THE EFFECT OF DOMESTIC DEPARTURE LOUNGE FACILITIES ON PASSENGER SATISFACTION USING THE CUSTOMER SATISFACTION INDEX METHOD AND IMPORTANCE PERFORMANCE ANALYSIS AT YOGYAKARTA INTERNATIONAL AIRPORT

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ABSTRACT

Yogyakarta International Airport, located in Kulon Progo Regency, Yogyakarta Special Region, has domestic and international departure lounges. The domestic lounge facilities are quite good, but are still considered less than optimal, especially during peak passenger hours. This study used quantitative research with observations, questionnaires with 99 respondents, and literature studies to identify service improvement priorities. Analysis using SPSS version 29.0 and Microsoft Excel with the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. The results of the study on the level of passenger satisfaction reached 90.46% (very satisfied), but the results of the Importance Performance Analysis (IPA) showed four priority aspects of improvement: seating conditions, toilet cleanliness, free internet speed, and clarity and availability of signage and signs in the domestic waiting room.

Keywords: Domestic departure lounge, passenger satisfaction, Customer Satisfaction Index, Importance Performance Analysis, Yogyakarta International Airport.

1. INTRODUCTION

The Air transportation plays a crucial role in supporting mobility, particularly in connecting geographically separated regions. As technology advances and the number of passengers increases, demands for airport service quality also rise. One of the key aspects of service that has garnered significant attention is the comfort and completeness of facilities in the waiting area, especially during the departure process (Lovelock, 2011).

Yogyakarta International Airport is located in Kulon Progo Regency, Special Region of Yogyakarta, and is a new airport built to replace Adisutjipto Airport, which has exceeded its capacity. The airport began full operations in 2020 and is managed by PT AngkasaPura 1. With a terminal area exceeding 21,000 square meters and a capacity of up to 20 million passengers per year.

The airport, with the ICAO code YIA, was designed not only as a means of air transportation, but also as a cultural icon that promotes local wisdom of Yogyakarta. Its architectural concept blends traditional and modern elements with Javanese-inspired ornamental touches, such as batik motifs and carvings, which are reflected in the terminal's interior design. The airport is also

equipped with various facilities to enhance passenger comfort, including self-check-in, multimodal transportation connectivity, premium waiting areas, and commercial spaces selling local SME products.

One of the most important facilities and frequently used by passengers is the domestic departure lounge. The departure lounge is where passengers spend their time before boarding the aircraft. The quality of facilities in this area will affect passengers' impressions and comfort regarding passenger satisfaction.

The facility that the author focused on during the On-the-Job Training (OJT) at Yogyakarta International Airport was the waiting area in the domestic departure terminal. This waiting area is the main area for passengers to gather and wait for their departure time. In general, the services provided to passengers are in accordance with PM 41 of 2023 regarding Airport Service Provision at airports. However, during inspections and monitoring in the domestic departure waiting area, the author identified several shortcomings, such as the presence of a smoking room sign despite the absence of a designated smoking area, weak WiFi signal, torn seats, damaged charging stations, and a lack of drinking water dispensers.

1.1. Formulation of the Problem

First, Based on the background described above, the following problems were identified:

1. How to calculate passenger satisfaction with the facilities available in the domestic departure lounge at Yogyakarta International Airport?
2. What factors related to the domestic departure lounge facilities need to be improved in order to increase passenger satisfaction?

1.2 Research Objective

The objectives of this study are as follows:

1. To calculate the level of satisfaction and importance of the facilities available in the domestic departure lounge at Yogyakarta International Airport using the Customer Satisfaction Index and Importance Performance Analysis methods.
2. Evaluating what needs to be improved to enhance passenger satisfaction in the domestic departure lounge at Yogyakarta International Airport.

2. METHOD

Research methods are scientific approaches used to obtain data in accordance with specific objectives and purposes (Darmadi, 2013). Scientific approaches are research activities based on scientific principles, namely being rational, empirical, and systematic. Research methodology consists of two terms, namely “methodology” and “research.” The word “methodology” originates from the Greek word “methodos,” which means way or path. This term is defined as a scientific approach that focuses on a systematic approach to understanding the object or subject of research.

