

# OPTIMIZATION OF AIRPORT PORTER SERVICE ON PASSENGER SERVICE SATISFACTION AT SULTAN AJI MUHAMMAD SULAIMAN SEPINGGAN BALIKPAPAN INTERNATIONAL AIRPORT

Nadya Afkarina Malinda\*, Didi Hariyanto, Siti Fatimah

*Politeknik Penerbangan Surabaya, Jalan Jemur Andayani I No 73, Kota Surabaya, 60236*

*\*Corresponding Author. Email: [nadyaafkarina26@poltekbangsby.ac.id](mailto:nadyaafkarina26@poltekbangsby.ac.id)*

## Abstract

Airport Services are services provided to users of airport services by airport operators. The need for airport infrastructure to support airport service activities includes more systematic and proactive management of processes, procedures, facilities and equipment. In addition, the overall coordination involves multiple entities with multiple functional jurisdictions in real time. To answer this need, Angkasa Pura 1 provides Airport Porter Service personnel who are vendors (collaboration) to make it easier for passengers to transport baggage onto the plane. In PM 178 of 2015 there is a point that we must provide comfort facilities for passengers, one of these facilities is the ease of transporting baggage. This study aims to determine the design of Airport Porter Service facilities on Passenger Satisfaction with passenger baggage transportation services at Sultan Aji Muhammad Sulaiman Sepinggan International Airport, Balikpapan. This study uses a quantitative descriptive writing method. Using premier and secondary data sources, with data collection techniques namely observation, interviews and literature study which are then analyzed by simple regression analysis to determine the relationship or influence of the variables studied. The result showed that the implementation of Airport Porter Service at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport, according to officers and passengers, has been going well, but they still need to pay attention to several things to improve porter services. The results of the study also show that Airport Porter Service has a significant effect on Passenger Satisfaction.

**Keywords:** Airport Services, Passenger Satisfaction, Airport Porter Service, PM 178 of 2015

## INTRODUCTION

D. A. Wiegmann, revealed that the background contains why the research was conducted and what is to be achieved or known from the implementation of the research. It can be in the form of facts or data that support and must be included. [1].

Each airport managed by PT Angkasa Pura I (Persero) has a large number of flights because most of the airport cities have their own attractions including tourism, culture, business and so on. The safety factor is one of the most important in the world of aviation. In every trip, almost all passengers carry large items.

Human Resources (HR) are services or work efforts that can be provided in the production process. In other terms, HR describes the quality of effort made by a person in a certain time to produce goods and services. The second definition, HR relates to humans who can work to provide services or work efforts. Being able to work can be interpreted as being able to carry out all economic activities. Supervision / control according to N. Dahlstrom, in the book Human Resource Management is the process of regulating various factors in a company, so that implementation is in accordance with the accuracy of the plan [2] [3] [4] [5].

implementation, assessing implementation in accordance with the plan, namely in line with standards. Assessing it and correcting it if necessary with the intention that the implementation of the work is in accordance with the original plan. Optimization is an effort to improve performance in a work unit or a person related to the public interest, in order to achieve satisfaction and success from the implementation of these activities. From this description, it is known that optimization can only be realized if it is carried out effectively and efficiently. In organizing an organization, goals are always directed to achieve results effectively and efficiently so that they are optimal. Optimization comes from the word optimal meaning best or highest. Optimizing means making the best or highest [6] [7] [8] [9] [10].

"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". intangible and does not result in any ownership". "Service is a presentation of a product or service according to the size that applies where the product is held and its delivery is at least the same as what consumers want and expect". So based on the definition of service above, it can be concluded that service is an activity carried out for others in accordance with what consumers want and expect. Service quality is the level of excellence expected and control over that level of excellence to fulfill the wishes of customers. The quality of service received by consumers is stated as the magnitude of the difference between consumers' expectations and desires and their level of perception. [11] [12] [13] [14] [15]

Dimensions of Service Quality According to Lupiyoadi, one of the studies on SERVQUAL there are five dimensions used by customers to assess the status of service quality. Service Level Agreement is an agreement on services provided and received between service providers and service users as outlined in the contract document. service as outlined in the contract document. [16] [17]

Based on the description above, the problem formulations that can be taken are:

1. How is the description of Air Porter Service applied in serving passengers at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport?
2. How is the description of Passenger Satisfaction in services provided by Airport Porter Service at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport?

