

The Influence of Customer Service Quality on the Satisfaction Level of PT Angkasa Pura II Service Users at Supadio Pontianak International Airport

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Abstract

Service quality and service user satisfaction are two different but closely related concepts. This study aims to determine the effect of customer service quality on the satisfaction level of service users of PT. Angkasa Pura II at Supadio Pontianak International Airport. This study uses quantitative data. There are 2 sources of data used, namely primary data and secondary data. This research was conducted by distributing questionnaires by collecting a sample of 100 respondents. Based on the results of the research that has been discussed, the quality of customer service on the satisfaction level of service users has an influence with a significance value of $0.000 < 0.05$ with a t-count value of $19,973 > t\text{-table } 0.196$ and the test results for the coefficient of determination is 0.803 or 80.3% and the remaining 19.7% is influenced by other factors outside of this study.

Keywords: Service Quality, Service User Satisfaction, PT. Angkasa Pura II



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INTRODUCTION

The development of this era of air transportation is increasingly in demand. This is due to increased mobility of society. Transportation is one means of supporting the community to travel from one area to another. People need the fastest and most efficient means of transportation, one of which is air transportation. With the existence of air transportation facilities, users of aircraft transportation services are increasing. According to Law no. 1 concerning Aviation and PM.69 of 2013 concerning National Airport Arrangements Airports are areas on land and/or waters that are used as a place for aircraft to land and take off, board passengers, load and unload goods, and place for intra and intermodal transportation. equipped with basic facilities and other supporting facilities. Supadio Pontianak International Airport is an international airport located in Kubu Raya Regency, West Kalimantan. Previously this airport was named Sungai Durian Airport. The airport was built in the 1940s as Sungai Durian Airport and in the 1980s the airport was renamed Supadio Airport. This airport is managed by PT. Angkasa Pura II and the area of Supadio International Airport is 528 ha (PT. Angkasa Pura II). PT. Angkasa Pura II (Persero) is a State-Owned Enterprise (BUMN) engaged in the business of airport services and airport-related services. The establishment of Angkasa Pura II aims to carry out management and business in the field of airport services and airport-related services by optimizing the empowerment of the potential of its resources. Now Angkasa Pura II manages 20 Indonesian airports.

As is the case with other airports, Supadio Pontianak International Airport must be able to serve all activities at the airport according to working hours by ensuring smooth, orderly and safe flights. Service standard is a benchmark that is used as a guideline for service delivery, a reference for assessing service quality as an obligation and promise of administrators to the community in the framework of quality, fast, easy, affordable and

measurable services. So it can be concluded that service quality is a series of services provided to service users and from this service quality can form service user satisfaction with the services that have been provided. According to Sureshchandar in Tjiptono & Diana (2015) this states that service quality and service user satisfaction are very important aspects. Service quality and service user satisfaction are two different but closely related concepts. This shows that the increase in service user satisfaction tends to be followed by an increase in positive views of service quality, and vice versa.

High service user satisfaction is caused by maximum service quality and if the quality of service provided is poor then the expectations of service users will not be achieved. PT. Angkasa Pura II Supadio Pontianak International Airport has an information unit as a place to be able to deal directly with service users who want to get information and submit complaints. In this case the role of the information unit is needed because it is tasked with providing services and information to service users through the Public Information Desk (PID) to obtain information about services or complain about them and a mass communication tool called the Public Address System (PAS) to convey flight information to users. flight services in the form of audio information at airport departure and arrival terminals. The problems faced by customer service as a service unit are complaints of service users who complain about the difficulty of hearing clearly the names of passengers in the waiting room, the lack of active role of airline staff to announce name calls only a few times and the air conditioning facilities in the waiting room which are not cold enough to cause passengers complained about the lack of facilities in the departure area so that passengers were not at the proper gate because the waiting room air conditioner was not cold enough due to spare parts.

Therefore, information officers not only prioritize physical appearance but they are also able to provide good service to service users. PT. Angkasa Pura II Supadio Pontianak International Airport is also required to be able to improve services, especially through the delivery of quality services and an accurate service system so as to satisfy service users. The purpose of this study is as follows: To determine the effect of customer service quality on the satisfaction level of service users of PT. Angkasa Pura II at Supadio Pontianak International Airport and to find out how much influence the quality of customer service has on the satisfaction level of PT. Angkasa Pura II at Supadio Pontianak International Airport.

