

JAPAN PASANGGER BEHAVIOUR IN EAST JAVA AND THE IMPACT ANALYSIS

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ABSTRACT

This study analyzes the behavior of Japanese tourists at Juanda Airport in Surabaya and evaluates its impact on the effectiveness of airport services. Using a qualitative approach, this study uses observation, interview, and documentation methods to understand the interaction of Japanese tourists with airport facilities and staff. These findings reveal that Japanese tourists tend to value clean, organized, and easily accessible facilities and prefer information available in their own language. The regular and planned pattern of use of airport facilities by Japanese tourists contributes positively to the smooth operation and service satisfaction at the airport. In addition, the interaction between Japanese tourists and airport staff highlights the need to improve cross-cultural communication skills, especially regarding Japanese language proficiency. Based on these findings, it is recommended to improve Japanese language information, provide cross-cultural training for airport staff, and develop more tourist-friendly facilities to meet the expectations of international visitors, especially those from Japan.

Keywords: *Japanese Tourist Behavior, Juanda Airport Surabaya, Airport Services.*

1. INTRODUCTION

In the modern era, the global tourism industry is experiencing rapid growth driven by factors such as increased individual income, increased access to transportation, and globalization of information. This growth presents significant opportunities for countries around the world, including Indonesia, to increase income generation and create jobs through the tourism sector.

Indonesia, with its rich natural and cultural diversity, has become one of the main beneficiaries of the expansion of the global tourism industry. In recent years, the country has seen a substantial increase in the number of foreign visitors. To accommodate this surge, airports across Indonesia have upgraded their facilities and services to ensure a seamless and enjoyable experience for travelers.

Juanda Airport in Surabaya, one of the busiest airports in Indonesia, serves as the main gateway for tourists visiting East Java. Understanding the behavior of tourists at this airport is essential to ensure smooth

operations and provide optimal service quality. Travelers, as the airport's main customers, need customized services based on their unique characteristics to improve service quality.

Recognizing the characteristics of passengers, especially foreign tourists, is a challenge for airport management. Differences in culture, language, and habits can hinder the provision of optimal services. However, with a customer experience-oriented approach and a deep understanding of the preferences and needs of foreign travelers, airports can overcome these challenges. This includes providing clear multilingual information, tourist-friendly facilities, and culturally competent staff.

In the face of cultural diversity, airports must demonstrate sensitivity to the values and norms of international travelers. This entails offering decent dining and religious facilities and respecting local traditions. By fostering an inclusive environment that values diversity, airports can create a positive impression on passengers.

Additionally, improving cross-cultural communication skills among airport staff is essential. Regular training on cultural sensitivity and intercultural

communication can help staff provide superior service to foreign tourists. The effort will position the airport as a welcoming and accommodating hub, ultimately enhancing their reputation and strengthening relationships with travelers around the world.

Japan is one of the main sources of foreign tourists in Indonesia, so it is very important to understand and accommodate the preferences of Japanese tourists. Japanese tourists are known for their organized and detail-oriented nature and preference for efficient service. They often plan their trips carefully, valuing comfort, safety, and high-quality service.

At airports, Japanese tourists prioritize well-organized, clean, and eco-friendly facilities that meet high standards of comfort and safety. Clear and accessible information is essential, as it supports their tendency to careful planning.

Juanda Airport should consider this preference to improve the passenger experience for Japanese travelers. By providing adequate facilities and efficient services, airports can create a pleasant environment that appeals to this demographic. This will not only improve the image of the airport but also encourage repeat visits from satisfied tourists.

To achieve these goals, Juanda Airport must adopt a comprehensive and integrated approach in welcoming and serving Japanese tourists. These include modern and comfortable infrastructure, clean and efficient sanitation facilities, and well-organized waiting rooms equipped with clear and comprehensive information in Japanese. In addition, airport staff must receive special training to interact with Japanese tourists in a polite, warm, and efficient manner.