2.1 Research Design

In this study, the researcher used a descriptive quantitative approach. The descriptive method is a way of presenting data by providing illustrations based on information obtained from the study. This method aims to present data systematically without ignoring conclusions that are generalized (Sugiyono, 2019).

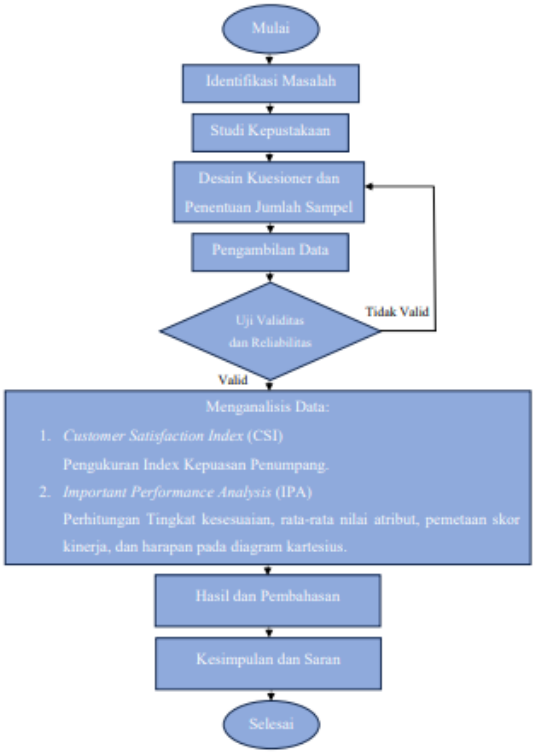


Figure 1. research framework

Before conducting a research study, the first thing to do is to develop a research design or plan. This design is a systematic process designed by the researcher to address the research problem. Developing a design is crucial because it serves as a guide to ensure the research process proceeds in a focused and structured manner. The research design also assists the researcher in data collection, problem formulation, and solution identification.

2.2 Research Variable

Variables are elements determined by the author for analysis, so that information about them can be obtained and conclusions can be drawn (Sugiyono, 2019). Conceptually, research variables are objects, attributes, or characteristics of individuals or activities that can vary between individuals or situations, and are determined by the researcher as the focus for analysis and conclusion. In this study, the researcher identified two main types of variables: independent variables (X1 and X2) and dependent variables (Y). Variables X1 and X2 are those whose values influence other variables. Meanwhile, variable Y is the one whose value depends on other variables.

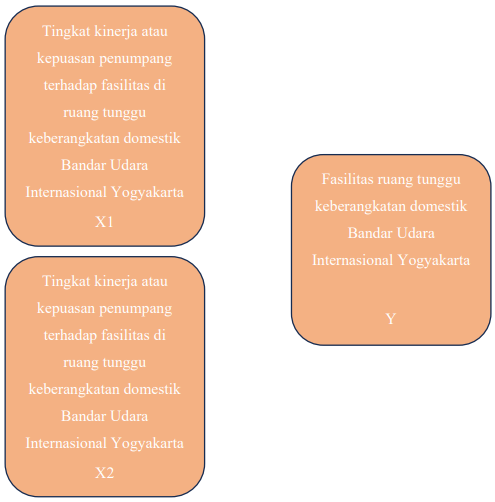


Figure 2. research variable

Points related to variable X and variable Y will be the main basis for creating a questionnaire consisting of statements that will be given to respondents to obtain the information needed to draw conclusions. To facilitate the creation of the questionnaire, the researcher has developed indicators for each variable, which will guide the formulation of the questionnaire statements.

2.3 Population, Sample, and Research Object

According to Sugiyono (2019), a population is a generalization area consisting of subjects or objects that have certain characteristics that have been determined by researchers to be studied and conclusions drawn. The population includes all elements that are the focus of data collection. In the Indonesian Language Dictionary, population is defined as a group of people, objects, or other things that meet certain criteria and serve as the source for sampling in research. Therefore, a population is not limited to humans but can also include objects, events, or phenomena being observed. A population does not only refer to the total number of individuals but also includes the characteristics or properties that can be measured from the objects or subjects in question.

