The Influence of Super Air Jet Check-In Counter Service Quality on Passenger Satisfaction at Sultan Thaha Airport Jambi

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Abstract

In achieving the success of a company providing maximum service is one of three aspects that must be carried out by a company. Three aspects that must be prioritized are safety, security and service. A company engaged in the service sector, service user satisfaction is an absolute requirement that must be presented to gain the trust of service users. Providing satisfaction to passengers is a form of airport service with the aim that passengers enjoy comfortable, safe and timely air travel. The case that the researcher got from an article on the pre-flight service of Super Air Jet airlines, namely at the check-in counter section, is a form of passenger dissatisfaction with the services provided by the airline. The purpose of this study was to determine the effect of service quality check-in counters of Super Air Jet airlines on passenger satisfaction and how much influence this airline has on passenger satisfaction. Data collection was carried out by distributing questionnaires in quantitative research using purposive sampling techniques and a sample of 100 respondents. Using SPSS 15, Descriptive Analysis, Simple Classical Assumption Test, and Hypothesis Test were used for data analysis. Based on the results of the study, it shows that the tcount value is 8.657 > ttable is 1.660, so the hypothesis Ha is accepted. This shows that the independent variable (check-in counter service quality) has an effect on the dependent variable (passenger satisfaction) on the Super Air Jet airline at Sultan Thaha Jambi Airport. The R Square value of 0.433 indicates that the variable Quality of check-in counter service has an effect of 43.3% on the variable passenger satisfaction of Super Air Jet airlines at Sultan Thaha Jambi Airport.
Keywords: Service Quality, Check-in Counter, Passenger Satisfaction, Super Air Jet, Sultan Thaha

INTRODUCTION

Transportation is divided into three namely, land transportation, sea transportation, and air transportation. According to the Ministerial Regulation of 2010 concerning National Airport Arrangements, air transportation or air transportation is any activity using an airplane to transport passengers, cargo and post for one trip or more from one airport to another airport or several airports. Air transportation is a mode of transportation that operates in the air, just like land and sea transportation. Air transportation is superior in terms of time, to travel from one island to another, or from one province to another, and air transportation is more time-efficient.

An airline is an organization that provides flight services for passengers or goods. Airlines rent or own airplanes to provide these services, in Indonesia there is not only one airline. In terms of serving passengers, airlines compete with each other to win the hearts of consumers. Competition is also unavoidable between one airline and another. Both domestic and international flights, all of them are competing to give the best impression to their customers.

One of the new airlines serving domestic routes is Super Air Jet, which was established in March 2021. Super Air Jet offers the Low Cost Carrier (LCC) concept or low cost while trying to maintain service quality so that it can influence consumer satisfaction so that these things can support the creation of good relations with consumers to reuse Super Air Jet airlines. Aircraft

with type A320 series 200 with a seat capacity of 180 seats in economy class. Airbus Super Air Jet currently serves 19 routes throughout Indonesia, one of which is at Jambi Sultan Thaha Airport.

Sultan Thaha Syaifuddin Airport is an airport located in the city of Jambi, Indonesia. This airport began operating in April 2007 managed by PT. Angkasa Pura II, which was previously managed by the Jambi Provincial Transportation Service. At this airport there are Quarantine facilities, Cargo Buildings, Restaurants, public telephones and office telephones. The airlines that fly every day at this airport are as follows:

Table 1. Airlines That Fly Every Day at Sultan Thaha Jambi Airport

No	Airline Name
1	Garuda Indonesia
2	Lion Air
3	Batik Air
4	Citilink
5	Super Air Jet

Source: AMC Unit Data of Sultan Thaha Airport Jambi

In achieving the success of a company providing maximum service is one of three aspects that must be carried out by a company. Three aspects that must be prioritized are safety, security and service. Therefore, a company engaged in service, service user satisfaction is an absolute requirement that must be presented to gain the trust of service users. The quality of services provided by the airport is very important for consumers who use airport services. Consumers must feel comfortable with the services provided by the airport, so that the company's image will be good in the eyes of consumers. Providing satisfaction to passengers is a form of airport service with the aim that passengers enjoy comfortable, safe and timely air travel. This service is a form of service excellence that is sought by the airline and airport managers.