Several steps are required to achieve this goal. First, the airport must upgrade its infrastructure and facilities to meet international standards while meeting the specific needs of Japanese tourists. Second, complete and accurate information in Japanese must be provided throughout the airport, including signage, maps, and guides. Third, a regular training program should be conducted for airport staff to improve their ability to communicate effectively and provide high-quality services to Japanese tourists. Finally, strong collaboration between airports, airlines, hotels, and other stakeholders is essential to ensure a smooth and satisfying experience for Japanese visitors..

2. RESEARCH METHODS

This research is a type of descriptive qualitative research, which means that the data collected is in the form of words, pictures, and not numbers. According to Bogdan and Taylor, as quoted by Lexy J. Moleong, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words

from people and observed behaviors. Descriptive research itself is aimed at describing or describing existing phenomena, both natural and man-engineered. The main purpose of descriptive research is to provide a systematic, factual, and accurate assessment of the facts and characteristics of a particular population or region. In the context of this study, the method is used to understand the behavior of Japanese passengers in East Java and analyze the impact it causes. This research seeks to describe in depth how the passengers behave and analyze the social, cultural, or economic impacts that may arise as a result of such behavior.

This study aims to obtain a clearer, more complete picture and information, and allow researchers to easily observe Japan Pasangger Behaviour in East Java and The Impact Analysis. Therefore, the author determined the location of the research at Juanda Airport, which is located in Sidoarjo, East Java. This research was conducted from May 2024 to September 2024.

The research subject is someone who can provide the main information needed in the research. Sugiyono explained that in qualitative research, the term population is not used, but by Spradley it is called a "social situation" or a social situation consisting of three elements, namely: place, actors, and activities that interact synergistically. Therefore, in qualitative research, the subject of the study is also called an informant or resource person. The main subject of this study is Japanese tourists who visit Indonesia through Juanda airport. The Japanese tourists consisted of 10 tourists. Furthermore, after the data is obtained from the Japanese Tourist subgroup, the next thing to do is to make triangulation with data from airport officials and the public for the accuracy of the data needed in the research.

In qualitative research, the main sources of data are words and actions, as stated by Lofland and Lofland and cited by Lexy J. Moleong in her book *Qualitative Research Methodology*. Moleong (2010) explained that in qualitative research, primary data is obtained through words and actions, while documents, statistics, and other written materials serve as supporting data. Qualitative research often relies on in-depth interviews, participatory observations, and field documentation to understand the social phenomenon being studied. The data source in this study can be in the form of individuals, actions, or objects that are the focus of the research, both as primary and secondary data sources.

The mixed method combines qualitative and quantitative approaches in a single study. Researchers use data collection techniques from these two types of research to get a more holistic picture of the phenomenon being studied. According to Creswell (2014), the blended method can provide a deeper and broader understanding because it combines the strengths of the two approaches. For example, researchers can collect quantitative data through surveys to identify patterns, then follow up with

in-depth interviews to understand the reasons behind those patterns.

Validity and reliability are two important elements in data collection, especially in quantitative research. Validity ensures that data collection techniques actually measure what is meant to be measured, while reliability ensures that the data collected is consistent and replicable. To achieve high validity and reliability, researchers must use proven instruments and follow systematic and standardized data collection procedures (Sugiyono, 2015). In terms of collecting this data, the author goes directly to the research object to get valid data, so the researcher uses the following data collection method:

Observation according to Sutrisno Hadi is a complex process, a process composed of various biological and psychological processes, two of the most important of which are observation and memory processes. Adler & Adler mentioned that observation is one of the fundamental foundations of all data collection methods in qualitative research, especially when it comes to the social sciences and human behavior.

Morris defined observation as the activity of recording a symptom with the help of instruments and recording it for scientific or other purposes. Furthermore, it is said that observation is a collection of impressions about the surrounding world based on all the abilities of the human senses. Sanafiah Faisal classifies observation into three types of observation, namely participatory observation, overt and disguised observation and unstructured observation.

Spradley, in his Susan Stake, divides participatory observation into four, namely passive participation (in this case the researcher comes to the place of activity of the observed person but is not involved in the activity), moderate participation (the researcher in collecting data participates in participatory observation in some activities, but not all), active participation (in this observation the researcher participates in doing what the sources do, but not completely complete), complete participation (in collecting this data, the researcher has been fully involved in what the data source is doing).