In this study, the population was determined based on the number of passengers during peak hours at Yogyakarta International Airport, based on air traffic data from January 2024 to December 2024, which was the data collection period. The total population used in this study was 13,463 passengers who travelled during that busy period.

A sample is a procedure for data collection, which serves as a representation of a specific population that is taken and used to determine the desired properties and characteristics of that population (Siregar, 2014). In this study, the sampling technique used is probability sampling, which is a method that gives equal opportunity to every element (member) of the population to be selected as part of the sample. The sample size in this study was calculated using the Slovin formula with a precision level of 10% (0.1), resulting in a sample size of 41 respondents. However, for research purposes, the researcher rounded this number to 99 respondents, who were domestic departure passengers at Yogyakarta International Airport.

The research object is the attributes, characteristics, or values of individuals, as well as activities that have certain variations determined by the researcher to be analyzed and then conclusions are drawn (Sugiyono, 2019). In this study, the object of research is the Domestic Departure Waiting Room Facility at Yogyakarta International Airport.

2.4 Data Collection Techniques and Research Instruments

Data collection methods and research instruments play an important role in obtaining accurate and relevant information for a study. According to Sugiyono (2019), data collection can be carried out through various environments, sources, and techniques.

Data collection was conducted using three methods:

1. Observation is a method of data collection through direct observation and sensory experience (H,1986). In this study, direct observation was conducted in the domestic departure waiting area of Yogyakarta International Airport from January to February 2025 as part of the On the Job Training (OJT) program. This observation aimed to evaluate passenger satisfaction levels with the domestic departure lounge facilities.
2. Surveys were conducted by distributing questionnaires to collect data. The questionnaires were designed to obtain opinions from research subjects, which were then analyzed to gain deeper insights. In this study, questionnaires were used to collect important data from respondents related to the research topic.
3. Literature review is a data collection technique involving the analysis of previous research studies in the form of books, literature, notes, and reports related to the problem being addressed (Nazir,1988). Data obtained from the literature review is obtained by researching and linking scientific literature to the problem being addressed, such as issues related to facilities in the departure and arrival processes at domestic terminals. The regulations serving as a reference are PM 41 of 2023 on Airport Service Provision at Airports.

2.5 Data Analysis Techniques

1. Validity testing, which ensures that the questionnaire accurately measures the intended variables. This is done using software such as SPSS (Statistical Product and Service Solutions) version 29.0, where the validity of each item is tested by correlating individual item scores with overall scores for each

variable. For a questionnaire item to be considered valid, the calculated R value must be greater than the R value from the table, or the significance value must be less than 0.01. This ensures that the questionnaire accurately captures the data needed for the research.

2. Reliability testing to assess the extent to which respondents' answers are consistent. Reliability measures whether the instrument used can provide stable results when applied repeatedly. This test is conducted using SPSS software by calculating Cronbach's Alpha. If Cronbach's Alpha exceeds 0.70, the instrument is considered reliable, which means that respondents' responses tend to be consistent over time.

3. The Customer Satisfaction Index (CSI) method for assessing the level of passenger satisfaction with domestic departure lounge facilities. CSI is a quantitative method that converts survey results into scores in the form of percentages representing the overall level of customer satisfaction.

No	Nilai (CSI) %	Keterangan (CSI)
1	81 % - 100 %	Sangat Puas
2	66 % - 80,99 %	Puas
3	51 % - 65,99 %	Cukup Puas
4	35 % - 50,99 %	Kurang Puas
5	0 % - 34,99 %	Tidak Puas

Figure 3. Scale Customer Satisfaction Index

Based on the calculation results, the CSI score is classified into five levels of satisfaction, whereby the use of this index facilitates researchers in identifying aspects of service that are already performing well and those that still require improvement.

4. The Importance Performance Analysis (IPA) method, which is a technique first introduced by Martilla and James in 1977. This method aims to identify the service elements that most influence customer satisfaction based on their level of importance and the actual performance perceived by service users. By comparing the importance scores and performance scores of various attributes, IPA can identify areas that need immediate improvement as well as areas that are already performing optimally.

