Passenger satisfaction assessment on the flight performance of Balikpapan-Yogyakarta route flights (Case study: Sultan Aji Muhammad Sulaiman Sepinggan International Airport, Balikpapan)

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Abstract. Sultan Aji Muhammad Sulaiman International Airport, Sepinggan, Balikpapan or abbreviated to SAMS is the largest airport in East Kalimantan Province. It is necessary to conduct a deeper study of the airline services performance on passenger satisfaction. From this study, it is expected that the service performance information will be obtained including ticket information, service officers in the check-in room, service officers in the waiting room, services on the aircraft and others to provide input in service improvement. The research reported in this paper is investigating passenger satisfaction on flight routes from Balikpapan to Yogyakarta. The study was conducted by observation, interview and questionnaire distribution. The research plan is carried out from the beginning of January 2020 to June 2020 starting from preparation, investigation of passenger satisfaction, data analysis to research results. Respondents targets include Lion Air passengers, Garuda Indonesia passengers, Batik Air passengers, Sriwijaya Air passengers and Citilink passengers.

1. Introduction
Sultan Aji Muhammad Sulaiman International Airport, Sepinggan, Balikpapan or abbreviated to SAMS is the largest airport in East Kalimantan Province. The simplest airport has a runway but the large airports are usually equipped with various other facilities, both for airline service operators and for their users [1]. There are currently 6 scheduled airlines at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport competing in serving the Balikpapan - Yogyakarta route. These airlines include Garuda Indonesia, Citilink, Lion Air, Wings Air, Batik Air and Sriwijaya Air. The tight competition between these airlines to attract potential passengers to use their services, then all airlines must provide the best service. The services that must be provided include the services before boarding, while on the plane and when the process of getting off the plane. Therefore, it is necessary to conduct a deeper study of the airline services performance on passenger satisfaction. From this study, it is expected that the service performance information will be obtained including ticket information, service officers in the check-in room, service officers in the waiting room, services on the aircraft and others to provide input in service improvement.

1.1 Research Question
Based on the background that has been described previously, then the following research questions are as follows:
1. What are the factors that influence the airline services performance according to passenger perception?
2. What is the relationship model between the factors that influence the performance of airline services?

1.2 Research Objective
The research objectives are as follows:
1. Knowing what factors that influence the performance of airline services according to passenger perceptions.
2. Creating a relationship model between the factors that affect the performance of airline service

1.3 Research Limitation
To make the discussion not too extensive, this study only focuses on surveys as follows:
1. Only for economy class passengers on the Balikpapan - Yogyakarta route at Sultan Aji Muhammad Sulaiman Sepinggan International Airport, Balikpapan.
2. The respondents are the passengers who have done and they are currently undergoing the flight process for the Balikpapan-Yogyakarta route

2. Theoretical Framework
2.1 Service Quality
Definition of service quality is an ability to consistently meet the internal and external needs of customers according to procedures [2]. In this case, the service provider is required to try to understand what the customer wants, so the customer has the hope of getting good quality service. Based on this definition, service quality can be realized through fulfilling the needs and desires of customers and the accuracy of delivery to balance customer expectations. Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. The definition explains that quality is the overall characteristics and the nature of the goods or services that have an influence on the ability to meet the needs and desires of the customer, will certainly provide quality services [3].

2.2 Customer Satisfaction
Customer satisfaction is someone's happy or disappointed feeling after comparing between product performance or perceived reality with expected. So, to arrive at the level of satisfaction, customers first have the expectations to be met from companies that offer products or services. Customers who are very satisfied will have an emotional bond with the brand consumed and will become loyal. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference, and this creates an high customer loyalty. Seeing this, companies must try to make customers feel very satisfied (high satisfied), because customers who are still quite satisfied (just satisfied) can easily move to other products, if get a better offer or a greater incentive [3].

Based on the statement, the evaluation of performance and expectations can be explicitly explained as follows:
1. If the performance received is lower than what is expected, the customer will be dissatisfied.
2. If the performance received is as expected, the customer will be satisfied
3. If the performance received exceeds the expectation, then the customer will be very satisfied or happy.
There are 3 methods for measuring customer satisfaction, namely:

1. Periodic Surveys
   The most studies can use the survey method via post, telephone, email, or interview in person.

2. Customer loss rate
   The company can contact customers who have stopped buying or have switched to other companies and it is hoped that by obtaining the information that causes this, it will be very beneficial for the company to take further policies in order to increase customer satisfaction and loyalty.

3. Mystery Shoppers
   One way to get a picture of customer satisfaction is to hire some mystery shoppers to act as potential customers of the company's services and competitors. They will report on the strengths and weaknesses of the company's services compared to competitors based on their experience [3].

2.3 Customer Satisfaction Indicator
There are 4 indicators of customer satisfaction, namely:

1. Perceived Service Quality
   Experience and perceptions of actual performance directly affect customer evaluations of the overall quality of services provided. Customers' opinions or ratings always vary, are inconsistent and are gradually shaped through the experience that customers get from companies.

2. Employee Service Factors
   Employment factors of employees in the aviation industry are divided into two sectors: field employees and cabin crew. This factor has a very important role in creating customer satisfaction, because staff interact directly or indirectly with passengers. Image of Airlines

3. Brand Image
   The passengers traveling by air based on the brand name of the airline, the passengers can choose the airline they want to use. Through brands, airlines indirectly inform passengers about overall quality.

4. Timeliness
   The speed and timeliness of services is the most influential on the quality of service itself and also for customer satisfaction [4].

3. Data Collection Method
The data collection methods in this study are as follows:

1. Observation
   It is to obtain secondary data from the airline and the required documentation.

2. Interview
   It is expected passengers and airline crew to get input related to service performance.

3. Questionnaires
   Distributing questionnaires to airplane passengers divided into several clusters based on the number of airlines serving the Balikpapan - Yogyakarta route. Questions for this questionnaire will be variables, among others, the services performed by flight attendants, comfort in aircraft and others that will be processed using the IPA (Importance Performance Analysis) method and the QFD (Quality Function Deployment) method then continued by making a regression model.
4. Retrieval of data from agencies

The data collection methods in this study at last is to take data from agencies, including: Office of the Region VII Airport Authority, Balikpapan, PT. Angkasa Pura I (Persero) Sultan Aji International Airport and all Airlines of the Balikpapan-Yogyakarta route

4. Conclusion Remark

The research reported in this paper is investigating passenger satisfaction on flight routes from Balikpapan to Yogyakarta. The study was conducted by observation, interview and questionnaire distribution. The research plan is carried out from the beginning of January 2020 to June 2020 starting from preparation, investigation of passenger satisfaction, data analysis to research results.

Respondents targets include Lion Air passengers, Garuda Indonesia passengers, Batik Air passengers, Sriwijaya Air Passengers and Citilink passengers.

It is expected that the results of this study can provide the value of flight passenger satisfaction from the city of Balikpapan to the city of Yogyakarta as an one of indicator so that it can be followed up to improve passenger satisfaction

5. References

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