In this study, the method used by the researcher is the observation method with scanning techniques, this is done to find out in detail about the habits carried out by Japanese tourists.

Esterberg defines an interview as follows, an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a certain topic. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find out the problems that must be researched, but also if the researcher wants to know more in-depth things from the respondents. This data collection technique is based on

self-reports or self-reports. Or at least on personal knowledge and/or beliefs. Interviews were conducted so that researchers obtained information about language learning to find out in detail about the habits carried out by Japanese tourists. The researcher will conduct interviews with airport officials and the public.

In terms of qualitative data analysis, Bogdan stated that data analysis is the process of systematically searching for and compiling data obtained from the results of interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others.

Data analysis is carried out by organizing data, describing it into synthesis units, organizing it into patterns, choosing which ones are important and what will be learned, and making conclusions that can be told to others. Data analysis in qualitative research is carried out before entering the field, during the field, and after finishing in the field.

Miles and Huberman stated that activities in qualitative data analysis are carried out interactively and continue continuously until complete, so that the data is saturated. Activities in data analysis are, data reduction, data display, and conclusion drawing/verification. The data analysis conducted by the researcher is as follows:

1. Data Reduction (Data Reduction) Data reduction means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns and discarding the unnecessary. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to collect further data, and search for it when necessary. Data reduction can be aided by electronic equipment such as minicomputers, by providing codes on certain aspects. The researcher went directly to the location, namely at Juanda airport, to select data and group data that was in line with the theme taken by the researcher, so that it was able to provide a summary of the data and analysis until a pattern was formed that was successfully carried out by the researcher, so that the researcher succeeded in obtaining data on the improvement of Japanese tourist habits

2. Data Display After the data is reduced, the next step is to display the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. In this case, Miles and Huberman stated that the most commonly used to present data in qualitative research is with narrative text.

The researcher obtained data from the research location, namely data on the habits of Japanese tourists. The data was obtained from the results of interviews with Airport Officers and the Community in the Juanda airport area, in addition to interviews, the researcher obtained data from the results of observations and documentation

in accordance with the observations of Japanese tourist habits.

3. Drawing conclusions (verification)

The third step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verification. The initial conclusions presented are still provisional, and will change if strong supporting evidence is not found at the next stage of data collection. But if the conclusions presented at the initial stage, supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusion presented is a credible conclusion (Miles & Huberman, 1994). In addition, this verification process is very important to ensure that the interpretation of the generated data is truly representative of the phenomenon being studied, so as to increase the validity and reliability of the research (Creswell, 2013; Sugiyono, 2017).

With the new data, the actual conclusion can be drawn, so that the conclusion will be able to answer the formulation of the problem about the habits of Japanese tourists in visiting Indonesia through Juanda airport

3. DISCUSSION

In the context of services at the airport, the use of facilities by tourists plays an important role in determining the quality and effectiveness of services. Japanese tourists, as part of a group of international tourists known for their discipline and orderliness, exhibit certain patterns of behavior in using airport facilities. Based on the observations and data collected, Japanese tourists have a strong preference for clean, organized, and efficient facilities.

Primary data from observations at Juanda Airport show that Japanese tourists tend to maintain cleanliness and order when using public facilities, such as toilets and waiting rooms. During direct observations, researchers noted that Japanese tourists consistently use toilet facilities carefully, ensure no garbage is left behind, and use available hygiene facilities, such as wipes or hand dryers. They are also seen maintaining order while sitting in the waiting room, without disturbing other passengers, even when the airport is in a crowded condition. This order not only reflects the behavior of tourists, but also has a positive impact on the cleanliness management and operation of the airport.

This phenomenon is in line with the nature of Japanese culture that highly values cleanliness and order in daily life. As pointed out in a study by Sugimoto (2017), the behavior of Japanese tourists abroad often reflects their social values at home, including attention to cleanliness and order. This habit significantly affects the perception of airport officials, who state that Japanese tourists rarely give up problems related to the use of

public facilities and tend to be more orderly than tourists from other countries.

