The Effect of Customer Service Performance and Sign Placement Facilities on Passenger Satisfaction Levels at Zainuddin Abdul Majid International Airport

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Abstract
Customer Service is any activity that is intended or intended to provide customer satisfaction, through services that can fulfill the desires and needs of customers. Sign facilities are signs or information that are placed or installed at airport terminals, made clear, easy to understand and function to explain or provide instructions, warnings, regulations, prohibitions and orders for all users or service users at the airport. The purpose of this study is to find out how much influence the performance of Customer Service and Sign placement has on the level of passenger satisfaction at Zainuddin Abdul Majid International Airport. This study uses quantitative data. The data used in this study were taken from primary data based on questionnaires distributed to passengers at Zainuddin Abdul Majid International Airport from August to October 2022. With a total of 150 people, the data analysis technique used was Multiple Linear Regression Analysis, T Test , F Test and Coefficient of Determination. The results showed that H1 was rejected and H2 was accepted, which means that the calculation results of the F test showed the calculated F value = 0.829181 > ftable value = 0.737812. It is very clear that H1 and H2 are accepted. The T test shows a significant value of the X1 variable to the Y variable, namely = 0.003244 Less than the threshold value Significance = 0.05 means that Customer Service Performance has a significant effect on Passenger satisfaction and a significant value of the Variable X2 to Variable Y, namely = 0.040887 Smaller than the threshold value. Significance = 0.05 means that the Placement of Sign Facilities has a significant effect on Passenger satisfaction. The results of the Coefficient of Determination test which shows how much the X1 variable is Customer Service performance and the X2 variable is the placement of Sign Facilities on the Y variable passenger satisfaction is known to be a determination coefficient of 78.7%, which means that the X1 variable is Customer Service performance and the X2 variable is the placement of Sign Facilities. Y variable is passenger satisfaction. contributed 78.7% to the Y variable of passenger satisfaction with a Correlation Value = 0.92087 (Very Strong).
Keywords: Customer Service, Sign Facilities

INTRODUCTION

Currently, transportation is an inseparable part of human activity, and all human activities on long trips definitely require transportation to support the implementation of existing activities, be it family activities, holidays, business, or government activities. Transportation in Indonesia can be an economic bridge because it plays an important role in supporting national economic growth. The most important form of transportation is air transportation. In this era of globalization, the world of transportation is a very important need for the community, especially in the field of air transportation which provides fast, precise and affordable transportation services for the general public. At each airport many activities are carried out, to carry out the tasks and functions of the activities at the airport,

the airport management forms several divisions, offices and service units to manage an airport.

Airport is a special area located on land or water that has certain limits for aircraft specifically landing and taking off, boarding and dropping passengers, entering and leaving goods/cargo from aircraft, where changes from several modes of transportation take place with aviation security and safety facilities and other supporting facilities. Passenger satisfaction is very important for companies engaged in air transportation services in conditions of increasingly fierce business competition as it is today.

Lombok International Airport is one of the air transportation nodes which is the main gate in supporting tourism in Indonesia. As quoted by the Head of the Culture and Tourism Office of West Nusa Tenggara Province (NTB) from Kompas, the number of foreign and domestic tourists visiting in 2014 reached 1,629,122, an increase from year to year. The development of the aviation service industry in Indonesia, especially Lombok's Abdul Majid International airport, has become increasingly lively since the Moto GP event in 2022. One of the strategic advantages for the company regarding the importance of maintaining passenger satisfaction is the long-term and cumulative reward for satisfaction. So the longer the satisfaction of a passenger, the greater the profit the company can get from a passenger. Companies that are able to develop and maintain passenger satisfaction will gain long-term success.

Service performance in the airport environment is expected to make it easier for the airport to improve airport services. One of the services that must be considered by the airport is customer service. Customer service is a service provided by a company to serve the needs and provide satisfaction to passengers or service users which usually includes flight information, airport responds to consumer complaints, provides information related to products/services. Customer service is required to always be in touch with passengers and maintain a good relationship. In addition, they must have the ability to serve passengers properly and quickly and have good communication skills.

The development of airport services from year to year also continues to be a concern of the wider community. With the number of tourists and passengers continuing to increase. Based on customer service logbook data during street vendors (field work practices) at Lombok Airport, it is known that there are more than ten airport service users who feel confused when they are at the airport terminal. For example, when you want to use the airport toilet but don't know where the location you want to go to is. This is because the position of the sign facilities at the airport is not well positioned so service users ask airport staff and customer service.

Literature Review
Definition of Influence

According to Wiryanto (2012) influences are formal and informal figures in society who have innovative, competent, and exaggerated characteristics compared to those who are influenced. The same material can be classified differently. From the above understanding, it can be concluded that influence is an abstract thing that cannot be seen but can be felt for its existence and use in human life and activities as social beings.

Performance

According to Moeheriono (2012: 95), performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision and mission of the organization as outlined in an organization's strategic planning. performance is a description of the level of achievement of the implementation of a

policy activity/program in realizing the goals, objectives, mission, and vision of the organization contained in the formulation of an organization's strategic plan.

Service

According to the Big Indonesian Dictionary (KBBI) the definition of service is as an effort to help prepare or manage what is needed by a person or group of people on the basis of material factors through certain systems, procedures and methods in an effort to fulfill the interests of other people according to their rights. Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in the ownership of anything. According to Sinambela in Kepmenpan No.63/KEP/M.PAN/7/2003, some of the elements contained in the meaning of service are: Service is an activity carried out by an agency or government or private apparatus. The object served is the community (public) based on their needs. The form of services provided is in the form of goods or services. There are rules or systems and procedures that are clear in their implementation.