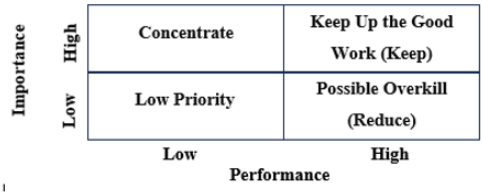


Figure 4. Cartesian diagram IPA

The results of the IPA analysis are displayed in the form of a Cartesian diagram divided into four quadrants. Quadrant I reflects attributes that are very important to customers, but whose performance is still low, requiring primary attention. Quadrant II shows attributes that are considered important and currently provide satisfactory performance. Quadrant III consists of attributes with both low importance and low performance, so they are not a priority for improvement. Meanwhile, Quadrant IV includes attributes that are not very important but show high performance.

2.6 Location and Time of Research

This research was conducted at Yogyakarta International Airport, specifically in the domestic departure lounge. The location was chosen based on the researcher's previous experience undergoing On-the-Job Training (OJT) for two months at the airport, where a number of relevant issues were identified for research. The research process began on January 6, 2025, coinciding with the start of the OJT, and lasted until February 28, 2025. The final project was planned to be carried out in collaboration with the airport management, specifically the Human Resources Department, which was responsible for the OJT program. The research team consisted of the researcher and two other students. The

research was conducted using a qualitative approach, specifically a case study method.

3. RESULTS AND DISCUSSION

3.1 Observation

The observation activities in this study were carried out at Yogyakarta International Airport during the On-the-Job Training (OJT) period. The researcher conducted direct observations accompanied by Airport Operation Landside Terminal (AOLT), who are responsible for supervising terminal facilities. Observations were conducted particularly during peak hours, when the number of passengers increases significantly. As one of the modes of air transportation, airports are required to continuously evaluate and improve passenger comfort and service quality to achieve passenger satisfaction and optimal service. The primary focus of this study is the domestic departure waiting area, where researchers identified several shortcomings in service aspects during peak passenger periods. These findings will be analyzed further in this chapter.

3.2 Literature Review

Based on a satisfaction study conducted by the author, which refers to research and provisions from literature, books, and reports related to PM 41 of 2023 on Airport Service, it was found that there are still several facilities that are not yet available in the domestic departure lounge. Therefore, an evaluation is needed to improve user satisfaction with the use of air transportation.

3.3 Questionnaire

The data collection method in this study was conducted by distributing questionnaires to 99 respondents in the domestic departure lounge at. The survey aimed to measure customer satisfaction with the facilities and collect information to improve services. Respondents filled out a Google Form containing 12 mandatory questions with single-choice answers, and the data collected was then analyzed.

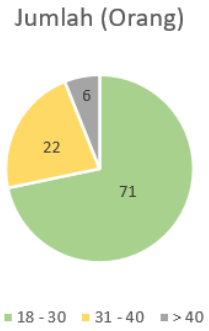


Figure 5. Respondent Characteristics Based on Gender

The first characteristic analyzed was the gender of the respondents. Based on the data in Figure 5, most of the respondents were male, namely 57 out of 99 respondents or 57.6% of the total sample. Meanwhile, the remaining 42 respondents, or 46.4%, were female. This indicates a slight majority of males in the respondent group.

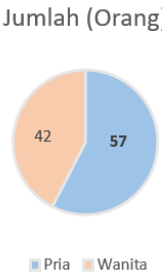


Figure 6. Characteristics of Respondents Based on Age

Next, the first characteristic analyzed was the age of the respondents. According to the data in Figure 6, the majority of respondents were in the 18-30 age range, with 71 people or 71.7% of the sample. The next age group was 31-40 years old with 22 respondents, accounting for 22.2% of the sample. The smallest group consists of respondents over 40 years old, comprising 6 individuals or 6.1% of the sample. This distribution indicates that the majority of respondents are relatively young passengers,

hich may influence their perceptions of the quality of service provided.