Theoretical Basis

Service

In the Big Indonesian Dictionary (2005) it is explained that service is a matter or way to serve/convenience provided in connection with the sale and purchase of goods or services. In essence, service is a series of activities which constitute a process. As a service process that takes place routinely and continuously covering the entire life of people in society and the process of fulfilling needs through the activities of other people. According to Kotler in Laksana (2018) service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Based on the explanation put forward, service is an activity carried out between the recipient and the service provider from an organization or corporate institution.

Service Quality

According to Parasuraman in Lupiyoadi (2013) service quality is how far the difference is between reality and customer expectations for the service they receive. Meanwhile, according to Zeithaml and Bitner in Adam (2015) quality of service is excellent or superior

delivery according to customer expectations by providing the best service according to their needs and desires, customers will assess the results of the services obtained. Service quality is a central point for the company because it affects service user satisfaction and service user satisfaction will arise if the quality of service provided is good. So the quality of service is a service activity provided by public service providers who are able to meet expectations, desires, and needs and are able to provide satisfaction to the wider community. Service quality can be achieved by determining and controlling service quality characteristics and service delivery characteristics. Characteristics of service quality are service characteristics that can be identified, which are needed to achieve customer satisfaction. In an effort to improve service quality, companies must also increase the commitment and awareness and ability of workers, especially those who directly deal with consumers. Even though the quality systems and techniques are good, if the people who implement them and the tools used are not in the right way, the expected quality of service will not be realized. Measurement of service quality in this study refers to the customer perspective where service users expect the best service from service providers.

Customer Service

According to the regulations of the directors of PT. Angkasa Pura II (Persero) Number: PD.01.02/03/2020/0026 concerning Standard Operational Procedures for Airport Customer Service at PT. Angkasa Pura II (Persero) Customer Service is an airport service officer who is responsible for serving customer requests (information and/or complaints) at a location/place and ensuring that customer information or complaints can be resolved. Customer Service is included in the Assistant Manager Of Terminal & Landside Service section because it is located in the Terminal area whose job is to serve information and complaints through the Public Information Desk (PID) from passengers and visitors to service users.

Service User Satisfaction Level

Kotler and Keller (2009) satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied or delighted. Meanwhile, according to Oliver (2006) satisfaction is the level of a person's feelings after comparing the performance/results he feels with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations if expectations then service users will be disappointed.

The success of a company can be seen from its performance. As the main goal, good and quality airport services are services provided oriented towards the satisfaction of service users according to the average level. Business entities can find out the satisfaction of service users which will be input for the development and implementation as well as increasing service user satisfaction so that it can be known when service users complain. This is an opportunity for business entities to be able to know their performance. Tjiptono (2010) states that service user satisfaction or dissatisfaction is the service user's response to the evolution of perceived discrepancies/disconfirmation between previous expectations (or other performance norms) and the actual product performance that is felt after use.

PT. Angkasa Pura II

PT. Angkasa Pura II is one of the State-Owned Enterprises (BUMN) which is engaged in the business of airport services and airport-related services. PT. Angkasa Pura II has gained the trust of the Government of the Republic of Indonesia to manage and strive for the exploitation of Jakarta Cengkareng Airport which has now changed its name to Jakarta Soekarno-Hatta International Airport and Halim Perdanakusuma Airport since August 13, 1984. Angkasa Pura II has managed 20 airports, including namely Soekarno-Hatta Airport (Jakarta), Halim Perdanakusuma (Jakarta), Kualanamu (Medan), Supadio (Pontianak), Minangkabau (Padang), Sultan Mahmud Badaruddin II (Palembang), Sultan Syarif Kasim II (Pekanbaru), Husein Sastranegara (Bandung), Sultan Iskandarmuda (Banda Aceh), Raja Haji Fisabilillah (Tanjungpinang), Sultan Thaha (Jambi), Depati Amir (Pangkal Pinang), Silangit (North Tapanuli), Kertajati (Majalengka), Banyuwangi (Banyuwangi), Tjilik Riwut (Palangkaraya), Radin Inten II (Lampung), H.A.S Hanandjoeddin (Tanjung Pandan), and Fatmawati Soekarno (Bengkulu), Major General Soedirman (Purbalingga).