Customer Service

The definition of customer service is any activity that is intended or intended to provide customer satisfaction, through services that can fulfill the desires and needs of customers (Kasmir, 2007). In addition, customer service really requires elements of creativity, initiative and intelligence or skills in dealing with other people. Which means that the success of customer service depends heavily on the creativity, initiative and sociability of the actors (Majid, 2009).

Signing Facility

Sign facilities are signs or information that are placed or installed at airport terminals, made clear, easy to understand and function to explain or provide instructions, warnings, regulations, prohibitions and orders for all users or service users at the airport. - airport terminal signs to improve the smooth running of security and safety as well as orderly service to users or users of airport services.

Passenger Satisfaction

According to the Big Indonesian Dictionary, which will be shortened to KBBI, the meaning of satisfaction itself is relief or pleasure that can only be felt by the body. Satisfaction is a response from passengers to evaluations of perceived discrepancies between previous expectations and the performance they have felt. So the level of passenger satisfaction is a function of the difference between perceived performance and expectations.

RESEARCH METHODS

In this study, researchers will use quantitative research. Arikunto (2006: 12) suggests quantitative research, namely a research approach that uses numbers a lot, starting from collecting data, interpreting the data obtained, and presenting the results. Emzir (2009: 28), explains that quantitative is an approach that principally uses postpositivism in developing knowledge (such as causation, reduction to variables, hypotheses and specific questions with measurement, observation, and theory testing), using research strategies such as surveys and experiments that require statistical data.

RESEARCH RESULTS AND DISCUSSION
Multiple Linear Regression Analysis, T Test, F Test, and Coefficient of Determination

The results of the multiple regression test, namely the value (a) or a constant of 0.839, this value indicates that when the Customer Service Performance and Placement of Sign Facilities (X1 and X2) are zero or do not increase, passenger satisfaction (Y) will still be worth 0.839. Coefficient of Variables X1 is 1.71, which means that if the Customer Service Performance is increased by one unit, it will increase passenger satisfaction by 1.67 units. And if the X2 variable is 0.854, which means that if the Sign Facility Placement is increased by one unit, it will increase passenger satisfaction by 0.854 units.

The results of the T test, namely the significant value of Variable X1 to Variable Y, namely = 0.003244 < Significance value = 0.05, meaning that Customer Service Performance has a significant effect on Passenger satisfaction. .05 means that the Placement of Sign Facilities has a significant effect on Passenger satisfaction. It can be seen from the decision-making criteria above, it can be concluded that the results of Customer Service Performance and Placement of Sign Facilities have a significant effect on passenger satisfaction at Zainuddin Abdul Majid Airport.

The results of the F test are the calculated value of Variable X1 Customer Service Performance on Passenger Satisfaction of 0.829181 > fttable = 0.737812. The fcount value of Variable X2, namely Placement of Passenger Satisfaction Sign facilities is 1.715202 > ftable = 1.356401. It can be seen in the statement above that Variables X1 and X2 (Customer Service Performance and Sign Facility Placement) have an effect on passenger satisfaction.

The results of the F test are the coefficient of determination = 0.787 x 100% = 78.7% which means (very influential). Correlation value = 0.92087 means (very strong) Customer Service Performance (X1) and Placement of Sign Facilities contributed 78.7% to the passenger satisfaction variable (Y), while the remaining 21.3% was caused by other factors not examined by researchers. And the correlation value was 0.92087 it means Very Strong.

CONCLUSION

The results of multiple linear analysis, a constant value of 0.839 this value indicates that when the performance of customer service and placement of sign facilities (X1 and X2) is zero or does not increase, then passenger satisfaction (Y) will still be worth 0.839. The coefficient of variable X1 is 1, 71 which means that if the Customer Service Performance is increased by one unit, it will increase passenger satisfaction by 1.67 units. And if the X2 variable is 0.854, that is, it shows an influence, which means that if the Sign Facility Placement is increased by one unit, it will increase passenger satisfaction by 0.854 units. The results of the calculation of the F Test with the SPSS Program show that the value of fcount = 0.829181 > the value of ftable = 0.737812 which means that Customer Service Performance and Placement of Sign Facilities have an effect on Passenger satisfaction. It is very clear that H1 and H2 are accepted. The test results using the T test with the SPSS program show that the influence of each variable includes the independent variable and the dependent variable. From the results of the calculation of the T Test that the X1 Variable to Y Variable is = 0.003244 Less than the threshold value Significance = 0.05 means that Customer Service Performance has a significant effect on Passenger satisfaction and the significant value of X2 Variable to Y Variable is = 0.040887 More Less than the threshold value Significance = 0.05. Then H1 and H2 are accepted. The magnitude of the influence of the performance of Customer Service and the placement of Sign Facilities on passenger satisfaction at Zainuddin Abdul Majid Airport, can be seen from the SPSS output image with Adjusted R Square of 0.787 or 78.7%, meaning that the performance of Customer Service and placement of Sign Facilities has an influence on the variable passenger satisfaction, where the influence between these two variables has a

unidirectional (positive) relationship, if variable X1 Customer Service Performance and Variable X2 placement of Sign Facilities experience an increase, then variable Y passenger satisfaction also increases.

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