No	Pernyataan	Kepuasan									
		STP		TP		CP		P		SP	
		F	%	F	%	F	%	F	%	F	%
1.	Ketersediaan tempat duduk di area ruang tunggu	0	0	0	0	5	5,1	23	23,2	71	71,7
2.	Kondisi tempat duduk di area ruang tunggu	0	0	0	0	6	6,1	39	39,4	54	54,5
3.	Kesejukan di area ruang tunggu	0	0	0	0	5	5,1	36	36,4	58	58,6
4.	Kondisi cahaya / penerangan di area ruang tunggu	0	0	0	0	5	5,1	42	42,4	52	52,5
5.	Kebersihan pada area ruang tunggu	0	0	0	0	4	4	33	33,3	62	62,6
6.	Kebersihan toilet di area ruang tunggu	0	0	0	0	3	3	44	44,4	52	52,5
7.	Kelengkapan fasilitas toilet di area ruang tunggu	0	0	0	0	4	4	38	38,4	57	57,6
8.	Ketersediaan ruang merokok di area ruang tunggu	0	0	0	0	8	8,1	33	33,3	58	58,6
9.	Kecepatan Internet gratis di area runggu	0	0	0	0	8	8,1	41	41,4	50	50,5
10.	Ketersediaan *signage*, rambu-rambu penunjuk lokasi, dan marka yang jelas dan informatif di area ruang tunggu	0	0	0	0	8	8,1	32	32,3	59	59,6
11.	Ketersediaan fasilitas air minum gratis di area ruang tunggu	0	0	0	0	5	5,1	41	41,4	53	53,5
12.	Ketersediaan *charging station* di area ruang tunggu	0	0	0	0	4	4	35	35,4	60	60,6

Figure 7. Description of Respondents' Answers According to Level of Satisfaction

Regarding satisfaction levels, as shown in Figure 7, the respondents' answers also provide important insights. The question regarding the availability of drinking water in the area received the highest satisfaction score. A total of 71 respondents (71.7%) were very satisfied, 23 respondents (23.2%) were satisfied, and 5 respondents (5.1%) were somewhat satisfied, indicating a generally positive view of the number of seats available in the waiting area. Conversely, the question regarding the speed of at the waiting area received the lowest satisfaction level, with only 50 respondents (50.5%) being very satisfied, 41 respondents (41.4%) satisfied, and 8 respondents (8.1%) moderately satisfied, indicating insufficient internet speed in the waiting area. The results of the survey on the availability.

No	Pernyataan	Kepentingan									
		STP		TP		CP		P		SP	
		F	%	F	%	F	%	F	%	F	%
1.	Ketersediaan tempat duduk di area ruang tunggu	0	0	0	0	3	3	21	21,2	75	75,8
2.	Kondisi tempat duduk di area ruang tunggu	0	0	0	0	1	1	20	20,2	78	78,8
3.	Kesejukan di area ruang tunggu	0	0	0	0	2	2	27	27,3	70	70,7
4.	Kondisi cahaya/ penerangan di area ruang tunggu	0	0	0	0	6	6,1	19	19,2	74	74,7
5.	Kebersihan pada area ruang tunggu	0	0	0	0	3	3	20	20,2	76	76,8
6.	Kebersihan toilet di area ruang tunggu	0	0	0	0	3	3	20	20,2	76	76,8
7.	Kelengkapan fasilitas toilet di area ruang tunggu	0	0	0	0	4	4	31	31,3	64	64,6
8.	Ketersediaan ruang merokok di area ruang tunggu	0	0	0	0	13	13,1	23	23,2	63	63,6
9.	Kecepatan Internet gratis di area runggu	0	0	0	0	2	2	20	20,2	77	77,8
10.	Ketersediaan *signage*, rambu-rambu penunjuk lokasi, dan marka yang jelas dan informatif di area ruang tunggu	0	0	0	0	2	2	20	20,2	77	77,8
11.	Ketersediaan fasilitas air minum gratis di area ruang tunggu	0	0	0	0	7	7,1	25	25,3	67	67,7
12.	Ketersediaan *charging station* di area ruang tunggu	0	0	0	0	5	5,1	20	20,2	74	74,7

Figure 8. Description of Respondents' Answers According to Level of Importance

Analysis of respondents' answers regarding their expectations of facilities in the domestic departure lounge, as reflected in Figure 7, revealed several important findings. The question with the highest percentage of respondents stating ‘Very Important’ was related to the condition of the seating area in the departure lounge, where 78 respondents (78.8%) rated it as very important. Conversely, the question about the availability of smoking areas in the departure lounge received the

lowest ‘Very Important’ rating, Important,' with only 63 respondents (63.6%) considering it very important. This indicates that while facilities in the departure lounge for domestic flights are considered very valuable, some respondents deemed the clarity of signs not particularly crucial.