Airport

According to the Law of the Republic of Indonesia No. 1 of 2009 concerning Aviation Airports are areas on land and/or waters with certain boundaries that are used as places for aircraft to land and take off, board and drop passengers, loading and unloading of goods, and places of transfer. intra and intermodal transportation equipped with aviation safety and security facilities, as well as basic facilities and other supporting facilities. Based on its function, the airport is a place for carrying out government and/or business activities. As a place for government administration, the airport is a place for work units of government agencies in carrying out their duties and functions towards the community in accordance with laws and regulations in matters including: Development of Aviation Activities, Customs, Immigration and Quarantine.

Supadio Pontianak International Airport

Supadio International Airport (English: Supadio International Airport) (IATA: PNK, ICAO: W100) previously named Sei Durian Airport or Sungai Durian Airport is an international airport located in Kubu Raya Regency, West Kalimantan, Indonesia. The distance from Pontianak City is 17 km to the south. This airport is managed by PT. Angkasa Pura II. The area of Supadio International Airport is 528 ha (PT. Angkasa Pura II). The airport was originally built in the early 1940s as Sungai Durian Airport. In the 1980s, the airport was renamed Supadio Airport. Since 1989, international routes have been opened from Supadio Airport to Kuching International Airport. Supadio International Airport already has a new terminal building with a longer and wider runway, in order to become a world-class airport. In 2012 a tender for coating the 2,250 meter runway was conducted and in early 2013 the coating will be carried out. The multi-year project to expand the runway to 2,500 meters also started in 2013. Previously, in 2010-2011 the runway was widened from 30 meters to 45 meters and the addition of a new runway with a length of 3,500 meters x 60 meters (PT. Angkasa Pura II).

Relevant Research

Table 1. Previous Research Results

No	Name	Year	Title	Research Result
1.	Taslim,	2015	The Effect of	The results of this study indicate that the effect of service

	Juajir Sumardi dan Armin Lawi		Service Quality on Passenger Satisfaction at PT. (Persero) Angkasa Pura Sultan Hasanuddin Makassar Airport	quality on the Nagelkerke value (R square) is 0.27, meaning that the variation that occurs in passenger satisfaction by service quality is 27%. Thus the quality of service is not the main variable that affects passenger satisfaction but can also be influenced by other variables not explained in this table. There is a significant direct relationship between the variable service quality and passenger satisfaction, an average of 40% stated that they were satisfied, with the order of service quality being Responsiveness (69%), Assurance (66%), Reliability (64%), Tangible (63%), and Empathy (61%). overall the respondents expressed satisfaction.
2.	Dini Septiani Putri	2018	The Effect of Customer Service Quality of PT Angkasa Pura I (Persero) on Service User Satisfaction of Ahmad Yani Semarang International Airport	The results of this study indicate that the variables that affect the level of service user satisfaction are tangible (p 0.044), reliability (p 0.037), responsiveness (p 0.029), assurance (p 0.393), empathy (p 0.267). The most dominant variable influencing service user satisfaction at Ahmad Yani International Airport Semarang is tangible with a beta value of 0.214. It is expected that Customer Service officers will improve the facilities and performance of Customer Service officers. Because a service cannot be seen, cannot be smelled and cannot be touched, customers will use their sense of sight to assess service quality.
3.	Sinto Ariwibowo	2019	Customer Service Analysis PT. Angkasa Pura 1 in Improving Service Quality at General Ahmad Yani International Airport Semarang	The results of this study indicate that the services provided at General Ahmad Yani International Airport are good, the customer service officers have carried out their duties in accordance with applicable procedures, even though there are some obstacles encountered. The services provided are in the form of a public information desk, telephone information center, mobile customer service, and services for disappointed passengers. Efforts are being made to improve service by maintaining attitudes and behavior at work, deepening mastery of foreign languages, increasing the number of customer service personnel, and increasing insight and knowledge about aviation and matters related to aviation.

RESEARCH METHODS

Research Design

According to McCombes (2019) research design or what is also called a research strategy is a plan to answer a series of research questions. In this section is a framework that includes methods and procedures that collect, analyze, and interpret data. The research method used in this study is a quantitative research method. According to Sugiyono (2019) quantitative research is a research method based on the philosophy of positivism used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses. In this study the authors aim to determine "The Influence of Customer Service Quality on the Satisfaction Level of Service Users of PT. Angkasa Pura II at Supadio Pontianak International Airport.