Ramadhana's previous research (2021) proved that service quality affects Lion Air customer satisfaction, with the magnitude of the effect reaching 75.1% indicating that service quality is an important aspect that needs attention. In Sukma's research (2021) it proves that good service quality will affect customer satisfaction of the Garuda Indonesia airline, with the effect of service quality on customer satisfaction being obtained at 72.2%. In this case the quality of service has a close relationship with customer satisfaction.

Pre-flight service means passenger and aircraft handling activities prior to departure starting from the check-in counter, passenger baggage, cargo and post. The check-in counter is a place at the airport to report passengers using flight services. The check-in counter handles checking tickets and identity cards, printing boarding passes, and processing passenger baggage that will be put into the plane's baggage. The case that the researchers got from an article on the pre-flight service of Super Air Jet airlines, namely at the check-in counter at Soekarno Hatta Airport. The Super Air Jet airline staff looked annoyed when serving their passengers, the passenger was carrying overloaded baggage, and was willing to pay a charge for the excess baggage, but the Super Air Jet airline staff looked annoyed because the passenger did not have cash and would pay by debit, with an annoyed face the clerk accepts payment by debit card. After that, the passenger entered the boarding gate and arrived at the boarding gate. The officer was angry with the passenger for arriving late which caused the plane to no longer accept passengers. The passenger returned to confirm at the check-in counter and asked about the status on the monitor screen which was still the last call but the plane was no longer receiving passengers but the response and answers of the officers were poor which led to a lack

of quality of service provided by the officers (Tuesday, 06 September 2022) reported from the website id.quora.com on October 18, 2022.

Researchers feel that this inaccurate service will affect the image of Super Air Jet in the future, so that the airline must improve itself according to passenger service standards. For researchers it is important to have this research because it is to find out the check-in counter service, which will later lead to user satisfaction of air transportation services at an airline company. What's more, the Super Air Jet airline has just been established in the last year, the service quality of this airline has never been studied. Based on this observation, the researcher took the title "The Influence of Super Air Jet Check-in Counter Service Quality on Passenger Satisfaction at Sultan Thaha Jambi Airport".

Based on the description presented in the background above, the formulation of the problem in this study is: Does the quality of check-in counter service affect the satisfaction of Super Air Jet passengers at Sultan Thaha Jambi Airport? How much influence does the quality of check-in counter service have on the satisfaction of Super Air Jet airline passengers at Sultan Thaha Jambi Airport? The research objectives to be achieved are as follows: To find out whether the quality of check-in counter service affects the satisfaction of Super Air Jet passengers at Sultan Thaha Jambi Airport. Knowing how much influence the quality of check-in counter service has on the satisfaction of Super Air Jet airline passengers at Sultan Thaha Jambi Airport.

Theoretical Basis
Airport

Minister of Transportation Regulation of 2010 concerning National Airport Arrangements, an airport is an area on land or waters with certain boundaries that is used as a place for landing and taking off, boarding and unloading passengers, loading and unloading of goods, and a place for intra and intermodal transportation. equipped with flight safety and security facilities, as well as basic and other supporting facilities, consisting of general airports and special airports, hereinafter referred to as general airports, airports.

History of the Super Air Jet

Super Air Jet merupakan salah satu dari maskapai penerbangan domestik di Indonesia yang didirikan pada Maret 2021, dibiayai oleh pendiri Lion Air Group, Rusdi Kirana, dan ketika Indonesia tengah menghadapi pendemi Covid-19. Maskapai ini memiliki Sertifikat Operator Udara dari Kementrian Perhubungan Indonesia pada tanggal 30 Juni 2021 dan akan meluncurkan di tahun yang sama ke 11 tujuan di Indonesia. Mantan General Manager of Services Lion Air Group, Ari Azhari yang sekarang memimpin sebagai Direktur Utama maskapai ini. Meskipun maskapai ini memiliki hubungan dekat dengan maskapai Lion Air, saluran resminya menolak klaim hubungan formal dengan Lion Air dan anak perusahaannya (Sari, 2022).