3. To what extent is the porter's knowledge on facility needs for porter and porter service needs at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport?

## METHODS

Quantitative descriptive research, namely, research conducted to determine the value of independent variables, either one or more (independent) variables without making comparisons, or connecting one variable with another or connecting with other variables. Research design is all the processes required in planning and implementing research. Taking into account K. Marintseva opinion, research can be carried out in two stages, namely planning and implementation From this explanation, the author would like to present the Design of Airport Porter Service Facilities for Passenger Services at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport. [18] [19]

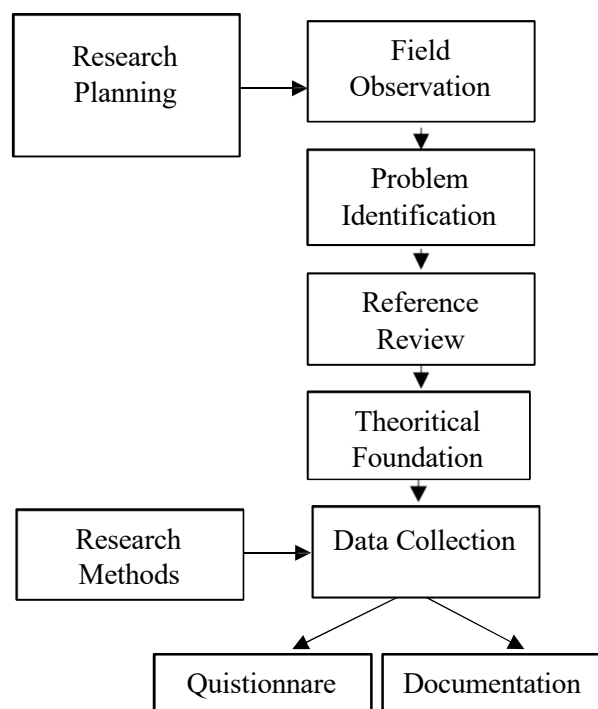


Figure 3.1 Research Design

## Population and Sample

Some people interpret population as a generalization area consisting of certain objects and subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. population is the total number of units and individuals whose characteristics will be studied and observed. With these units called units of analysis, and can be people or institutions or objects. In this research the author takes population from passenger data at Sultan aji Muhammad Sulaiman Sepinggan Balikpapan International Airport

taken in June 2023 as many as 220,947 passengers. The sample is part of the number and characteristics of the population. Data collection technique is a step that is considered strategic in research, because it has the main objective in obtaining data. [20] [21] [22]

### Data Collection Methods

#### 1. Observation

Observation is a complex process, a process composed of various biological and psychological processes. Observation is a data collection method that uses direct or indirect observation. [23]

#### 2. Questionnaire

According to the Big Indonesian Dictionary, a questionnaire is a survey or research containing a series of written statements, which has the aim of obtaining responses and responses from a selected group of people through personal interviews or by post.

#### 3. Library Studies

Literature study is a theoretical study, references and other scientific literature related to the culture, values and norms that develop in the social situation under study.

#### 4. Interview

An interview is a meeting conducted by two people to exchange information or an idea by means of questions and answers, so that it can be narrowed down to a conclusion or meaning in a certain topic.

### Research Variables

In theory, the definition of a research variable is an object, or trait, or attribute or value of people, or activities that have various variations between one another that are determined by the author with the aim of studying and drawing conclusions. In collecting this data, researchers used independent variables (Variable X) and dependent variables (Variable Y).

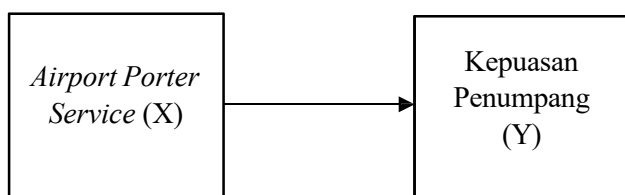


Figure 2 Research Variables

Description:

5. Independent variable (Variable X) is a variable whose value affects other variables. This X variable is the design of the Airport Porter Service for the order of porter officers in serving passengers.