Population and Sample

According to Handayani (2020) population is the totality of each element to be studied which has the same characteristics, it can be in the form of individuals from a group, events,

or something to be studied. The population in this study are passengers or service user visitors who obtain services from Customer Service PT. Angkasa Pura II at Supadio Pontianak International Airport. Based on initial observations made by researchers, data obtained directly in one day there were 15 populations using these services so that the total population within 1 (one) month could reach 450 populations. According to Sugiyono (2019) the sample is part of the number and characteristics possessed by the population. While sample size is a step to determine the size of the sample taken in carrying out a study. To determine the sample size is done by using the slovin formula.

Data Collection Technique

According to Sugiyono (2019) data collection techniques are the most strategic step in research because the main goal in research is to obtain data without knowing data collection techniques, so researchers will not get data that meets the established standards. The data collection techniques used in this study are as follows:

1. Questionnaire Method. According to Sugiyono (2019) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The scale used in this study is the Likert scale. According to Sugiyono (2019) the Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. On this scale, the respondent only gives a checklist on the answer that the respondent chooses.
2. Library Studies. Library Studies is a technique of collecting data from relevant journals, articles, books, and previous research. According to Sugiyono (2019) literature study is related to theoretical studies and other references related to values, culture, and norms that develop in the social situation under study.
3. Documentation. According to Sugiyono (2019) documentation is a record of events that take place in the form of pictures, photographs, sketches, and others. Documentation is a complement to users of observation and interview methods. The object of this research is documentation as supporting material for research results from observation.

Time and Place of Research

The time for conducting the research was carried out in March 2023. The place for carrying out the research was at PT. Angkasa Pura II Supadio Pontianak International Airport Jalan Arteri Supadio Km. 17, Limbung, Sungai Raya, Limbung, Kec. Raya River, Kubu Raya Regency, West Kalimantan 78381.

Data Type

In this study researchers used quantitative data. There are 2 data sources used by researchers in this study as follows:

1. Primary Data. According to Sugiyono (2019) primary data is data sources that directly provide data to data collectors. Primary data is data obtained directly from respondents and collected directly by researchers.
2. Secondary Data. According to Sugiyono (2019) defining secondary data is a source of data obtained by reading, studying and understanding through other media sourced from literature, books and documents.

RESEARCH RESULTS AND DISCUSSION

This research is quantitative, meaning the data produced is in the form of numbers. From the data analyzed using IBM SPSS Statistics 23. This study aims to investigate the effect

of customer service quality on the satisfaction level of PT. Angkasa Pura II at Supadio Pontianak International Airport. Based on the purpose of the data collected by questionnaire as many as 100 respondents who have used PT. Angkasa Pura II at Supadio Pontianak International Airport. This research is provided in the form of data presentation in accordance with the results of a survey previously conducted. This research has been carried out by researchers, so the research results have been obtained, namely as follows:

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This research was conducted by distributing questionnaires which contained 30 questions in order to obtain data by collecting a sample of 100 respondents. Based on the results of the T test that has been studied, it can be obtained that the t value is 19,973 and the t table value is 0.196. Therefore it can be concluded that the significance value of service quality on service user satisfaction is $0.000 < 0.05$. This conclusion is based on the results of $19,973 > 0.196$ and a significance value of $0.000 < 0.05$ that H_a is accepted where there is an influence between the service quality variable (X) partially on passenger satisfaction (Y). This states that service quality is very influential on service user satisfaction because it is the central point for a company. In this study the importance of balancing between a reality and the expectations of service users for the services they receive, this shows that service quality can make positive changes with several capabilities. With good service user satisfaction, service quality will also appear if it is in accordance with the expectations of service users. After the service user is satisfied with what is received, the service user will compare the services provided. If the service user is satisfied, the service user will make a return visit and will tell many people that the company's service is very good and is willing to recommend it to a large audience. Therefore, companies must think carefully about the importance of service because service quality is an important aspect to maintain service user satisfaction.