Figure 1. Super Air Jet

Figure 1 is a picture of the Super Air Jet aircraft, which is one of the domestic airlines that was just established in March 2021. This airline uses the Airbus A320-200 aircraft type, with flight code IU. Applying the millennial concept, this airline is in great demand among young people who will be traveling out of town.

Service Quality

Quality in the Big Indonesian Dictionary (KBBI) is defined as the good or bad behavior of something, the degree or quality level. Service is interpreted as an effort to help prepare or manage what other people need. Good service according to Kamsir (2017), is the company's ability to provide services that can provide satisfaction to customers according to their needs and desires. According to Tjiptono (2012), service quality is a measure of how well the level of service provided is able to match customer expectations. Service quality is centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to match customer expectations. According to Kotler and Keller (2016), service quality is a model that describes consumer conditions in the form of service expectations from past experiences, word of mouth and advertising by comparing the service they expect with what they receive or feel. It can be concluded from some of the definitions above that service quality is a measure or level of service received by consumers relating to consumer expectations and needs, or a measurement of how far the difference is between expectations and reality of customers for the services received.

Check-in Counter

According to the 2015 Ministerial Regulation concerning Service Standards for Domestic Scheduled Commercial Air Transport for Economy Class Passengers, check-in is the process of reporting prospective passengers to an air transport business entity to make a flight. The check-in itself is at the airport for checking identity cards in the form of ID cards and passenger tickets for printing boarding passes. Boarding pass is a small letter that contains information about flights such as time, date, departure gate, flight number, seat number, and so on. According to the Law of the Republic of Indonesia Number 1 of 2009 concerning Aviation, a check-in counter is a facility/place outside the airport work area that functions to complete various security and service procedures and requirements as is the case at airports. According to the Gapura Angkasa Standard Operating, the check-in counter is a place at the airport that functions to check passenger data before boarding the plane. The check-in counter includes conventional passenger checking activities which are assisted directly by passage officers.

Passenger Satisfaction

Passengers in the Big Indonesian Dictionary (KBBI) are people who ride or ride (trains, ships, and so on). Passenger is a person or individual and group that uses transportation services for a certain trip by paying a certain amount of money in return for the transportation services. So, every person who travels using the means of transportation provided by the carrier or trading company, is bound by a contract, and the agreement with the transportation stated on the ticket with transportation during the trip is called a passenger. While an airplane passenger is someone who travels or travels by using airplane transportation. According to Kotler and Keller (2016), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance to the expected performance. If performance is below expectations, then the consumer is dissatisfied. If performance meets expectations, the consumer is satisfied. If performance exceeds expectations the consumer is very satisfied/happy. According to Tjiptono (2012), consumer

satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. So, passenger or customer satisfaction is all the attitudes shown by passengers or customers for goods or services after the passenger obtains and uses them, if the quality is in accordance with expectations then the passenger or customer will experience satisfaction or feel satisfied and if the quality is far below expectations, then they will experience emotional dissatisfaction.

