

Analysis of Public Service Quality for Waiting Room Facilities at Yogyakarta International Airport

Mariana Tari¹ Kifni Yudianto²

Air Transportation Management Study Program, Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta, Bantul Regency, Province of Daerah Istimewa Yogyakarta, Indonesia^{1,2}

Email: marianatari310@gmail.com¹

Abstract

The purpose of this study is to explain that the waiting room infrastructure at Yogyakarta International Airport is able to facilitate the needs of passengers while in the airport ground area. In addition, facilities that accommodate the needs of passengers are able to create an impression of good feedback so that the airport can improve the quality of airport services. Apart from that, it is also useful with the impact of the spread of economic activities that can be influenced by the existence of Kulon Progo which is close to Glagah Beach, this triggers ecotourism and introduces tourism that is close to Yogyakarta International Uda Airport. The availability of transportation facilities and infrastructure also adds to the primary network of the economy. This study uses a qualitative method. Data collection techniques used to find data by using a system or method of interviews, observation and documentation. Public services and airport facilities are one unit in achieving passenger satisfaction in the airport area. With a building structure that is typical of Yogyakarta custom, therefore it can be a characteristic of Yogyakarta's cultural diversity, becoming iconic or the center of attention for souvenirs. The results of the research are based on the results of interviews and observations of objects that have a positive impression or the Yogyakarta International Airport facilities really support operational activities in the waiting room. In addition, the results of the observations that the researchers made were that the waiting room facilities had good availability and infrastructure.

Keywords: Facilities, Quality, Public Service



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INTRODUCTION

Currently, developments in rapid technological and information advances can make patterns of human life to meet the many and varied needs of life in an easy way. The need in this case is the services provided by service providers, especially air transportation service providers in accordance with the reports that will be published in this study. Not only that, with the many needs for services and incentives offered to consumers and the facilities obtained are balanced with the aims and objectives of the public services provided. With market segments that do not recognize social strata, the market coverage is wide and the reach of information technology coverage.

In terms of transportation rotation, the main attraction for the transportation sector is air transportation service providers. In the case of this quote, the airline company must pay attention to and manage facilities that will be in the public spotlight. Referring to similar research on the quality of public services, they argue in their research that service quality is a dynamic relationship between users or service providers and between services and people. Public service is a community need because all areas of life are closely related to it. Therefore, the government is a political party that is needed by the community to improve the quality of public services. The purpose of this study is to describe the quality of service at Sam Ratulung Airport Manado. Even though it is different from the location of the research that will be

initiated, this does not rule out the possibility of this being the basis of reference in references related to the quality of public services at airports.

In order to realize the vision, mission, duties and activities of Yogyakarta-Kulon Progo International Airport, a reference for service production is needed which includes the criteria for providing airport services and airport-related services from various countries. security aspect. operations, safety and order of flights, so to promote the operation of high-quality services, the chapters supporting these tasks and operations should also be consulted when offering services.

According to the Decree of the General Manager of PT. Angkasa Pura I (Persero) Yogyakarta International Airport Number: SKEP.GM.YIA.127/HK.01.01/2020 Regarding public service standards at Yogyakarta International Airport, Yogyakarta Kulon Progo International Airport requires qualified human resources and adequate facilities and infrastructure. adequate. Considering that the services provided by Jogjakarta International Airport - Kulon Progo are closely related to the interests of public aviation safety and security, the services of Jogjakarta International Airport - Kulon Progo Airport are classified as public services because they are closely related to aviation. and it is the government's responsibility to ensure that.

As a public organization, Kulon Progo Yogyakarta International Airport has main duties and functions that are closely related to aviation safety and security efforts. The principle of supporting flight safety at Yogyakarta-Kulon Progo International Airport is to guarantee flight reliability and airport facilities according to applicable standards. Performance accountability requirements demand efficiency and effectiveness of Yogyakarta – Kulon Progo International Airport in achieving performance objectives, including service activities. In order to guarantee the quality of service and optimize the success of the activities carried out, it is necessary to develop a service standard for Yogyakarta-Kulon Progo International Airport which is required in 2009 according to Public Service Law No. 25.