In variable X (Quality of Service) the statement that gets the highest score is statement X1 with a score of 465 which is included in the tangibles indicator with the statement "The appearance of the customer service officer in serving service users is very good." Therefore, most service users have a good first impression of the appearance of PT. Angkasa Pura II at Supadio Pontianak International Airport so that it has a positive influence on the company's image and is one of the factors to bring satisfaction to service users when served. This shows that customer service officers must be able to maintain their appearance in serving service users to show the existence of their company. Furthermore, the statement that gets the lowest score is statement X6 with a score of 428 which is included in the reliability indicator with the contents of the statement "Accuracy of customer service officers in serving service users." This shows that based on the views of PT. customer service users. Angkasa Pura II at Supadio Pontianak International Airport to customer service officers must further improve their abilities in terms of serving service users so that they match what service users expect without any failure in a service because this will affect service quality.

In variable Y (Service User Satisfaction), the statement that received the highest score was statement Y6 with a score of 448 which is included in the indicator of interest in making a return visit with the statement "Interested in making a return visit because the supporting facilities provided are adequate." This shows that the facilities provided by PT. Angkasa Pura II at Supadio Pontianak International Airport is very adequate so as to provide comfort to service users who use it. Therefore, companies can maintain facilities to increase service user satisfaction so that they feel comfortable and can meet the needs of service users.

Furthermore, the statement that gets the lowest score is Y9 with a score of 424 which is included in the willingness to recommend indicator with the contents of the statement "Service users suggest friends or relatives to buy the product offered because of the value or benefits obtained after consuming a service product." The low Y4 score proves the lack of interest of service users to make suggestions because of the services provided. Of course service users must improve performance and carry out their duties better.

How big is the influence of the quality of customer service on the satisfaction of service users of PT. Angkasa Pura II at Supadio Pontianak International Airport

Customer service officers have an important task in serving service users to meet their needs by carrying out information service activities related to flights and other information, handling complaints from service users directly or indirectly, and making reports on daily operational activities in accordance with work shifts which will be submitted to Customer Service. Supervisors who have responsibility for supervising information service activities and data availability, supervise the Customer Service Officer reporting process and carry out work evaluations or performance appraisals for Customer Service Officers. Researchers made direct observations in the field of the performance of customer service officers in carrying out their duties serving service users looking very professional. This can be seen from the accuracy in serving, interacting well with service users in conveying clear information, and having responsiveness to help and provide fast and precise service. This affects the satisfaction of service users because the performance of customer service officers is in accordance with their expectations.

Based on the research that has been carried out, it can be seen that the results of the coefficient of determination which explain how much the ability of the independent variable (X) can explain the dependent variable (Y) so it can be concluded that the quality of service to service user satisfaction is 80.3%, which means the quality of customer service to service user satisfaction of PT. Angkasa Pura II at Supadio Pontianak International Airport has a very large influence and the remaining 19.7% is influenced by other factors outside of this study. Therefore, the higher the quality of service provided by customer service, the higher the satisfaction felt by PT. Angkasa Pura II at Supadio Pontianak International Airport.

CONCLUSION

Based on the results of research and data processing that has been carried out by researchers regarding the Effect of Customer Service Quality on Customer Service Satisfaction PT. Angkasa Pura II At Supadio Pontianak International Airport, it can be concluded that: From the results of the research that has been discussed, it can be concluded that the service quality variable (X) has a significant influence on service user satisfaction (Y) with a significance value of $0.000 < 0.05$ which means the influence of customer service quality has an influence on the satisfaction of service users of PT. Angkasa Pura II at Supadio Pontianak International Airport. This is evidenced by the t-value of $19,973 > t\text{-table of } 0.196$ and a significance value of $0.000 < 0.05$, which means that H_a is accepted. Then from the test results the coefficient of determination obtained a value of 0.803 or 80.3%, which means that it can be concluded that the service user satisfaction variable (Y) is influenced by the service quality variable (X) which is equal to 80.3% and the remaining 19.7% is influenced by other factors outside of this study.

Based on the results of the research that has been concluded, the authors provide suggestions that can be useful for parties related to this research, namely as follows: For companies, from the research results that have been explained that service quality can affect

service user satisfaction. This proves that service users are satisfied. With this research, hopefully with this customer service at PT. Angkasa Pura II Supadio Pontianak International Airport can improve and maintain the quality of its services for service users. It is also requested to be able to provide input to the company to be able to serve and handle complaints from service users regarding matters that occur in the company. For future researchers, suggestions for future researchers are expected to examine more sources and references related to this research so that the results are more complete and develop this research in a broader direction.

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