6. The dependent variable (Variable Y) is a variable that depends on the value of other variables. This Y variable is the satisfaction of passenger luggage transportation service at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan Airport.

## RESULT AND DISCUSSION

The results of the research shown are quantitative descriptive research with data collection methods including literature studies and questionnaires which obtained the following results.

### Airport Conditions

The data collection method of this questionnaire is addressed to 100 respondents which the author does not fully carry out directly but is done partly through online to respondents at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport due to quite busy working hours. The samples taken are passengers at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport. The questionnaire submission was carried out on March 13, 2023 by giving 10 statements which were responded by the respondents.

Table 1 Variable Operational

Variable	Variable Concept	Definition	Indicate	Question Number
Airport Porter Service design for the orderliness of porter officers in serving passengers (X)	Service quality is the level of excellence expected and control over that level of excellence to meet customer desires.	<i>Tangible</i>	The existence of porter counter service in facilitating the use of porter services	1
			Seen porter still untidy when standby waiting to serve passengers	2
			Porter melayani penumpang	3

			ang dengan tidak berurutan	
		<i>Reliability</i>	Porter menawarkan jasa mengganggu flow penumpang	4
			Porter belum menawarkan jasa dengan baik	5
		<i>Responsiveness</i>	Penumpang masih berebut troley dengan porter	6
		<i>Assurance</i>	Perlu adanya counter service agar suasana di area keberangkatan dan kedatangan lebih tertata	7
			Kenyamanan penumpang lebih terjamin ketika adanya porter	8

			service counter	
		<i>Emphaty</i>	Penumpang lebih gampang ketika membutuhkan jasa porter karena adanya counter service	9

### Observation

In this case the author makes observations at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport, which is related to the performance of Airport Porter Service officers but there are still some problems that occur including :

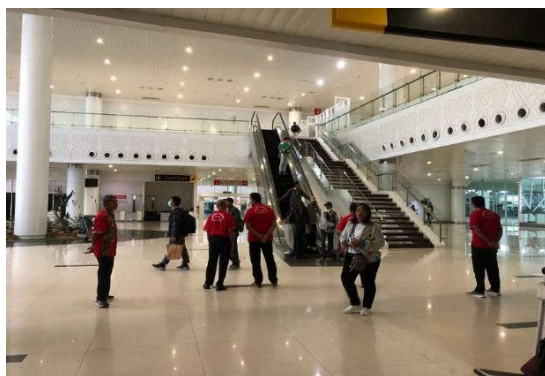
- a) Airport Porter Service officers do not have a place to standby while waiting in serving the transportation of passenger luggage and officially provided rest areas, porter officers are still seen resting irregularly, disturbing the beauty of the area around the airport.



- b) airport porter service officers are still seen standing in the passenger arrival lane coinciding under the passenger escalator down to take luggage. this can disrupt the flow of passengers to take luggage.

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		
	B	Std. Error	
(Constant)	2.417	.343	
Airport Porter Service	.400	.084	

a. Dependent Variable: Kepuasan Penumpang



- c) in the departure area there are porters waiting to serve passengers but waiting in a sitting position above the water barrier which can interfere with activities in the drop zone area.



## Literature Study

Based on the findings of the author's literature relevant. the rules for reviewing those considered to be not in accordance with the rules as a guideline for the results of the discussion, including the elaboration of the title and the completion of the problem formulation accompanied by the opinions of experts from various sources. This discussion refers to PM 178 of 2015 concerning Service Standards for Airport Service Users.

## Interview

Based on the interview above, it can be concluded overall that the service of airport porter service officers at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport has been running well and smoothly, however, it still needs to be improved so that the comfort and neatness between airport porter service officers and passengers are fulfilled. To realize this, it is necessary to make an airport porter service counter so that porter officers look more organized and neat.

## Questionnaire

The questionnaire was distributed through google form addressed to airline passengers at Sultan Aji Muhammad Sulaiman Sepinggan Balikpapan International Airport. For sampling this questionnaire was distributed to 100 passengers and

then the data was collected using Likert scale. The following is the data regarding the value of variable X (terminal facility management) and variable Y (passenger comfort) obtained from the calculation using Likert scale.

