# The Effect of The Number of Departure Passenger on The Quality of Custumer Service Officer (CSO) at Kualanamu International Airport, Medan

## Rahma Aura P.C*, Lusiana Dewi K, Arnaz Olieve

*Politeknik Penerbangan Surabaya, Jalan Jemur Andayani I No 73, Kota Surabaya, 60236*
*Corresponding author. Email: rahmaaura672@poltekbangsby.ac.id*

**Abstract**

The Covid-19 pandemic, which is getting better accompanied by less stringent rules for flight service users, has also had an impact on the increasing number of passengers. This study aims to determine whether the number of departing passengers has an effect on the quality of Customer Service Officer (CSO) service at Medan's Kualanamu International Airport. The research method used is simple linear regression analysis. Determination of the sample was taken with a total of 10 Customer Service Officers (CSO). The data collection technique uses an assessment score form by the customer service supervisor then the data will be processed using a simple linear regression analysis test using the Statistical Package for the Social Sciences (SPSS) application. Based on the calculation results, a significant number of F count is 0.000 <0.05 and the R Square value is 0.961 which implies that the effect of variable X (number of passengers) on variable Y (quality of service of customer service officers (CSO)) is 96.1%. The results of the simple regression equation are Y = 1,065,632.914 – 10,269.492X, which means that the number of passengers has a negative influence on the quality of Customer Service Officer (CSO) service at Kualanamu International Airport, Medan. Customer Service Officer (CSO) can improve and maintain the quality of service provided to passengers without being affected by the large number of passengers.

**Keywords:** quality, Customer Service Officers, CSO, total passenger

## INTRODUCTION

Airports play an important role in the departure and arrival of aircraft, which are not excluded from consumer assessment. As an airport transportation provider, Medan Kualanamu International Airport always strives to provide services to every passenger, one of which is to provide accurate information about all airport operations. The provision of services at the airport has several parts that are interrelated. And one of its parts is the Customer Service Officer (CSO). The existence of a Customer Service Officer (CSO) at Medan Kualanamu International Airport has a role as the main gateway for passengers to provide information about the airport that interacts directly with passengers. This is reinforced by PM 185 of 2015 Article 24 Paragraph 2 which states that in the case of a passenger who requires more services than the provisions referred to in paragraph (1), the check-in officer directs the passenger to customer services. In addition, it is explained in the attachment to PM 38 of 2015 Article 3 Paragraph 1 explaining that the service standards for domestic air transport passengers as referred to in Article 2 while at the airport contain service components of safety, security, reliability, comfort, convenience, and equality where service points are convenience this is explained again in detail in attachment number 5 regarding convenience services at point f that airports must provide airport service facilities for passengers who require general information in the form of

a counter and there is an officer in charge of providing information at the terminal or can be called a Customer Service Officer (CSOs) [1].

Based on the Airport Data Management Unit/8391 Medan Kualanamu International Airport, the number of passengers departing for Medan Kualanamu International Airport in 2022 has increased by 45 percent to 2,485,471 passengers after the pandemic. This number increased compared to the previous year. The number of passengers departing domestically in 2022 increased by 37 percent to 2,151,778 passengers compared to the to previous year which amounted to 1,353,630 people. Meanwhile, passengers departing internationally in 2022 increased 98 percent to 330,693 passengers, compared to the previous year of around 3,150 passengers. This indicates that the number of post-Covid-19 passengers has increased significantly in the one year post-pandemic period. [2] [3] [4] [5].

Due to the increase in air (transport) traffic, the quality of information services in Medan Kualanamu International Airport must be improved to support passengers' convenience in searching for information about the airport. Providing airport information services is the main role of the Customer Service Officer (CSO). CSOs or Customer Service Officers are people who do work to provide services to customers or customers. Customer Service Officer (CSO) comes from two words, namely Customer which means customer and Service

which means service. According to prevous research, Service is defined as the actions or actions of a person or organization to provide satisfaction to customers. [6] [7] [8].

CSO officers must be able to provide quality service to meet customer satisfaction in enjoying the services received. In providing services at the airport there are several parts that are interconnected with one another. And one of the service units is the Customer Service Officer (CSO). The existence of CSOs at Kualanamu International Airport in Medan is a gateway for passengers to provide information about the airport that interacts directly with passengers.

