

**SERVICE FACILITY ANALYSIS AND WORK ENVIRONMENT TO PASSENGER
SATISFACTION LEVEL AT SULTAN HASANUDDIN INTERNATIONAL
AIRPORT MAKASSAR**

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ABSTRACT

Sultan Hasanuddin International Airport as one of the supporting sub-sectors of air transportation should be able to prepare and take strategic steps to proactively provide services and support customer needs for both airlines and passengers. This type of research is descriptive qualitative. The method of collecting data and information is Participatory Rapid Appraisal (PRA). Data analysis with statistical methods. The results showed that the physical facilities, the level of reliability of the officers, the responsiveness of the officers, the security guarantees, the attitude of the officers' empathy, the work environment at Sultan Hasanuddin Airport, showed a fairly small number of significance and had no effect on the level of passenger satisfaction. This can be interpreted that passenger satisfaction is quite good, but in this case to achieve a better value of passenger satisfaction, it is necessary to follow up so that the six variables get better attention so that the coefficient number is close to zero. It is recommended to improve both aspects of physical facilities and performance. The role of officers in serving passengers at Sultan Hasanuddin Airport Makassar.

Keywords: airport; passenger satisfaction; participatory rapid appraisal (PRA); Sultan Hasanuddin.

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INTRODUCTION

Transportation is an important and strategic part for the development of a country. Transportation is used as a means of support by the community in carrying out trade and daily activities, both from the upper middle class to the lower middle class. People prefer to use the fastest and most efficient means of transportation, one of which is air transportation. Of course, with the existence of fast aircraft transportation facilities, the service users of aircraft transportation are increasing every time. The airport is one of the largest supporting infrastructure for air transportation facilities, all facilities that allow the economic process to run smoothly making it easier for humans to meet their needs. The economy of a country also gains a large number of benefits from the air transportation industry, airports and air transportation can improve the quality of life and improve the standard of living of many people involved in this industry. The most important contribution of the air transportation industry is to have an impact on business growth in the global world and national economy.

Hasanuddin International Airport is constantly undergoing improvements before international integration since October 28, 2006 to July 2008, although there were no international routes except for hajj flights after Hasanuddin's last international route, Makassar-Singapore was closed by Garuda Indonesia due to losses. Previously, Silk Air and Malaysia Airlines had previously closed international routes. Air Asia reopened the Makassar-Kualalumpur route starting July 25, 2008. This was followed by Garuda Indonesia reopening direct flights Makassar-Singapore starting June 1, 2011. The airport underwent a process of expansion and development that began in 2004 and is planned for completion in 2009. Between sections Among the developments are a new passenger terminal with a capacity of 7 million passengers per year, an apron (aircraft parking area) with a capacity of seven wide-body aircraft, a new runway of 3,100 meters x 45 meters, and taxiways. Operation of the new terminal started August 4, 2008 using the old runway as the new runway is

still being worked on. Currently, Sultan Hasanuddin International Airport has operated a new apron, new runway and 1 taxiway (the extension of stage 2 from 3,100 meters to 3,500 meters will begin to be implemented between the end of 2011 or early 2012, after land acquisition is carried out and is still in progress until the end of 2012). Currently, the extension of this runway is intended so that in the future it can accommodate wide-body aircraft such as the Boeing 747. From this phenomenon, it can be said that Sultan Hasanuddin International Airport as one of the supporting sub-sectors of air transportation should be able to prepare and take strategic steps to proactively provide services and support for customer needs both for airlines and for passengers. If the airport management is serious about providing the best service to the customer, then visits/arrivals and departures will Lui Sultan Hasanuddin International Airport becomes crowded so that in the end the airport will become the main infrastructure for transportation in South Sulawesi.