Based on the background of the problem described earlier, the researcher focuses on the formulation of the problem in this study as follows: 1. How are the airport facilities at Yogyakarta International Airport? 2. How is the quality of public services at Yogyakarta International Airport? 3. How are airport facilities in achieving the quality of public services at Yogyakarta International Airport? The objectives of the research conducted on employees and passengers at Yogyakarta International Airport are as follows: 1. To explain how the Yogyakarta International Airport waiting room facilities are. 2. To explain how the quality of public services in the Yogyakarta International Airport waiting room. 3. To explain how airport facilities achieve the quality of public services at Yogyakarta International Airport.

Literature Review

Service Marketing Management

Marketing management is to provide the best service to consumers to measure business success. Companies that successfully market their products/services and serve consumers satisfactorily will obtain a good brand in the eyes of consumers. Characteristics of services are services provided by one party to another party that are inherently intangible and do not result in a transfer of ownership. According to Kotler, services have 4 main characteristics that greatly influence the design of marketing programs, namely:

1. Intangibility. Services are intangible because they cannot be seen, tasted, felt, heard or smelled before they are purchased. To reduce uncertainty, buyers look for cues or signs of service quality. Buyers make inferences about service quality from visible locations, people, equipment, communication materials, symbols and prices.

2. Inseparability. Services are usually produced separately and consumed simultaneously. If someone is providing a service, they are part of the service. Customers are also present when services are offered, customer service provider interaction is a special feature of this service marketing.
3. Various (Variability). Services vary greatly depending on who is offering them, when and where they are offered. Often, service buyers are aware of this diversity and discuss with others before choosing a service provider.
4. Not Durable (Perishability). Services cannot be saved. Termination of services is not a problem when demand is steady, as it is easy to agree on services in advance.

Facility

According to Tjiptono (2014), facilities are physical resources that must exist before something is offered to consumers. In the service industry, location is important for the current local situation. The condition of the goods, interior and exterior design and cleanliness which are closely related to the consumer experience must be considered. According to Kotler (2016), facilities are everything that is a physical device provided by service providers to support consumer convenience. Meanwhile, according to Daradjat (2014) facilities are anything that can boost business and speed up a job in achieving goals. Companies need supporting tools that are useful in the company's processes or operations to achieve these goals. The facilities used by each company vary in form, type and benefits. The wider the company's activities, the more complete the choice of support and opportunities to achieve company goals.

Dimensions and indicators of facilities According to Kotler in Apriyadi (2017) the dimensions and indicators of facilities are as follows: Facility Conditions, Completeness, Interior Design, Exterior Design. According to Arikunto, Apriyadi (2017) states that "everything that can facilitate and accelerate the implementation of all trades". Supporting facilities for the waiting room are: Availability of passenger seats; Availability of toilets; Availability of prayer rooms or places of worship; Availability of cellphone chargers; Availability of treatment rooms; Availability of food court; Information and Complaint Room; and Public telephone.

According to the 2005 airport transportation general regulation, the departure waiting room must be sufficient to accommodate busy passengers while waiting for check-in. In the waiting room, commercial facilities can be provided for passengers to shop during the waiting time.

Airport

The definition of an airport is based on the Decree of the Director General of Civil Aviation Number SKEP/100/XI/1985 Airport is a certain area of land or water, including all agent and supply relations, which are provided either wholly or partly for the arrival and departure of aircraft and for the movement of aircraft at the airport. The airport area in accordance with the Decree of the Minister of Transportation Number KM 87/PR 303/PHB87 Decree of the Minister of Transportation KM 219/PR 303/PHB - 87 consists of: Non Public Area (not a public area); Restricted Public Area or RPA (limited public area); and Public Area or PA (public area).

According to the Decree of the Minister of Transportation Number KM 87/PR 303/PHB87 Decree of the Minister of Transportation KM 219/PR 303/PHB-87, there are 2 most important airport facilities, namely the air side and the land side.