Relevant Research

Table 2. Relevant Research

No	Name	Year	Research Title	Research Result
1	Putra Rianto	2020	The Influence of Citilink Indonesia Airline Service Quality on Customer Satisfaction at Sultan Thaha Airport Jambi	Based on the t (partial) test, it is known that service quality consists of assurance and empathy variables which have a significant effect, while tangible, reliability and responsiveness variables do not have a significant effect on customer satisfaction for PT. Citilink Indonesia at Sultan Thaha Airport, Jambi. Based on the F test (simultaneous) it is known that service quality which consists of variables (tangible, reliability, responsiveness, assurance and empathy) together has a significant influence on customer satisfaction for PT. Citilink Indonesia at Sultan Thaha Airport Jambi).
2	Fadhel Azha Ramadhana	2021	The Effect of Service Quality on Lion Air Airline Customer Satisfaction at Soekarno Hatta International Airport	From the research results, there is an influence between the Service Quality Variable (X) on the Customer Satisfaction Variable (Y) of Lion Air Airlines at Soekarno Hatta International Airport. This can be proven by the results of tests carried out using the SPSS program in which the data obtained from the results of the questionnaires were distributed to 100 respondents who had been determined as samples. From the results of the test, it was found that the tcount value was 17.177 > ttable 1.984. These results show and prove that Ha is correct, which proves that service quality affects Lion Air airline customer satisfaction at Soekarno Hatta International Airport. With the magnitude of the effect that has reached 75.1%, it indicates that service quality is an important aspect that needs attention and 24.9% is influenced by other variables outside of service quality.
3	Sri Devi	2021	The Effect of Service Quality on Customer Satisfaction at Wings Air Airlines at Sultan Muhammad Kaharuddin Airport, Sumbawa	The research results show that the physical evidence and responsiveness variables have a significant effect on customer satisfaction as indicated by the results of data processing through the SPSS application which are 0.001 and 0.005 or below 0.05, which means that there is a significant effect of physical evidence and responsiveness on customer satisfaction. The other three variables, namely: reliability, assurance and empathy, have no significant effect because the SPSS test results show numbers above 0.05.

Source: Previous Research Results

Hypothesis

The hypothesis in this study describes a temporary answer regarding research conducted by researchers at Sultan Thaha Jambi Airport. The hypothesis in this study is intended as a reference for determining the next steps in order to draw conclusions about the research

conducted at the check-in counter service for Super Air Jet airlines at Sultan Thaha Jambi Airport so that researchers can draw conclusions related to the hypotheses made. Temporary answers from the research above:

Ha: There is an influence between the check-in counter Service Quality Variable (X) on the Passenger Satisfaction Variable (Y).

Ho: There is no influence between the check-in counter Service Quality Variable (X) on the Passenger Satisfaction Variable (Y).

RESEARCH METHODS
Research Design

According to Silaen (2018) research design is a design regarding the entire process required in planning and research. Research design according to Fitri and Haryanti (2020), reveals that "Research design is like a road map for researchers that guides and determines the direction of the research process correctly and precisely in accordance with the objectives that have been set. Without the right design, a researcher will not be able to carry out research properly because the person concerned does not have clear directions. The method used in this study is a quantitative approach method. According to Sugiyono (2017), the quantitative research method is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistics with the aim of testing the hypotheses that have been set. This quantitative research itself contains a lot of numbers starting from the collection, processing, and results which are dominated by numbers. The researcher uses this research method because the researcher wants to know whether there is influence and how much the percentage of influence from the quality of check-in counter service on passenger satisfaction of Super Air Jet airlines at Sultan Thaha Jambi Airport.

Time and Place of Research

The time for conducting the research is to be carried out in January - February 2022. The research location is carried out at Sultan Thaha Syaifuddin Airport, Jambi.

Data Type

This study uses Primary and Secondary data types and sources.
1. Primary Data. According to Sugiyono (2017), primary data is a data source that directly provides data to data collectors. Primary data is data that is collected directly by researchers without other intermediaries and is still in raw form. In this study, primary data was obtained from distributing questionnaires to Super Air Jet passengers who flew from Sultan Thaha Airport, Jambi. The primary data collected includes passenger responses regarding the quality of the check-in counter service provided by Super Air Jet on passenger satisfaction.
2. Secondary Data. According to Sugiyono (2017), secondary data are data sources that do not directly provide data to data collectors, for example through other people or through documents. Secondary data is data in the form of pre-existing information collected by researchers to complete research data. In this study, secondary data was obtained from literature reviews and journals regarding the effect of service quality on passenger satisfaction.