Some of the services provided at the Customer Service Officer (CSO) service include complaint handling or handling customer complaints, services for lost and found items, public services

Quality of service is a factor that can encourage customers to establish a good relationship with a company so as to enable them to know and understand more deeply what is needed and expected by these customers so that in the end customer loyalty will emerge which has a good impact on the company. [9][10] [11] [12] [13]. Service quality can be perceived as good and satisfactory if the service received is in accordance with what consumers expect and is perceived as an ideal quality if the service received exceeds consumer expectations. This applies vice versa if the service received is not as expected, the service quality is considered bad or unsatisfactory. [14] [15] [16] [17][18]. Some of the services provided at the Customer Service Officer (CSO) service include complaint handling or customer complaint handling, lost and found goods services, Public Information Desk (PID) or airport information services, Public Addressed System (PAS) services or announcements and seat services wheels or wheel chairs. In terms of passenger service needs, each has a relationship with other services available at the airport.

Service quality can be said as an instrument for measuring customer perceptions of service quality which consists of five dimensions such as: Tangible is the physical appearance of facilities, members and communication. Reliability is the ability to fulfill promises and accuracy in service. Responsiveness is the desire to help customers and provide satisfactory service. Assurance is the knowledge and ability of employees to provide guarantees and trust, Empathy is different attention and care for their customers (Wayan, 2012).

Factors that affect service quality. There are five dominant factors or determinants of service quality, including:

1. Tangible

Tangible airports are customer needs that focus on physical facilities such as buildings and rooms, availability of parking lots, cleanliness, tidiness, room comfort, equipment completeness, supporting facilities, means of communication and employee appearance. Medan Kualanamu International Airport provides Information Service Center counters in the departure, arrival and waiting area areas.

2. Empathy

Rahmayanty (2010) said that understanding everything and putting oneself in the position of the customer. According to Hardiyansyah (2011) giving sincere and personal attention, including trying to understand consumer desires, putting customer interests first, officers understanding in a friendly manner, officers understanding with courtesy, serving officers in a nondiscriminatory manner (discriminatory), serving officers and Appreciating every customer is included in Empathy. The quality of service provided by the Customer Service Officer (CSO) to passengers can be said to be quite good. 3. Quick response

Responsive Customer Service Officer (CSO) is the ability to help customers and provide services quickly. The Customer Service Officer (CSO) is tasked with providing information that is quickly clear, but right on target. As a service provider company, it already has good responsiveness to passengers, namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve consumer complaints. The ability to provide services quickly and correctly, the alertness of employees to be friendly to every consumer, the alertness of employees to work with consumers.

4. Reliability

Reliability is the ability to provide appropriate services accurately and reliably, sympathetic attitude with high accuracy to customers. Reliability can be measured by accurate service actions, handling customer complaints properly, serving customers in a friendly manner and providing services properly and correctly in accordance with established procedures.

5. Assurance

Azmarani (2016) defines assurance as the attitude or behavior of employees towards consumers who are able to foster customer trust in their company so as to create a sense of security for their customers. Polite and knowledgeable employees will give customers a sense of trust and confidence.

Passengers are users of air transportation services from departure to destinations that have complied with airline regulations that demand security, safety and comfort during flights [19] [20].

The Customer Service Officer (CSO) must be able to maintain the quality of passenger service regardless of the number of passengers. One of the factors that can lead to an increase in the workload of a customer service manager (CSO) is the number of passengers served.

Based on the background above, the authors limit the research by focusing on the formulation of the problem, namely how the effect of the number of passengers on the quality of customer service officer (CSO) service at Medan's Kualanamu International Airport?

## METHODS

The type of research used in this research is descriptive quantitative. Descriptive research is research that describes the object of research at the current state of affairs based on the facts as they are, then analyzed and interpreted, in the form of surveys and developmental studies.

### 2.1 Research variable
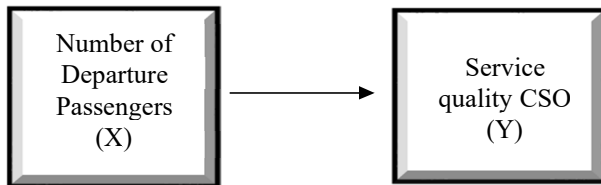


According to research variables are anything in any form that is determined by researchers to be studied so that information about this is obtained, then conclusions are drawn. In this Final Project research, the authors used variable (X), namely Number of Departure Passengers (Y) Quality of CSO Service at Kualanamu International Airport, Medan.