Public Service

Public services According to the Decree of the General Manager of PT. Angkasa Pura I (Persero) Yogyakarta International Airport Number: SKEP.GM.YIA.127/HK.01.01/2020

Regarding Service Standards at Yogyakarta International Airport, namely Public Service is an activity or series of activities in the context of fulfilling services required by law law for goods, services and/or goods, services and/or administrative services provided by service providers for every citizen and resident of public services, hereinafter legal entities, independent institutions established by law for the administration of public services and other legal entities established specifically for the provision of public services. Principles of Public Service Standards at Yogyakarta International Airport according to the Decree of the General Manager of PT. Angkasa Pura I (Persero) Yogyakarta International Airport Number: SKEP.GM.YIA.127/HK.01.01/2020 Concerning Service Standards at Yogyakarta International Airport is that in compiling, establishing and implementing Service Standards it is carried out by taking into account the following principles :

1. Simple. Service standards that are easy to understand, follow, use, measure, clear procedures and reasonable costs for the public and administrators.
2. Participative. Setting service standards by involving stakeholders and the community in discussions to achieve consistency based on the results of engagement or agreement.
3. Accountable. Matters regulated in Service Standards must be consistently implemented and accounted for to interested parties.
4. Sustainable. To improve service quality and innovation, service standards must be continuously improved.
5. Transparency. Service Standards must be easily accessible and known by the whole community.
6. Justice. Service standards must ensure that the services provided reach all people with different economic status, geographical distance and different physical and mental resources.

Components of Service Standards are components that are elements of administration and management that are part of the system and process of providing public services. Based on Article 21 of Law Number 25 of 2009, each Service Standard is required to include components that at least include: legal basis, requirements, system mechanisms and procedures, timeframe for completion, fees/tariffs, service products, facilities and infrastructure, competence of implementers, internal control, complaint handling, number of executors, service guarantee, security and safety assurance, performance evaluation.

Dimensions and Indicators of Public Services Dimensions and indicators of public services need to be implemented so that customers feel the services provided by airlines. This public service means that it can be used by everyone regardless of class. From the identification results in the Decree of the General Manager of PT. Angkasa Pura I (Persero) Yogyakarta International Airport Number: SKEP.GM.YIA.127/HK.01.01/2020 Regarding Service Standards at Yogyakarta International Airport, the dimensions and indicators of public services can be explained, including; Duties and Functions; Authority to Organize and Type of Service; Agencies Related to Public Services; and Public Service Products.

Relevant Research

Table 1. Relevant Research

No	Name	Year	Title	Result Research
1	Sandy Gabriel Rorong, Sarah	2022	Quality Service Public at Airport	Service quality is a dynamic relationship between users or service providers, both services and humans. Public service is a demand for society because all aspects of life are closely related to it. Thus, the government is a party

	Sambiran, Ismail Sumampow		International Sam Ratulangi Manado	that is needed by the community in improving the quality of public services. This study aims to describe the quality of service at Sam Ratulangi Airport in Manado. This research is a qualitative descriptive type of research and focuses on 5 dimensions, including: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. The data taken is primary data and collected through observation, interviews, and documentation. The results of the study show that the quality of service at Sam Ratulangi International Airport in Manado City has good service standards. Based on the tangible dimension, in terms of appearance, comfort, convenience and use of assistive devices have been implemented. The reliability dimension already has good abilities and skills, although some of the employee's skills have not all gone according to plan society's expectations. The responsiveness and assurance dimensions are good, this is evidenced by the absence of complaints from service users. The empathy dimension has been well implemented by Sam Ratulangi Airport in Manado where it prioritizes the interests of service users, is friendly, non-discriminatory and respectful.
2.	Astini As	2018	Quality Service Public On Airport Tampa Padang Muju City	This study aims to describe the quality of service at the Tampa Padang Kota airport Mamuju. This research is a qualitative descriptive type of research and the theory used in this study is Berry's theory based on tangibles, realibility, responsiveness, assurance, and empathy. This data was collected using observation methods which include recording techniques and note-taking techniques as well as interview methods. The results of the study show that the quality of service at Tampa Padang Airport in the city of Mamuju is still lacking in physical terms (facilities). This is evident from the presentation of the informant who stated that there are still many facilities that need to be improved by airport officials, such as patrol cars, telephones, mosques, cargo buildings, and workshop buildings. Employees in carrying out their duties and its function in serving airplane passengers is good but the attitude of empathy and responsiveness of employees is still lacking. Officers have not been able to overcome the problems faced by passengers within the scope of the airport. The way officers deal with problems is not in accordance with passenger expectations. One example is the prohibition of certain items of luggage (sharp objects, liquids, and the like) that are not clearly informed, so that passengers feel confused about the confiscation of luggage during inspection.
3	Nur Afni	2019	Analysis Quality Service Transportation Air On airport Palu Pearl	Based on the formulation of the problem and the description that has been described, it can be concluded that the quality of service provided by Mutiara Palu Airport has not been maximized, it can be seen from the first: the accuracy, the accuracy provided by the Mutiara Palu Airport service is not appropriate because the services provided are usually still frequent. there is a