Population

According to Sugiyono (2017), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were all Super Air Jet passengers at Sultan Thaha Jambi Airport. From the Manifest Data of Sultan Thaha Jambi Airport (2022) the number of Super Air Jet passengers at Sultan Jambi Airport in March 2021-August 2022 (counting for 6 months of operation) is 28,315 passengers based on the passenger table as follows:

Table 3. List of Super Air Jet Passengers in March 2021-August 2022 (Counting 6 Months of Operation)

Month	Total
March	4.655
April	3.569
May	5.465
June	5.164
July	4.794
Agust	4.668
Total	28.315

Source: AMC Unit of Sultan Thaha Airport Jambi

Sample

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. If the population is large, and it is not possible to conduct research on all members of the population, for example due to limited funds, manpower, time, then the research can use samples taken from that population. The sampling technique used is Non Probability Sampling. Non-Probability Sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample and using a Purposive Sampling approach is a technique for determining a research sample with certain considerations that aim to make the data obtained later be more representative (Sugiyono, 2010). To fill in the questionnaire, the author sets out the requirements for filling in passengers, both male and female, who are at least 17 years old, passengers who have used Super Air Jet flight services at least once and people who have used Super Air Jet flight services departing from Sultan Thaha Jambi Airport. The sample of this research is some of the passengers of Super Air Jet airlines. To determine the size of the sample taken from the population on the Super Air Jet airline at Sultan Thaha Jambi Airport, the researchers used the Slovin formula. The Slovin formula in this study is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n : Sample
N : Population
e : Error level or critical value of 10%

Substitution of the Slovin formula:

Is known:

n : Sample
N : 28.315
e : Error level or critical value of 10% (0,1)

$$n = \frac{28.315}{1+(28.315 \; x \; (0,1)^2)}$$

$$n = \frac{28.315}{1+(28.315 \; x \; 0,01)}$$

$$n = \frac{28.315}{284,15}$$

n = 99,648 (rounded to 100)

Based on the existing Slovin formula substitution, it is known that the number of samples in this study was 100 people. The distribution of questionnaires to passengers of Super Air Jet airlines at Sultan Thaha Jambi Airport was as many as 100 passengers.

RESEARCH RESULTS AND DISCUSSION
The Effect of Check-in Counter Service Quality on Passenger Satisfaction

Based on the results of the research that has been tested, the researchers obtained the result that Ha was accepted, that there was an influence on the quality of check-in counter service at Super Air Jet airlines on passenger satisfaction at Sultan Thaha Jambi Airport. The quality of this check-in counter service can affect passenger satisfaction because if the service provided is bad then passenger satisfaction decreases in terms of service which can also affect the airline's image. Service is also a form of service excellence, therefore consumers must feel comfortable with the services provided by the airport, so that the company's image will be good in the eyes of consumers and create passenger satisfaction. Evidenced by the results of the Hypothesis Test (T Test) in the following table:

Table 4. T Test Results

Coefficients[a]						
Model		Unstandardized Coeffiients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.431	3.968		3.637	.000
	Check-In Counter Service Quality	.635	.073	.658	8.657	.000
a. Dependent Variable: Passenger Satisfaction						

If the significant value <0.05 then the hypothesis is accepted, meaning that partially the independent variables have a significant influence on the dependent variable. In the coefficients table (α) table 4.6 above, the researcher gets the results of the T test whose hypothesis can be concluded in two ways, first the significance value obtained from the coefficients table (α) is 0.000 <0.05. So it can be concluded that the X variable (check-in counter service quality) has an effect on the Y variable (passenger satisfaction), so that Ha is accepted and Ho is rejected, and the second is based on the tcount value known in table 4.6 of 8.657. This tcount value will be compared with the value in ttable. It is known that ttable = (α; n-k-1) = (0.05; 98) then the ttable value is 1.660. so tcount is 8.657 > ttable is 1.660, so it can be concluded that variable X (quality of check-in counter service) affects variable Y (passenger satisfaction), so that Ha is accepted and Ho is rejected.