Airport managers as the organizers of the air transportation sector are required to be able to provide facilities and always provide optimal services. Things that are included in airport services consist of punctuality, comfort and flight safety, to meet these expectations airport services need to be supported by good facilities, good innovation and reliable services such as place facilities to check-in airline tickets, x-check procedures. ray, waiting room, parking lot and other facilities. The management also needs to create service innovations that will support existing facilities so that customers are satisfied with the services they get when traveling at Yogyakarta Adisutjipto Airport. The diverse interests of airport consumers must receive services in accordance with their expectations so that the assessments obtained for innovation and services perceived by consumers can continue to increase. Furthermore, it is said, although consumers who come to the airport are consumers who travel a lot for flight purposes, the quality of the airport and the services it provides are one of the considerations for consumers in choosing their flight schedule. For the implementation of service innovations that can be provided by Adisutjipto Airport, there are several types of service innovations that can be done, namely Kiosk with Self-Servie technology at ticket counters, supermarkets, etc., and X-ray inspection machines, Micro hotels and the use of social media by the airport (S Murphy, 2007).

Accessibility can be thought of as the capacity of a location to be reached from another location, or to provide access to another location, and it is inversely related to the general costs associated with location access. The emergence of new air transport links to areas can expand the air transport network and increase the accessibility enjoyed by potential passengers, due to the speed and convenience of air travel relative to surface alternatives (Reynolds et al, 2006). Airport access and accessibility are two different concepts. Accessibility is defined as “the degree to which land use and transportation systems allow (groups of) individuals to reach activities or goals using the (combination of) transportation(s)”, whereas airport access refers to the opportunities (and level of effort) associated with entering the transportation system from individuals or regions that demand services (Fangwu Wei, 2016). Airport security checks (Security Checks) refer to the techniques and methods used to protect passengers, staff and aircraft from dangerous things, crime and other threats. Every day, large numbers of people use airports which means they can become potential targets for terrorism and other forms of crime. Similarly, high passenger activity on a major airline can lead to a high fatality rate if there is an attack or hijacking of an aircraft. Lethal weapons can be a means of terrorism, regardless of whether they succeed or not. Airport security can be evaluated by passengers and how they assess the amount of time required for security checks, professionalism of security staff, and trust in the security process so that passengers feel safe (Chen, et al., 2015). The development of airport traffic requires good facilities and infrastructure as well as services so that it can accommodate the movement of air traffic flows and provide comfort for air transportation service users, the better and more complete the existing facilities and infrastructure, the better the efficiency and level of service based on applicable minimum standards. The purpose of this study was to analyze the service level of officers and work environment support on passenger satisfaction at Sultan Hasanuddin International Airport Makassar.

Airport traffic is very congested when entering the holiday period. So that service to passengers with a large number of prospective passengers will affect the level of service (Khatimi.H, et.al, 2021; Akbardin.J, Sitompul.C.N, 2019).

Transportation services both land, sea and air prioritize convenience, punctual arrival and departure times and relatively short waiting times. Waiting time using public transportation including air transportation should be minimized to avoid passenger queues. Queues of land, sea and air passengers will be influenced by the facilities available in the conditions of waiting rooms and bus stops at every public transportation service place, including airports with a very high level of security (Savitri.A, et.al, 2017; Sah.MB, 2021; Syaiful.S, 2017; Syaiful.S, 2021; Syaiful.S, Andana.R, 2021).

RESEARCH METHODS

The type of qualitative descriptive research used in this study aims to obtain information related to the extent to which the influence of aspects of the fulfillment of physical facilities, responsiveness, reliability of officers, security guarantees, empathetic attitudes of officers and conditions of the working environment of employees at the airport in Makassar City. Taking with the survey method, namely through filling out questionnaires. As the focus or object of this research, namely the aspects of the fulfillment of physical facilities, responsiveness, reliability of officers, security guarantees, employee empathy and working environment conditions of employees at the airport in Makassar City. The research variables include independent variables, namely the existence of airport infrastructure, service officers and the condition of the employee's work environment. While the dependent variable is Passenger Satisfaction at the Airport in Makassar City. The method used in collecting information and data used in this research is Participatory Rapid Appraisal (PRA). While the data analysis using statistical analysis.

RESULTS AND DISCUSSION

Respondents in this study were passengers/service users at Sultan Hasanuddin Airport Makassar City as many as 150 respondents. Of the 150 respondents who participated in this study, they were further grouped by gender, age, education, occupation and monthly income.