*Table 2 Simple Linier Regression Analysis*

Next, you must first look for the rank correlation by making it as in the table :

X.1	Pearson	1	.030	.321	.470	-	.422
	Correlati on			**	**	.249	**
	Sig. (2- tailed)		.765	.001	.000	.012	.000
	N	100	100	100	100	100	100
X.2	Pearson	.030	1	.264	.233	.464	.710
	Correlati on			**	*	**	**
	Sig. (2- tailed)	.765		.008	.020	.000	.000
	N	100	100	100	100	100	100
X.3	Pearson	.321	.264	1	.407	.471	.737
	Correlati on	**	**		**	**	**
	Sig. (2- tailed)	.001	.008		.000	.000	.000
	N	100	100	100	100	100	100
X.4	Pearson	.470	.233	.407	1	.236	.674
	Correlati on	**	*	**		*	**
	Sig. (2- tailed)	.000	.020	.000		.018	.000
	N	100	100	100	100	100	100
X.5	Pearson	-	.464	.471	.236	1	.640
	Correlati on	.249	**	**	*		**
	Sig. (2- tailed)	.012	.000	.000	.018		.000
	N	100	100	100	100	100	100
Airpo rt Porte r	Pearson	.422	.710	.737	.674	.640	1
	Correlati on	**	**	**	**	**	
	Sig. (2- tailed)	.000	.000	.000	.000	.000	

Servi N ce	100	100	100	100	100	100
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\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Descriptive method focuses on description naturally and as it is, then because of its nature, it requires direct involvement in the field in conducting research. Requires direct involvement in the field in conducting observation and research. [24]

Based on the regression equation, it can be seen that with a constant of 2,417 it means that if the Airport Porter Service has a value of 0, then Passenger Satisfaction will be 2,417. Based on calculations on SPSS there are 10 statements for 100 respondents, of these 10 questions there are 5 X variables and 5 Y variables, 5 each statement is called an indicator, the indicator itself is a measurement to state the variable, so to measure each of these variables using indicators, indicators can also be said to be derivatives to measure or bring up the value of the variable, so each variable uses 5 derivatives or 5 indicators as a measure. From this statement, in SPSS to measure the regression analysis, namely using the average value, so why is only 1 value listed? because to measure regression in SPSS it uses 1 value called the average value, from the average value we can input data from SPSS so that the regression value appears, after that why does SPSS only show 1 X value? because if in regression the function is to find out how much the X variable is to increase the Y variable, so that in the results of the SPSS calculation it only shows how much value is given by this independent or X variable to increase or form how much passenger satisfaction is with the X value.

## Research And Results

Based on the results of the study for the convenience of passengers, the Airport Porter Service officer made a solution by way of:

7. establishing an airport porter service counter for porter standby officers in serving passenger services to make it look more organized and neat at the passenger arrival terminal.
8. There is a special porter trolley at the porter service counter so that there is no scramble with passengers so that passengers can enjoy the comfort they get.

This study shows that cadets who use metacognitive strategies in reading lessons require complicated knowledge. The successful use of metacognitive strategies is highly

dependent on the ability to self-regulate. The motivation of cadets does not affect the acquisition of motivation to learn to read when compared to intrinsic motivation. The comparative results of cadets' readings with extrinsic and intrinsic motivation did not show a significant difference. [25]

## CONCLUSION

Based on the research that has been carried out, results can be obtained that can answer research problems which can be concluded as follows:

1. Based on the results of collecting questionnaires to 100 airplane passengers at Sultan Aji Muhammad Sulaiman Sepinggagan Balikpapan International Airport regarding the application of Service Level Agreement at Airport Porter Service to Passenger Satisfaction, it can be seen that for passengers the existence of Airport Porter Service has helped most passengers with easy access to counter service, according to expectations and affordable costs, but for passengers there is still a need for improvement by providing a queue sequence so as not to scramble with other passengers in using porter services and need to increase experience and training on porters to improve service and overcome passenger problems properly.
2. Based on the results of literature study and data collection at Sultan Aji Muhammad Sulaiman Sepinggagan Balikpapan International Airport, it can be known that Airport Porter Service has a significant influence on Passenger Satisfaction which is shown through a significant value of  $0.000 < 0.05$  and  $t$  value of  $4.741 > 1.984$ .

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