The Magnitude of Influence of Check-in Counter Service Quality on Passenger Satisfaction

The influence of the quality of check-in counter service on Super Air Jet airlines on passenger satisfaction at Sultan Thaha Jambi Airport is 43.3%. It can be proven through the table below.

Table 5. Results of the Analysis of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.658a	.433	.428	4.178
a. Predictors: (Constant): Check-In Counter Service Quality				

Based on the results of table 5 it is explained that the value of R square or the coefficient of determination in the table above solves the second problem formulation, with an R square (R^2) value of 0.433 meaning that the variable quality of check-in counter service on Super Air Jet airlines affects the variable passenger satisfaction at the airport Sultan Thaha Jambi of 43.3% while the remaining 56.7% is from other independent variables not examined in this study.

Quality of service is a measure or level of service received by consumers related to the expectations and needs of consumers. Based on the results of previous research, with the author's research having variable similarities, namely research belonging to Fadhel Azha Ramadhana (2021) with the title "The Influence of Service Quality on Lion Air Airline Customer Satisfaction at Soekarno Hatta International Airport" proves that service quality affects Lion customer satisfaction Water, with the magnitude of the impact reaching 75.1% indicates that the quality of service is an important aspect that needs attention. In Vivian Sukma's research (2021) entitled "The Influence of Service Quality on Garuda Indonesia Airline Customer Satisfaction at Supadio Pontianak Airport" proves that good service quality will affect Garuda Indonesia airline customer satisfaction, with the effect of service quality on customer satisfaction obtained by 72, 2%. In this case the quality of service has a close relationship with customer satisfaction. With the case of passenger dissatisfaction with the service provided by the check-in counter of the Super Air Jet airline, which the researcher has described in terms of the background of the problem, the researcher also examined the quality of check-in counter service for airlines that have only been operating in the last few years, and obtained the same results. it has been investigated by researchers that variable X service quality check-in counter consisting of (tangible, reliability, responsiveness, assurance, empathy) has a significant influence on variable Y passenger satisfaction consisting of (Perceived Service Quality, Employee Service Factors, Image of Airlines/Brand Image, Timeliness) of 43.3%, while the remaining 56.7% is influenced by other independent variables not included in this study such as price, in-flight/post-flight service quality, and so on.

CONCLUSION

Ha is accepted and Ho is rejected, meaning that there is an influence on the quality of check-in counter service for Super Air Jet airlines on passenger satisfaction at Sultan Thaha Jambi Airport. This is evidenced by the tcount of 8.657 > ttable of 1.660 with a significance value of 0.000 <0.05. So, the results of the calculation of the t-test show that Ha is accepted, it can be concluded that there is an influence on the quality of service check-in counters for Super Air Jet airlines on passenger satisfaction at Sultan Thaha Jambi Airport. The check-in counter service quality variable affects the passenger satisfaction variable on Super Air Jet airlines at Sultan Thaha Jambi Airport by 43.3%, as evidenced by the results of the analysis of the coefficient of determination (R^2) which is 0.433. This states that the influence of the quality of service quality check-in counters of Super Air Jet airlines on passenger satisfaction at Sultan Thaha Jambi Airport is 43.3% while the remaining 56.7% is influenced by other independent variables not included in this study such as price, in-flight/post-flight service quality, and so on.

Based on the overall research results and the conclusions obtained, the following suggestions are presented: For companies; The findings from this study prove that there is an influence on the quality of check-in counter service for Super Air Jet airlines on passenger satisfaction at Sultan Thaha Airport, Jambi. So that for the company concerned, which has good service, it is hoped that it will continue to maintain service quality and optimize and improve the quality of existing services to be even better in the future so as to create user satisfaction for Super Air Jet airline air transportation services, and create a good experience for service users. Super Air Jet flights. Therefore, the company will get a good image from users of Super Air Jet airlines and passengers will not be interested in switching to competitors and still using Super Air Jet airlines. For further researchers; For future researchers, it is expected that researchers must understand the topics and objects studied. Hopefully the data read or retrieved by future researchers can provide additional insight and reference and be used as material for consideration or further development for future researchers.

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