Description of Respondents by Gender

This section will provide a general description of the presence of respondents in terms of gender. For more details can be seen in Table 1 below.

Table 1. Respondents by Gender

No	Gender category	Number (person)	Percentage (%)
1	Man	80	53
2	Woman	70	47
Total		150	100

Source: Data Processing, 2021

Based on table 1 above, it shows that of the 150 respondents the number of respondents is male, with a percentage of 53% or 80 people, while women are 47% or 70 people. This shows that male respondents are more dominant in the sample than women, in relation to the validity of the data male respondents have a better attitude of responsibility than women, but it does not mean that women are dominant if it is a mistake.

Description of Respondents by Age

This section will provide a general description of the respondent's condition in terms of age. For more details can be seen in Table 2 below.

Table 2. Respondents by Age

No	Age category	Number (person)	Percentage (%)
1	< 20 year	3	2
2	20-30 year	35	23
3	31-40 year	57	38

4	41-50 year	45	30
5	> 50 tyear	10	7
Total		150	100

Source: Data Processing, 2021

Based on table 2 above shows that of the 150 respondents the number of respondents aged 31-40 years is more dominant, namely 38% or 57 people, then followed by the age of 41-50 years with a percentage of 30% or 45 people, ages 20-30 years with a percentage 23% or 35 people, age > 50 years by 7% or 10 people and age < 19 years with a percentage of 2% or 3 people. This shows that the age of respondents between 20-50 years reaches 91%, meaning that respondents at this age have a good understanding of the questionnaire material, so that the level of data validity can be achieved.

Description of Respondents Based on Education

This section will provide a general description of the respondent's condition in terms of education. For more details can be seen in Table 3 below:

Table 3. Respondents Based on Education

No	Education category	Number (person)	Percentage (%)
1	Elementary/Junior High	0	0
2	SMA/SMK	42	28
3	Bachelor	108	72
Total		150	100

Source: Data Processing, 2021

Based on table 3 above, it shows that of the 150 respondents the number of respondents with undergraduate education is more dominant, namely 72% or 108 people, then followed by vocational education with a percentage of 28% or 42 people. While in this study, respondents with primary/junior high school education did not exist or 0%. This shows that the respondent's education reaches 100% at the level of education from SLA to Bachelor, so it can be ascertained that the understanding of the questionnaire material is quite good in relation to the validity of the data obtained.

Description of Respondents by Type of Work

This section will: provide a general description of the respondent's condition in terms of the type of work. For more details can be seen in Table 4 below:

Table 4. Respondents by Type of Work

No	Category type of work	Number (person)	Percentage
1	Civil servant	31	21
2	Private sector employee	58	39
3	Entrepreneur	47	31
4	Other	14	9
Total		150	100

Source: Data Processing, 2021

Based on table 4 above, it shows that of the 150 respondents the number of respondents who work as private employees is more dominant, namely 39% or 58 people, then followed by respondents who work as entrepreneurs with a percentage of 31% or 47 people. While the respondents with the type of work are civil servants by 21% or 31 people and others by 9% or 14 people. Judging from the aspect of the level of employment of civil servants and employees, they have dominance, which indicates that the respondents of this study are people who often travel by flight, so that the material and understanding of the contents of the questionnaire can certainly have a good level of validity.

Description of Respondents Based on Income

This section will provide a general description of the respondent's condition in terms of the respondent's income. For more details can be seen in table 5 below:

Table 5. Respondents Based on Income

No	Based on income category	Number (person)	Percentage
1	3 jt – 5 jt	56	37
2	5 jt – 7 jt	47	31
3	7,5 jt – 10 jt	37	25
4	> 10 jt	10	7
Total		150	100

Source: Data Processing, 2021

Based on table 5 above, it shows that of the 150 respondents the number of respondents with an income of 3 million - 5 million has a larger percentage of 37% or 56 people, then followed by respondents who have an income of 5 million - 7 million with a percentage of 31% or 47 people, income 7.5 million – 10 million by 25% or 37 people and income > 10 million by 7% or 10 people. In terms of income level, respondents with an income of 3 million to 7 million dominate in the sense that the questionnaire material can be answered well, so that it has the expected level of data validity.