### 2.2 Population, Sample and Research Object

Customer Service Officers (CSOs) of Medan Kualanamu International Airport, a total of 30 people, participated in this study. The sampling technique of this study used probability sampling namely simple random sampling. The sample of this study was 10 people. The subject of this study is a Customer Service Officer (CSO) at Medan Kualanamu International Airport.

### 2.3 Data Collection Techniques and Research Instruments

[21]are data collection methods, namely techniques or methods that can be used by researchers to collect data. Data collection techniques in this study used a performance score assessment questionnaire and documentation.a Collection Techniques and Instruments

The research instrument used in this study was in the form of a customer service member's service quality assessment form filled in by the customer service supervisor. The following is a framework of the assessment form that will be used by the author. The statement form assessment form refers to 5 service indicators, namely tangiable, empathy, responsiveness, reliability, assurance.

### Data Analysis Technique

In this study, quantitative data analysis techniques were used, namely by using the calculation of the score results from the customer service supervisor assessment form using the SPSS application to perform a simple linear regression analysis test so that the results of the calculations could be known directly. The quantitative analysis steps are as follows:

1. Documentation of Assessment Score Data and Number of Passengers

2. Simple Linear Regression Analysis Test

## RESULT AND DICUSSION

### Sample Description

The results of the descriptive analysis of the customer service supervisor's assessment are divided into several parts, namely descriptions by month, and the average number of passengers served. The assessment data was taken by 10 customer service employees taking into account the average passengers served and will be assessed by the customer service supervisor through an assessment form that has been made by the author according to the indicators in Chapter II. Taking into account the updated / latest data, the authors use sources from the Medan Kualanamu Airport Air Transport Statistics Data in 2022 (Airport Data Management Unit / 8391, 2022) in the last 10 months, namely January to October 2022.

**Table 1.** List of Customer Service Officer Sample Names

| No | Name | Position | Gender |
|---|---|---|---|
| 1 | Jihan Syafhira | Member | FM |
| 2 | Mey Simanungkalit | Member | FM |
| 3 | Roby Yusuf | Member | M |
| 4 | Rico Apsiburian | Member | M |
| 5 | Popoh Maria | Member | FM |
| 6 | Nadra Ikhwani | Member | |
| 7 | Dinda Mutiara | Member | FM |
| 8 | Larisa Ambarwaty | Member | FM |
| 9 | Ita Siburian | Member | FM |
| 10 | Rizky Intan | Member | FM |

The sample was selected based on the average number of monthly scores with the lowest/closest difference that has been assessed by the customer service supervisor.



**Figure 1.** Table of Average Passengers for 10 Months by Customer Service Officer (CSO) Members

### Assessment form results

In this study, the data collection technique used by the author was an assessment form filled in by the customer service supervisor to assess the quality of the performance of CSO employees each month. So that the data obtained is in accordance with what is needed so that

this statement meets the criteria for the assessment form prepared based on theoretical concepts, which are adjusted to indicators, namely factors that affect service quality as stated by Wayan in his journal entitled Factors Affecting Service quality, including tangible, empathy, responsiveness, reliability, and assurance as explained in Chapter II.

**Table 2.** Assessment Results from Customer Service Supervisor per 10 Officers

| Month | Average Passengers Served Variable (X) | Average Score Variable (Y) |
|-------|----------------------------------------|----------------------------|
| JAN | 225.319 | 83,2 |
| FEB | 137.551 | 90,46 |
| MAR | 177.374 | 84,9 |
| APR | 169.781 | 86,96 |
| MEI | 262.216 | 77,54 |
| JUN | 240.268 | 81,28 |
| JUL | 262.339 | 77,5 |
| JUL | 262.339 | 77,5 |
| AGST | 250.962 | 79,54 |
| SEPT | 242.517 | 80,54 |

In the table of average results above the data will be used as a reference for calculating the simple regression analysis test with variable X, namely the average passenger served by a customer service officer (CSO) and variable Y, namely the average score of the assessment by the customer service supervisor.