				<p>delay, Second: Fast. In providing services at Mutiara Palu Airport it is not that fast, third: Cheap. The services provided by Mutiara Palu Airport are quite cheap and fourthly: Friendliness, which means the attitude of service providers at Mutiara Palu Airport is quite friendly but still needs to be improved. While the inhibiting factors of the service quality process at Mutiara Palu Airport are the inadequate ability of the human resources of service providers, and the second is the inadequate facilities at Mutiara Palu Airport.</p>
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Source: Data Processed by Researchers

Research Methods

Analysis Design

In this study, passengers from Yogyakarta International Airport became the subject of research. This research was conducted by computer (Research Schedule). The location of this research is Yogyakarta International Airport. Regarding the discussion, this research is focused on issues related to airport services to realize quality public services at Jogjakarta International Airport. This study is presented as a qualitative study which contains real data and facts during observations of companies and other sources. For this survey should be considered based on company information.

Units of Analysis

Research location According to Sugiyono (2011) research location is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The location used is PT. Angkasa Pura I in the Yogyakarta International Airport waiting room. Research subject Sugiyono (2017), said the subject is part of the number and characteristics possessed by the object. So the researcher wants to take a sample of 3 employees of PT. Angkasa Pura I at Yogyakarta International Airport and 10 passengers who have traveled at Yogyakarta International Airport for the last 2 years from 2020-2022.

Data Collection Technique

Researchers will conduct research or data collection by observing phenomena or directly, as well as collecting existing data during the research process on airport facilities and the quality of public services at Yogyakarta International Airport. The data collection used by researchers in this study is as follows:

1. Interview method. The interviews in this study were carried out by preparing an interview guide in advance, which contained various lists of questions to be used as interview guidelines for informants consisting of 3 employees of PT. Angkasa Pura I Yogyakarta International Airport and 10 passengers at Yogyakarta International Airport.
2. Observation Method. The observation method is a data collection technique by making direct observations using observation sheets on research objects, in order to get an overview in providing information about the use of airport facilities and the availability of facilities so as to achieve the quality of public services at Yogyakarta International Airport.
3. Documentation Method. The documentation method is a method used to obtain data and information in the form of archives, books, documents, written numbers and pictures in the form of reports and information that can support research.

Data Analysis Technique

According to Sugiyono (2017) explained that data analysis is an activity after data from all respondents or other data sources has been collected. In this study, the data analysis used by researchers was to use a descriptive qualitative method approach. Data analysis techniques according to Miles & Huberman Sugiyono (2014) activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. Activities in data analysis are carried out by means of data reduction, data presentation, and drawing conclusions and verification. Then to analyze qualitative data types in this study, researchers used a comparison method from the results of the data obtained with the results of observation, documentation, and results from interviews with employees of PT. Angkasa Pura I at Yogyakarta International Airport and Passengers.

RESEARCH RESULTS AND DISCUSSION

Data Exposure

From the results of the study consisted of 10 passengers and 3 employees in the Yogyakarta International airport waiting room. In the results of research observations, researchers carried out interview guidelines with informants, namely passengers at Yogyakarta International Airport in order to be able to support accurate data when carrying out observations.

Table 2. Passengers

No	Passenger Name	Number of Trips at YIA Airport
1.	Muhammad Zhuri Fadli	4 times
2.	Sabita	6 times
3.	Sartini Idris	5 times
4.	Will	2 times
5.	Yogi Novrian	2 times
6.	Sindy	4 times
7.	Irwan	3 times
8.	Meisha	1 times
9.	Lestari Nur Imandari	4 times
10.	Abi Manyu	3 times

Source: Researcher (2023)

Table 3. Employees

No	Employee Name	Years of Service	Position
1.	Birzha	6 Year	AVSEC
2.	Wibson Pangestu	4 Year	Customer Service
3.	Dyajeng Intan Rahmadani	1 Year	Passage Gapura

Source: Researcher (2023)

Explanation of the results of the passenger interview:

1. How often do you travel at YIA Airport? It was concluded from the results of the passenger interviews that most of the passengers had often traveled at YIA airport, a small portion was the first time traveling at YIA airport.
2. What do you think about the facilities and services in the YIA airport waiting room? From the results of the interviews, the average passenger was of the opinion that the existing facilities in the YIA airport waiting room were quite good and the services provided were also very good.