Data Analysis Techniques With Multiple Linear Regression

The results of multiple linear regression analysis obtained using the SPSS.Ver 21 application are as follows:

Table 6. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized		Standardized	t	Sig.	
	Coefficients					
	B	Std. Error	Beta			
1	(Constant)	.018	.362		.050	.960
	Facility	.167	.007	.484	22.778	.000
	Response	.157	.026	.182	6.129	.000
	Reliability	.163	.018	.254	9.209	.000
	Security guarantee	.162	.014	.284	11.888	.000
	Empathy attitude	.172	.013	.287	13.462	.000
	Work environment	.175	.020	.246	8.726	.000

a. Dependent Variable: Satisfaction

Based on the description of the results of the analysis, above, it can then be stated the form of discussion of the results of the study through the Regression Equation Model, as follows:

$$Y = 0.018 + 0.167X1 - 0.157X2.1 + 0.163X2.2 + 0.162X2.3 + 0.172X2.4 + 0.175X3$$

Bound Variable: (Y) = Passenger Satisfaction, is a variable that is influenced by the independent variable (X), that the level of satisfaction of passengers using flight services through Sultan Hasanuddin International Airport, Makassar City.

Where passenger satisfaction is measured based on the results of the analysis of infrastructure (X1) and analysis of services (X2), namely:

1. Variable coefficient figure: X1 in the form of physical facilities at the airport with a coefficient value of 0.167 or 16.7%, has a low influence or significance and is defined as a condition that does not become a complaint of passengers on the aspect of Service Satisfaction at the airport.
2. Variable coefficient figure: X2.1 In the form of Officer Reliability, who is at the airport with a coefficient value of 0.157 or 15.7%, has a low influence or significance and is defined as the condition of the officer's responsiveness in serving passengers not being a complaint of the passengers on aspects of Service Satisfaction at the airport.
3. Variable coefficient figure: X2.2 in the form of officer response, which is at the airport with a coefficient value of 0.163 or 16.3%, has a low influence or significance and is interpreted as a condition of reliability of officers in serving passengers not being a complaint of passengers on aspects of Service Satisfaction at the airport.
4. Variable coefficient figure: X2.3 In the form of Security Guarantee for passengers and baggage, which is at the airport with a coefficient value of 0.162 or 16.2%, has a low influence or significance and is interpreted as a security condition in serving passengers does not become a complaint passengers on the aspect of Service Satisfaction at the airport.
5. Variable coefficient figure: X2.4 In the form of Empathy Attitude of officers towards passengers, who are at the airport with a coefficient value of 0.172 or 17.2%, has a low influence or significance and is interpreted as the attention of officers in serving passengers does not become a complaint of the passengers. passengers on the aspect of Service Satisfaction at the airport
6. Variable coefficient figures: X3 In the form of the work environment of officers towards passengers, who are at the airport with a coefficient value of 0.175 or 17.5%, has a low influence or significance and is defined as environmental conditions internally and externally in serving passengers and matters This is not a complaint of passengers on the aspect of Service Satisfaction at the airport.

The results of the above discussion are based on the results of the analysis with the coefficient values on the variables studied, according to Segiyono: That the smaller the variable coefficient number, the customer satisfaction level can be achieved, on the other hand if the coefficient number is high, then this number has an influence that causes passenger satisfaction not to occur. The coefficient number scale is between 0.00 to 1.00.

CONCLUSION

The level of passenger satisfaction at Sultan Hasanuddin International Airport Makassar, involving six variables, overall has an influence with a fairly low coefficient value, and it means that passenger satisfaction is quite good, but in this case to achieve a better passenger satisfaction value, it is necessary followed up so that the six variables received better attention so that the coefficients were close to zero. It is recommended to improve both aspects of physical facilities and performance. The role of officers in serving passengers at Sultan Hasanuddin Airport Makassar.

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