Secondary data from airport facility usage statistics confirm Japanese tourists' preference for clean and organized facilities. According to the Airport Service Quality (ASQ) report, Japanese tourists give a high assessment of the cleanliness of public facilities at the airport, especially toilets and waiting rooms. In the survey, more than 85% of Japanese travelers rated the toilet facilities at Juanda Airport as "satisfactory" or "very satisfactory," with an emphasis on cleanliness and comfort. In addition, statistics show that Japanese tourists prefer to use well-organized facilities, such as lounges that have neat seating arrangements and provide additional amenities such as chargers or easy-to-reach Wi-Fi access.

Based on this data, it can be concluded that Japanese tourists have high expectations for cleanliness and orderliness standards at airports. Airports that are able to meet these expectations tend to receive positive reviews from Japanese tourists, ultimately improving the airport's overall reputation. Graham (2014) in his book *Managing Airports: An International Perspective* explains that the cleanliness and regularity of facilities are important elements in creating a positive experience for international tourists, especially those who come from countries with high hygiene standards such as Japan.

The results of interviews with immigration officers at Juanda Airport revealed that Japanese tourists are generally known to be very disciplined and orderly during the immigration inspection process. The officer stated that Japanese tourists usually prepare documents such as passports and visas long before arriving at the immigration counter, so the inspection process runs smoothly and quickly. This is in contrast to some passengers from other countries who sometimes still have to look for documents when arriving at the counter, causing delays.

This Japanese tourist discipline is in line with Japanese culture that values time and order. According to Sugimoto (2017), Japanese society is known to have a high awareness of the importance of following the rules and maintaining order in public spaces. In the context of international travel, this is reflected in their compliance with immigration procedures. Other researchers have also shown that Japanese tourists tend to prioritize efficiency and comfort during their travel process, so they try to minimize interruptions or delays caused by lack of preparation (Richter, 2011).

The interaction between travelers and airport staff is an important element in ensuring a comfortable and efficient travel experience. In the context of Japanese tourists, communication is one of the main challenges due to language differences and preferences in interacting. Based on primary data obtained from

interviews with airport staff, communication with Japanese tourists is generally conducted in English. However, Japanese tourists have shown a positive response to the availability of information boards in Japanese, which has greatly helped them in understanding airport procedures and facilities.

Japanese tourists are generally able to communicate in English, challenges remain when dealing with complicated explanations or unclear instructions. Airport officials report that Japanese tourists often feel awkward or uncomfortable when they have to communicate for too long in a foreign language, especially if the explanations provided are not directly related to their needs. This has led many Japanese tourists to rely on visual cues or ask other tourists who speak Japanese.

A study by Kotler (2015) emphasized that the presence of staff who have Japanese language skills at airports can increase the comfort and satisfaction of tourists. However, given the limited number of staff who are fluent in Japanese at many international airports, the provision of information in Japanese through signage and information technology is the most practical solution to overcome communication barriers.

Table 1. Results of the Researcher's Observation Sheet

Not	Aspects Observed	Indicators	Observation Notes
1.	Use of Airport Facilities (Toilets)	Toilet hygiene is well used	Japanese tourists keep toilets clean well. There is no garbage scattered.
		Length of toilet use	The time spent in the toilet is relatively short and efficient.
		Order in line	Japanese tourists are orderly in lining up in the toilet area without cutting the queue.
2	Use of Airport Facilities (Waiting Room)	Tourists sit regularly in the waiting room	Japanese tourists sit neatly in the waiting room and do not disturb other passengers.
		Facilities such as chairs, chargers are used according to the designation	Facilities such as chairs and chargers are used as intended without damage.

