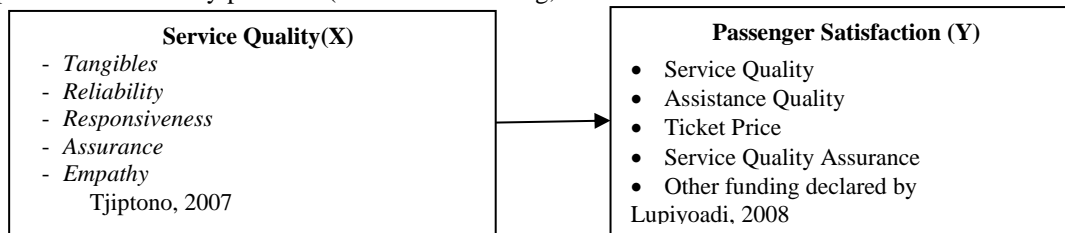


Figure 1. determining the level of customer satisfaction

### 1.6 Hypothesis

The hypothesis in this research is “Service Quality has an Influence towards Passenger Satisfaction at Radin Inten II Airport South Lampung”

## 2. RESEARCH METHOD

### 2.1 Research Operational Variable

Table 3. Operational Variable

Variable	Variable Definition	Indicator	Scoring Scale
Service Quality (X)	How much difference between reality and expectations of the customer for the services they receive. Quality of service can be seen from a way to compare the perceptions of customers for the services they actually receive	<ul style="list-style-type: none"> <li>• Tangibles</li> <li>• Reliability</li> <li>• Responsiveness</li> <li>• Assurance</li> <li>• Empathy</li> </ul> (Zeithaml et al, 2005)	Lickert Scale
Passenger Satisfaction (Y)	Rating assigned by customers based on interest rates.(Kotler, 2009)	<ul style="list-style-type: none"> <li>• Service Quality</li> <li>• Assistance Quality</li> <li>• Ticket Price</li> <li>• Service Quality Assurance</li> <li>• Other Expenses</li> </ul>	Lickert Scale

### Data Collection

#### 2.2.1 Data Types

The data used in this study consisted of primary and secondary data.

#### 2.2.2 Population and Sample Research

The population in this study was the total number of passengers arriving at the year 2013 in the amount of 592.751 passengers then averaged it for 1 month in the amount of 49.395.

The sampling method used in this study is Non-Probability Sampling, using purposive sampling, determination of samples taken by research purposes (Sugiyono, 2009: 122). Determination of the number of samples is done by estimating the proportion (Nazir, 2005: 344) with the following formula:

Bound of error used is 0.1 at the 90% confidence level. In this survey, researchers do not know the p, p generally is known from previous survey results. If this also does not exist then p is considered 0.5 (Nazir, 2005: 344). The formula is based on the size of the sample is:

$$n = (49.395 (0.5) (1-0,5)) / ((49,395-1) 0.0025 + 0.5 (1-0,5)) = 99.512 \text{ respondents}$$

So the amount of sample that can be representative of the population to be studied is as much as 99.512 then rounded to 100 respondents sample to be studied.

#### Data Analysis Methods

To answer hypothesis in this study, an analysis tool used is a simple linear regression, using the formula:

$$Y = a + B1X + et$$

(Source: Supranto, J, 2007: 209-210)

## 3. RESULTS AND DISCUSSION

### 3.1 Test coefficient of determination (R2)

Accuracy test Estimates Model (goodness of fit) made to look suitability models, or how much ability of independent variables in explaining the variation of the dependent variable.

**Table 4. Test Results of The coefficient of determination ( R<sup>2</sup>) Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.617 <sup>a</sup>	.380	.374	4.092	1.304

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Kepuasan Penumpang

Based on Table 3.6 above can be interpreted that the value of R square ( R<sup>2</sup> ) were obtained by 0.380 , which means that 38 % of passenger satisfaction ( Y ) aircraft flight services are in RadinInten II Airport is influenced by the variable quality of service, while the

remaining 62 % is influenced by other variables not examined in this study.

**3.2 Test Statistic F**

Results of testing the feasibility of the model with the F statistic in this study :

**Table 5. Feasibility Model Test ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1007.195	1	1007.195	60.138	.000 <sup>a</sup>
	Residual	1641.315	98	16.748		
	Total	2648.510	99			

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Kepuasan Penumpang

From these test results in Table 3.7 it can be seen that in the significant value of 0.000 is smaller than 0.05 . By looking at the significance level, then this model

can be used to predict passenger satisfaction ( Y ) , thus the equation of this model is fit or fit for use .

**3.3 t-Test**

**Table 6. Score of Hypothesis Test**

Variable	Coefficient Value	Significance Score	t-count	Hypothesis Test
Service Quality	0,895	0,000	7,755	Accepted

Source: Attachment, output score of SPSS.

Provisions hypothesis testing

If > 0.05 (df = n - 2) , then Ho is rejected

If < 0.05 (df = n - 2) , then Ho is accepted

Seen that amounted to 7.755 while the dk ( 100-2 = 98 ) is 1,662.Jadi 7.755 > ( 1.662 ) . In this test using a

Comparison with . In the above table shows that the value 7.755 > ( 1.662 ) It so Ho rejected Ha accepted , meaning Impact of Service Quality Satisfaction Passengers On Radin Inten II Airport South Lampung

**3.4 Simple Linear Regression Analysis**

**Table 7. The score of Simple Linear Regression Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.858	4.926		.580	.563
	Kualitas Layanan	.895	.115	.617	7.755	.000

a. Dependent Variable: Kepuasan Penumpang

Source: Attachment, output score of SPSS.

Based on the table above can be made simple linear regression equation as follows :

$$Y = 2,858 + 0,895X_1 + et$$

Marked positive constant value for 2,858menyatakan , that if there is no activity of the independent variables ( quality of service ) which affect passenger satisfaction ( Y ) , then the passenger satisfaction ( Y ) is positive . X marked positive regression coefficient

of 0.895 states that the variable quality of service ( X ) by 1 point, the passenger satisfaction ( Y ) will change by 0.895 points .

**4. CONCLUSIONS AND RECOMMENDATIONS**

**4.1 Conclusions**

Based on the results of data analysis and hypothesis testing is done, then the conclusion in this study is the

Impact of Service Quality Satisfaction Passengers On Radin Inten II Airport South Lampung, this is based on the following explanation:

1. Based on the results of testing the value of R square ( $R^2$ ) were obtained by 0.380, which means that 38% of passenger satisfaction (Y) aircraft flight services are located in airports Radin Inten II influenced by the variable quality of service, while the remaining 62% is influenced by other variables.

2. Based on test results obtained statistical value of the constant is positive for 2,858 menyatakan, that if there is no activity of the independent variables (quality of service) which affect passenger satisfaction, the satisfaction of passengers is positive. X marked positive regression coefficient of 0.895 states that the variable quality of service, has a positive effect on passenger satisfaction.

#### 4.2 Suggestions

Preferably Radin Inten II Airport South Lampung continue to improve the quality Service to increase passenger satisfaction. Things to do by Radin Inten II Airport South Lampung are to further improve the quality of services that focus on aspects of the hospitality of workers at the airport and speed in flight information to passengers, in addition to the security of the passengers is done by adding a security officer at the airport location.

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