3.4 Validity Test

3.4.1 Variable X (Satisfaction)

Based on the test results, most of the items in the questionnaire were proven to be valid. The r-table value used as a reference is 0.256, with 99 respondents (df = 99, α = 1%). The calculation results show that all r-calculated values for the statement items of variable X are greater than the r-table. Therefore, the questionnaire for variable X is declared valid and can be used in the study.

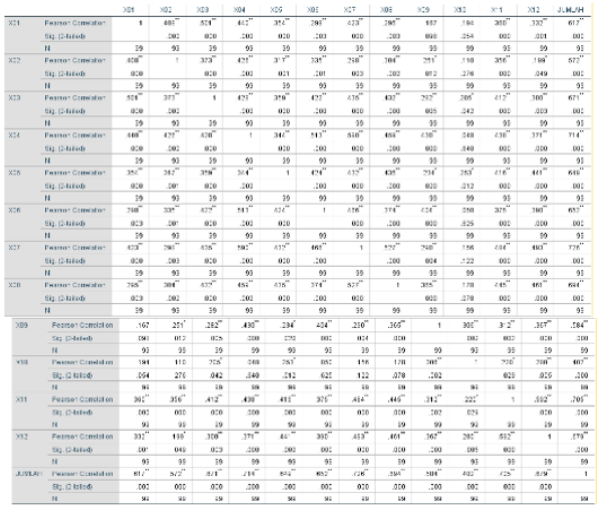


Figure 9. Pearson Product Moment Validity Test Results Variabel X1

3.4.2 Variabel Y

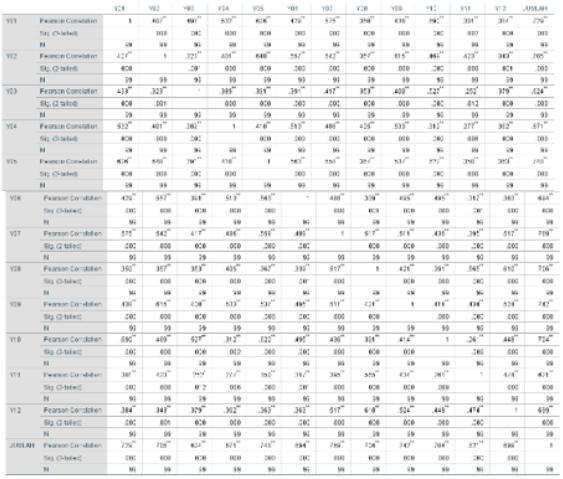


Figure 10. Pearson Product Moment Validity Test Results Variabel X2

Based on Figures 9 and 10 above, it can be seen that the r-count value for each item of variable X is greater than the R value in the table. Thus, the questionnaire for variable Y can be considered valid.

3.5 Reliabilitas Test

3.5.1 Variabel X

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X01	49.61	17.996	.530	.857
X02	49.79	18.067	.471	.861
X03	49.74	17.604	.589	.853
X04	49.80	17.367	.640	.850
X05	49.69	17.830	.567	.854
X06	49.78	17.868	.573	.854
X07	49.74	17.400	.657	.849
X08	49.77	17.221	.609	.851
X09	49.85	17.885	.480	.860
X10	49.76	18.941	.274	.874
X11	49.79	17.414	.629	.850
X12	49.71	17.658	.602	.852

Figure 11. Cronbach's Alpha Reliability Test Results Variabel X1

3.5.2 Variabel Y

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y01	51.56	17.433	.669	.892
Y02	51.51	17.926	.650	.893
Y03	51.60	17.937	.548	.897
Y04	51.60	17.345	.590	.896
Y05	51.55	17.373	.692	.891
Y06	51.55	17.618	.629	.894
Y07	51.68	16.915	.709	.889
Y08	51.78	16.460	.612	.897
Y09	51.53	17.578	.689	.891
Y10	51.53	17.742	.645	.893
Y11	51.68	17.445	.526	.900
Y12	51.59	17.306	.627	.894

Figure 12. Cronbach's Alpha Reliability Test Results Variabel X2

Based on the output table generated by the SPSS application, the Cronbach's Alpha value for variable X1 is 0.866, while for variable X2 it is 0.902. After calculation, it can be concluded that the questionnaire used is reliable because the results obtained are greater than 0.7.