Not	Aspects Observed	Indicators	Observation Notes
3	Use of Information Boards	Travellers looking at information boards	Japanese tourists often look at information boards for directions.
		Reaction to the information provided (Japanese/English)	Japanese tourists are more comfortable when information boards are provided in Japanese.
4	Use of Information Services	Tourists ask for help from information officers	Japanese tourists rarely ask for help unless the information is unclear.
		Satisfaction after receiving information	Japanese tourists are satisfied with the information provided by the officers.
5	Interaction with Airport Officers	Use of language in communication	Japanese tourists often use basic English in communication.
		Interaction with Airport Officers	Interactions with officers tend to be brief and formal.
		Use of language in communication	Tourists use Japanese more often when available, but they can adapt to English.
6	Language Response (Japanese/English)	Tourists speak more Japanese or English	Some travelers have difficulty understanding complex information in English.
		Difficulty in understanding the language	Some travelers have difficulty understanding complex information in English

Not	Aspects Observed	Indicators	Observation Notes
7	Order in the Immigration Process	Tourists queue in an orderly manner	Tourists queue in an orderly manner at the immigration area without causing disturbances.
		Compliance with immigration rules	Tourists always comply with immigration rules well, documents are prepared before arriving at the counter.
		Length of immigration process	The immigration process goes fast as tourists adhere to all the established procedures.
8	Order in Goods Inspection	Tourists follow the inspection procedure	Tourists follow the inspection procedure patiently and without complaints.
		Response to examination (relaxed/anxious)	Japanese tourists are generally calm during the inspection of goods and do not show anxiety.
9	Use of Other Facilities (Restaurants, Shopping Areas, Mushola, etc.)	Travellers use additional amenities	Japanese tourists use additional facilities such as restaurants and shopping areas regularly, but do not linger.

The behavior of Japanese tourists at airports is often influenced by various factors, both internal and external. Based on primary and secondary data obtained from interviews and literature, there are several main factors that affect the behavior of Japanese tourists in interacting with airport facilities and services. These factors include their concerns about service time and speed, as well as cultural values that highly value order and efficiency.

1. Concerns about Service Time and Speed

Primary data from interviews with airport officials revealed that Japanese tourists often expressed concern about the time and speed of service at the airport. This concern encourages them to comply with procedures very disciplined, both in the check-in process, security checks, and boarding. Japanese tourists tend to arrive early at the airport, often earlier than the time recommended by the airline, to ensure that they have enough time to complete all the processes without rushing.

These concerns are driven by the fear of delays or uncertainty in the travel process, which could impact the departure of their flights. According to interviews with check-in officers, Japanese tourists generally ensure that their travel documents are ready and neatly organized before reaching the check-in counter, as well as avoid situations where they have to rush at security checks. This also applies to the boarding process, where Japanese tourists tend to adhere to boarding instructions with discipline and immediately head to the departure gate after inspection.

A study by Graham (2014) confirms that punctuality is an important factor that influences the behavior of Japanese tourists. The study shows that Japanese tourists have high standards regarding the speed of service at the airport, which causes them to prioritize efficiency in all stages of travel. Japanese tourists tend to have a great fear of time uncertainty that can lead to delays, so they try to minimize potential problems by maintaining regularity during the travel process.

a. The Influence of Japanese Culture on Orderly and Disciplined Behavior

Cultural factors also greatly influence the behavior of Japanese tourists at the airport. Secondary data from literature studies show that Japanese society in general highly values order, efficiency, and cooperation in various aspects of life. These values are not only applied in everyday life in Japan, but also carried over when they travel abroad. In the context of airports, the orderly and disciplined behavior shown by Japanese tourists is a reflection of a culture that prioritizes social harmony and order in public spaces (Kotler, 2003).

Sugimoto's study (2017) explains that one of the main characteristics of Japanese society is a high respect for time and order. This is especially evident in the behavior of Japanese tourists who follow the procedures at the airport very carefully and disciplined. They tend not to break rules, such as carrying prohibited items, and always try to understand the procedures that apply at international airports, although in some cases they may face language barriers. Although Japanese tourists may sometimes feel uncomfortable in using English verbally, they still adhere to the visual instructions and procedures that have been set by the airport authorities.