3. Do you feel comfortable with the facilities and services in the YIA Airport waiting room? From interviews with passengers, the facilities and services provided by officers have accommodated passenger comfort.
4. What facilities caught your attention when you were in the YIA Airport waiting room? From the results of passenger interviews that are in great demand or attract the attention of passengers are internet corners and seats accompanied by chargers.
5. In your opinion, what are the facilities and services in the YIA Airport waiting room lacking? From the results of passenger interviews, it was concluded that there was nothing lacking from public facilities and services.

Explanation of the results of employee interviews:

1. How long have you been on duty at YIA Airport? From the interview results, most of the employees had served at YIA airport for a long time.
2. What are the supports in the YIA Airport waiting room? From the results of interviews with employees who are supporting staff in the waiting room, there is a good attitude from officers towards passengers.
3. Who is responsible for public facilities and services in the YIA Airport waiting room? From the results of interviews the responsible employees are all employees on duty at the YIA airport waiting room.
4. What are the things needed to improve the quality of public services in the YIA Airport waiting room? From the results of employee interviews that improve the quality of public services in the waiting room is a friendly attitude towards passengers and adequate facilities.
5. What are the obstacles you face in implementing public services in the YIA Airport waiting room? From the results of employee interviews, most said that there were no serious obstacles.
6. What facilities are there in the Yogyakarta International Airport waiting room that are not available at other airports? From the results of employee interviews, the characteristics of YIA airport that are not found by passengers at other airports are local wisdom and icon statues located in the waiting room.
7. In a day, how many complaints are often conveyed by passengers? From the results of employee interviews, it is estimated that there are several passenger complaints every day.
8. What facilities do you think passengers often use while in the YIA Airport waiting room? From the results of employee interviews the most widely used are Trolley, Buggy car, Wheel chair (wheelchair), Wifi, Seats.

Discussion

Public services at Yogyakarta International Airport are based on the results of observations and interviews

In this study, public services at Yogyakarta International Airport are very accommodating of airport facilities that can support public services for passengers.



Figure 1. Yogyakarta International Airport Waiting Room
Source: Researcher 2023

In the picture above, it can be seen that the condition of the waiting room is very conducive, the passengers are cooperative in using the available seats in the waiting room. Therefore, the availability of seats in the waiting room is sufficient to support the increase in the number of passengers at Yogyakarta International Airport. Based on the results of observations carried out at the Yogyakarta International Airport, there are facilities that accommodate public services to passengers: Buggy Car; Internet Corner (Computer); and Departure Schedule Monitor.

Facilities at Yogyakarta International Airport

The facilities at Yogyakarta International Airport have another uniqueness, there is a Yogyakarta palace icon which is a regional symbol. Not only that, other supporting facilities also have public services, meaning they can be used in general and there are no additional fees in any form. The facilities in the waiting room are very accommodating of rapid technological developments and greatly facilitate all the things passengers need as follows: Massage Chairs; Umung Dispenser; Wheel Chair (wheelchair); Street Escalator; Display Television; PPE (personal protective equipment); Warning Receiver System; Trolleyman; and the Icon Statue.

CONCLUSION

Based on the research results, it can be concluded as follows: The existing facilities at the Yogyakarta International Airport, based on the opinions of passengers who were interviewed, are very sufficient for the needs of passengers. Public services at Yogyakarta International Airport are very accommodating, this is based on the results of interviews with passengers and employees of Yogyakarta International Airport. There are facilities that are very accommodating for passengers and for employees, for example the airport manager also prioritizes the safety and comfort of employees at work, namely PPE or personal protective equipment located in the waiting room. Not only that, the geographical location of Yogyakarta International Airport is close to the beach, so Yogyakarta International Airport provides a warning receive system facility where this tool is able to detect natural disasters such as tsunamis and volcanic eruptions. So that passengers and employees are protected quickly and responsively.

Suggestion: the manager of Yogyakarta International Airport is to continue to improve public services so that airport facilities can accommodate and be able to compete among public facilities at other airports. Not only that, it also always improves the quality of infrastructure related to public facilities. Advice for passengers is to always participate in maintaining public facilities properly and use public facilities properly according to the rules listed. So that you can wake up.

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