3.6 Customer Satisfaction Index (CSI) Results

1. Determining the Average Importance Score (MIS) and Average Satisfaction Score (MSS)

$$MIS = \frac{\sum_{i=1}^{n} Yi}{n} \quad (4.1)$$

$$MSS = \frac{\sum_{i=1}^{n} Xi}{n} \quad (4.2)$$

Keterangan:

n = Jumlah Responden

Yi = Nilai Pembobotan Harapan / Kepentingan

Xi = Nilai Pembobotana Kinerja / Kepuasan

No	Indikator	Tingkat Kepentingan (MIS)	Tingkat Kepuasan (MSS)
1.	Ketersediaan tempat duduk di area ruang tunggu	4.73	4.67
2.	Kondisi tempat duduk di area ruang tunggu	4.78	4.48
3.	Kesejukan di area ruang tunggu	4.69	4.54
4.	Kondisi cahaya/ penerangan di area ruang tunggu	4.69	4.47
5.	Kebersihan pada area ruang tunggu	4.74	4.59
6.	Kebersihan toilet di area ruang tunggu	4.74	4.49
7.	Kelengkapan fasilitas toilet di area ruang tunggu	4.61	4.54
8.	Ketersediaan ruang merokok di area ruang tunggu	4.51	4.51
9.	Kecepatan Internet gratis di area runggu	4.76	4.42
10.	Ketersediaan *signage*, rambu-rambu penunjuk lokasi, dan marka yang jelas dan informatif di area ruang tunggu	4.76	4.52
11.	Ketersediaan fasilitas air minum gratis di area ruang tunggu	4.61	4.48
12.	Ketersediaan *charging station* di area ruang tunggu	4.70	4.57
	Total	**56.28**	**54.27**

2. Calculation of Weight Factor Values

$$WF = \frac{MISi}{\sum_{i=1}^{p} MISi} \times 100\% \quad (4.3)$$

Keterangan:

P = Jumlah Atribut Kepentingan (k=13)

i = Atribut Pelayanan ke-i

No	Indikator	Tingkat Kepentingan (MIS)	Nilai WF %
1.	Ketersediaan tempat duduk di area ruang tunggu	4.73	8.40
2.	Kondisi tempat duduk di area ruang tunggu	4.78	8.49
3.	Kesejukan di area ruang tunggu	4.69	8.33
4.	Kondisi cahaya/ penerangan di area ruang tunggu	4.69	8.33
5.	Kebersihan pada area ruang tunggu	4.74	8.42
6.	Kebersihan toilet di area ruang tunggu	4.74	8.42
7.	Kelengkapan fasilitas toilet di area ruang tunggu	4.61	8.18
8.	Ketersediaan ruang merokok di area ruang tunggu	4.51	8.00
9.	Kecepatan Internet gratis di area runggu	4.76	8.45
10.	Ketersediaan *signage*, rambu-rambu penunjuk lokasi, dan marka yang jelas dan informatif di area ruang tunggu	4.76	8.45
11.	Ketersediaan fasilitas air minum gratis di area ruang tunggu	4.61	8.18
12.	Ketersediaan *charging station* di area ruang tunggu	4.70	8.35
	Total	**56.28**	**100**

3. Calculation of Weight Score (WS)

$$WSi = WFi \times MSSi \quad (4.4)$$

No	Indikator	*Weight Factor* (WF) %	Tingkat Kepuasan (MSS)	*Weight Score* (WS)
1.	Ketersediaan tempat duduk di area ruang tunggu	8.40	4.67	39.2
2.	Kondisi tempat duduk di area ruang tunggu	8.49	4.48	38.1
3.	Kesejukan di area ruang tunggu	8.33	4.54	37.8
4.	Kondisi cahaya/ penerangan di area ruang tunggu	8.33	4.47	37.3
5.	Kebersihan pada area ruang tunggu	8.42	4.59	38.6
6.	Kebersihan toilet di area ruang tunggu	8.42	4.49	37.8
7.	Kelengkapan fasilitas toilet di area ruang tunggu	8.18	4.54	37.1
8.	Ketersediaan ruang merokok di area ruang tunggu	8.00	4.51	36.1
9.	Kecepatan internet gratis di area runggu	8.45	4.42	37.4
10.	Ketersediaan *signage*, rambu-rambu penunjuk lokasi, dan	8.45	4.52	38.2