According to Kotler (2003), Japanese culture that highly values harmony and cooperation also contributes to the cooperative behavior of Japanese tourists. Not only do they comply with the existing rules, but they also try not to disrupt the flow of existing services, such as not cutting the queue or not complaining if they have to wait. This behavior shows a high level of tolerance for discomfort, as long as it does not threaten their timeliness in achieving the final goal.

b. Tendency to Avoid Uncertainty and Risk

Japanese tourists are known to be highly organized travelers and tend to avoid uncertainty. Based on interviews with airport officials, Japanese tourists often make sure that they understand every stage of the process that must be passed at the airport, including check-in, security checks, and boarding. They tend to read the information and instructions provided carefully, and do not hesitate to ask questions or seek additional information if there is something they do not understand.

Table 2. Results of the Researcher's Observation Sheet

Not.	Statement	Likert Scale					
		1	2	3	4	5	
Use of Airport Facilities for Japanese Tourists							
1	Japanese tourists are generally satisfied with the cleanliness and comfort of the toilets			22	15	13	3.82
2	The airport lounge is adequate for Japanese tourists in terms of comfort			19	12	19	4.00
3	Information boards and signs at the airport are adequate for Japanese tourists			19	16	15	3.92
4	Information services at the airport can be easily accessed by Japanese tourists.			23	15	12	3.78
5	Japanese tourists often ask for help regarding airport facilities (toilets, waiting rooms, etc.).			21	14	15	3.88
Interaction with Japanese Tourists							

6	I feel that I understand the needs of Japanese tourists quite a bit while at the airport			18	17	19	3.94
7	Japanese tourists are generally polite and regular in interacting with officers.			19	12	19	4.12
8	I can provide them with the information they need clearly and precisely			15	16	19	3.88
9	Communication with Japanese tourists is often hampered due to language limitations			15	16	19	3.94
10	I often use English to communicate with Japanese tourists			12	21	17	4.12
Reaction to Language and Information							
11	Japanese tourists often ask for information in Japanese			17	17	16	3.88
12	Information boards in Japanese are very helpful for Japanese tourists			17	15	18	4.08
13	Information in English is enough to help Japanese tourists at the airport			14	17	18	4.10
14	I feel that there is a need to improve information in Japanese at the airport			19	16	15	3.98
Order and Regularity of Behavior							
15	Japanese tourists are generally orderly in the immigration process at the airport			18	14	18	4.02
16	Japanese tourists rarely encounter			14	17	19	4.10

	problems during the inspection of goods					
17	Immigration procedures and airport security are easy for Japanese tourists to understand.		14	16	20	4.12
18	I feel that the airport staff already have adequate skills in serving Japanese tourists		18	22	10	3.84

Based on data from the Likert questionnaire filled out by airport officials regarding interactions with Japanese tourists, the following is a discussion of the results with the average score obtained from each aspect. The questionnaire focused on three main aspects: the use of airport facilities, interaction with tourists, and reactions to language and behavioral order while at the airport.

a. Use of Airport Facilities by Japanese Tourists

Table 2 shows that Japanese tourists are generally satisfied with the cleanliness and comfort of airport facilities, especially toilets and waiting rooms.

Toilet Cleanliness and Comfort (Average Score 3.82) Japanese travelers are satisfied with the cleanliness and comfort of toilets at airports, which is an important part of their experience. This is in line with the Airport Service Quality (ASQ) survey data, which shows that Japanese tourists pay great attention to the cleanliness of public facilities, including toilets, and consider it as a very important aspect in determining the quality of airport services (ASQ, 2020).

Comfort of the Waiting Room (Average Score 4.00) The waiting room is also considered adequate in terms of comfort by Japanese tourists, with a fairly high average score. Tourists feel that the lounge is equipped with adequate facilities and is kept clean, thus providing a comfortable experience while waiting for departure or transit.

Information Boards and Information Services (Average Score 3.92 and 3.78) Japanese tourists are quite satisfied with the information boards and information services provided at the airport. Information boards in Japanese are very helpful for tourists to get clear directions without having to ask the staff, which is also reflected in the assessment of the information services that are considered adequate.

b. Interaction with Japanese Tourists

This section describes how airport attendants interact with Japanese tourists. The results showed that the interaction that occurred was quite good, especially related to the officers' understanding of the needs of tourists.