**Discussion**

Analysis of the results of the average number of passengers with the average rating score from the customer service supervisor can be seen in the following graph:
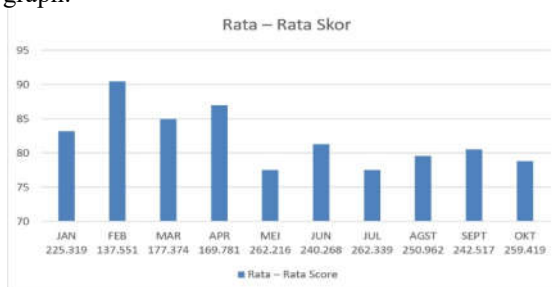


**Figure 2.** Graph of Average CSO Assessment Score Results by Supervisors

With this it can be concluded that the number of passengers increases or the number of passengers increases, so the score obtained is low/decreasing. If the number of passengers decreases or the number of passengers decreases, the score obtained is high / increases. In other words, the relationship between variable X and variable Y is negative, that is, if X increases, Y decreases. And if X decreases then Y will increase.

This can be proven by a simple linear regression test by knowing the size of the coefficient of determination to measure the relationship or influence between variables X and Y, and can be seen based on the results of the Simple

Linear Regression Analysis Test

| Model Summary[b] | | | | |
|------|------|----------|-------------------|--------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .980[a] | .961 | .956 | 9353.233 |
| a. Predictors: (Constant), X | | | | |
| b. Dependent Variable: Y | | | | |

**Figure 3.** Determination Coefficient Test Results

Based on the table above, the correlation/relationship (R) value is 0.980. From these results, the coefficient of determination (R Square) is 0.961 which implies that the effect of variable X (number of passengers) on variable Y (quality of service of customer service officers (CSO)) is 96.1% while 3.9% is influenced by factors others that were not examined in this study.

| Coefficients[a] | | | | | | |
|------|------|------|------|------|------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1065632.914 | 59848.929 | | 17.805 | .000 |
| | X | -10269.492 | 728.316 | -.980 | -14.100 | .000 |
| a. Dependent Variable: Y | | | | | | |

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**Figure 4.** Test Results t

Based on the table above, the Constant value (a) is 1.065.632.914 while the connectivism value (b/regression coefficient) is -10.269.492 so that the regression equation can be written:

Y = a + b.X
Y = 1.065.632,914 – 10.269,492X

From this equation it is explained that the regression coefficient X is 1065632.914 stating that for every 1% addition of the number of passengers, the quality of Customer Service Officer (CSO) service decreases by 10269.492. So it can be concluded that the direction of the influence of variable X (number of passengers) on variable Y (quality of Customer Service Officer (CSO) service) is negative.

| ANOVA[a] | | | | | | |
|------|------|----------------|------|-------------|------|------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 17393297072.550 | 1 | 17393297072.550 | 198.819 | .000[b] |
| | Residual | 699863769.851 | 8 | 87482971.231 | | |
| | Total | 18093160842.400 | 9 | | | |
| a. Dependent Variable: Y (Kualitas Pelayanan CSO) | | | | | | |
| b. Predictors: (Constant), X (Jumlah Penumpang) | | | | | | |

**Figure 5.** The Result F

The basis for making decisions in a simple regression test is to compare the significance value with a probability value of 0.05. If the significance value is <0.05, it means that variable X (number of passengers) has an effect on variable Y (quality of customer service officer (CSO) service). If the significance value is > 0.05, it means that variable X (number of passengers) has no effect on variable Y (quality of customer service officer (CSO) service).

Based on the table above, the calculated F value = 198.819 with a significance value of 0.000. With this it can be concluded that the result of the simple regression test is that there is an influence between variable X (number of passengers) on variable Y (quality of customer service officer (CSO) service).

## CONCLUSION

The conclusion that can be drawn from the results of simple linear regression, it turns out that the number of passengers has a significant influence on the quality of customer service officer (CSO) service at Medan's Kualanamu International Airport. This is supported by the results of data processing calculations which show that: The regression equation obtained is $Y = 1,065,632.914 - 10,269.492X$ which means that the number of passengers has a negative (inversely proportional) effect on the quality of Customer Service Officer (CSO) service at the airport International Kualanamu Medan. Based on the calculation results, a significant number of F count is $0.000 < 0.05$ and the R Square value is 0.961 which implies that the effect of variable X (number of passengers) on variable Y (quality of service of customer service officers (CSO)) is 96.1%.

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