		36.7
		38.1
		452.3

4. Calculation of Customer Satisfaction Index (CSI)

$$CSI = \frac{\sum_{k=1}^{p} WSi}{HS(5)} \times 100\% \quad (4.5)$$

Keterangan:

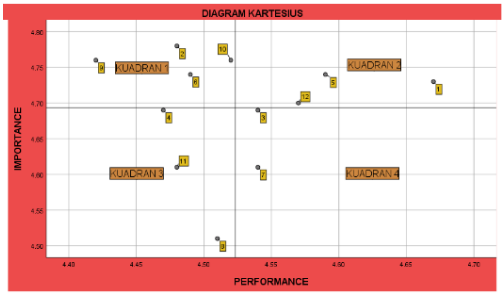
HS = *Highest Scale* (Skala likert tertinggi yang digunakan 5)

CSI $= \frac{452,3}{5}$ X 100

CSI = 90,46 %

3.7 Performance Analysis Importance (IPA) Results

After analyzing the data based on the MIS and MSS tables above, the average total value for performance was obtained as 4.51 and the average total value for importance was 4.69. These values were used to form quadrant lines on a Cartesian diagram that divides the area into four quadrants. The horizontal line (X-axis) is derived from the total performance values, while the Y-axis is derived from the average importance values. Each quadrant formed in the Cartesian diagram represents different conditions for each attribute. The following is an image showing the Cartesian diagram of the Importance Performance Analysis (IPA) Importance Performance Analysis (IPA) for the domestic departure waiting area at Yogyakarta International Airport.



Kuadran	No Item
I	2,6,9,10
II	1,5,12
III	4,8,11
IV	3,7

Based on the Cartesian diagram above, it appears that the Cartesian diagram serves to show the priority of airport terminals with a focus on improving attributes located in the quadrant of the Cartesian diagram.

4. CONCLUSION

4.1 Summary

Based on the results of the research and data processing, several conclusions can be drawn as follows:

1. This study used the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods to measure the level of passenger satisfaction with the facilities in the domestic departure lounge at Yogyakarta International Airport. The questionnaire, which covered important Yogyakarta International Airport. A questionnaire covering important attributes such as availability of seating, cleanliness, and internet speed was distributed to 99 respondents.

The analysis yielded an average Mean Satisfaction Score (MSS) of 58.67 and an average Mean Importance Score (MIS) of 60.98, with an average Weight Factor (WF) of 100 and a Weight Score (WS) of 451.3. The CSI value was calculated by summing the WS, dividing it by the highest value on the satisfaction scale, and multiplying it by 100, resulting in 90.46%. These findings indicate a high level of passenger satisfaction as well as areas that need improvement to enhance the user experience.

2. Factors that can enhance passenger satisfaction based on Importance Performance Analysis (IPA) include:

   - Seat condition: In the waiting area, seat condition needs improvement, as some seats are torn and damaged.
   - Toilet cleanliness: Toilet cleanliness needs to be improved to ensure greater cleanliness, as poor conditions can reduce passenger comfort.
   - Internet speed: Slow internet speed can reduce satisfaction. Network capacity needs to be increased to ensure comfort while waiting.
   - Internet speed: Slow internet speed can reduce satisfaction. Increasing network capacity is necessary to provide comfort while waiting.
   - Availability of signage: Clear information and proper signage are crucial for assisting passenger navigation.

4.2 Suggestions

Based on the research results, Yogyakarta International Airport needs to improve the quality of its services by focusing on attributes in quadrant I, which indicate high importance but low performance. Recommendations for improvement include increasing seating, monitoring toilet cleanliness, improving internet speed, and addressing facilities without signage. These steps are expected to enhance the user experience and demonstrate a commitment to service quality.

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