Understanding the Needs of Tourists (Average Score 3.94) Airport staff feel that they understand the needs of Japanese tourists quite a bit during their stay at the airport. This is important to maintain a smooth service, especially when tourists have special preferences regarding the facilities they use.

Orderliness and Courtesy in Interaction (Average Score 4.12) Japanese tourists are considered polite and orderly in interacting with officers. Order and courtesy are an integral part of Japanese culture, reflecting the values of harmony and mutual respect (Sugimoto, 2017). Japanese tourists tend to keep interactions short and do not interfere with the service process.

Use of Language in Communication (Average Score 4.12) In terms of language, the officer felt that Japanese tourists often use English to communicate. However, language barriers are still a challenge in some situations, as reflected in the average score of 3.94 related to language limitations. This shows that although Japanese tourists are able to communicate in English, they are more comfortable with the information presented in Japanese.

c. Reaction to Language and Information

Airport officials also assessed how Japanese tourists responded to the information provided at the airport, especially regarding language.

Requests for Information in Japanese (Average Score 3.88) Japanese travelers frequently request information in Japanese, reflecting their preference for the convenience of communicating in their native language. The availability of information in Japanese, such as on information boards, is very helpful for tourists in getting clear directions and directions while at the airport (Kotler, 2015).

Information boards in Japanese (Average Score 4.08) Information boards in Japanese are considered very helpful by Japanese tourists. Airports that provide information in Japanese are considered to be able to increase satisfaction and reduce confusion among foreign tourists who are not very fluent in English (ASQ, 2020).

Availability of Information in English (Average Score 4.10) Information in English is considered sufficient to help Japanese travelers. However, many travelers feel more comfortable when more information is available in Japanese, as reflected in the average score of 3.98 for the need for improved Japanese-language information at the airport.

d. Order and Regularity of Behavior

The order and regularity of Japanese tourists' behavior in undergoing airport procedures also received a high assessment from the officers.

Order in the Immigration Process (Average Score 4.02) Japanese tourists are considered very orderly in undergoing the immigration process. They tend to follow the rules well and do not cause problems during the process.

Regularity in Goods Inspection (Average Score 4.10) Goods inspections went smoothly because Japanese tourists followed the existing procedures in an orderly and patient manner. They generally show no signs of anxiety or dissatisfaction during the process.

4. CONCLUSIONS AND SUGGESTIONS

This study uses a descriptive qualitative method, where data is collected through in-depth interviews, participatory observations, and field documentation. According to Bogdan and Taylor, as cited by Moleong (2010), qualitative research aims to produce descriptive data in the form of written or spoken words from the observed people, as well as their behavior. In this study, qualitative methods were used to understand the behavior of Japanese tourists at Juanda Airport as well as the factors that influence it. Qualitative research also allows researchers to gain a deeper understanding of Japanese tourists' experiences in using airport facilities

This study reveals that the behavior of Japanese tourists at Juanda Airport Surabaya reflects strong Japanese cultural values towards cleanliness, order, and efficiency. Based on the results of observations and interviews with airport officials, it was found that Japanese tourists are very careful about the cleanliness of public facilities, such as toilets and waiting rooms. They also tend to be orderly and cooperative in the immigration process and goods inspection, which speeds up service times at the airport. The survey results also show a high level of satisfaction from Japanese tourists with the cleanliness and comfort of airport facilities.

Secondary data from the Airport Service Quality (ASQ) survey supports these findings, with Japanese travellers giving very positive assessments of cleanliness, orderliness and efficiency at airports. Their preference for clean and organized facilities shows that high standards of service have a significant impact on the satisfaction of Japanese tourists. The use of technology, such as self-service check-in, also helps to reduce waiting times and improve airport operational efficiency.

Overall, the behavior of Japanese tourists contributes positively to airport management, especially in terms of cleanliness and service efficiency. The study also

highlights the importance of providing information in Japanese and providing training to airport staff to better understand the needs of Japanese tourists.

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