

**THE INFLUENCE OF PEOPLE, SERVICE AND FACILITIES ON CUSTOMER
SATISFACTION AT PT.ANGKASA PURA I (PERSERO)
JUANDA INTERNATIONAL AIRPORT SURABAYA**

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Abstract

The purpose of this study is to analyze the partially affect of variables People, Service and Facilities on Customer Satisfaction at PT. Angkasa Pura I (Persero) of Juanda Airport in Surabaya and to examine the variables, which dominantly affects on Customer Satisfaction at PT. Angkasa Pura I (Persero) of Juanda Airport in Surabaya. The population in this study is employees of 13 Airlines that use facilities of PT. Angkasa Pura I (Persero) – Juanda International Airport Surabaya, with collecting data by questionnaire. The sampling technique was purposive sampling with 56 respondents.

The technique of hypothesis testing use in this study is Multiple Regression Analysis. Result showed that People, Service and Facilities have significantly effects on Customer Satisfaction. In addition. people have dominant effect on Customer Satisfaction at PT. Angkasa Pura I (Persero) – Juanda International Airport in Surabaya.

Keywords: People, Service, Facilities and Customer Satisfaction

INTRODUCTION

In the globalization era, airlines is very important transportation and the airport is the place for air transportation. As the time goes by, now almost everyone can enjoy a trip using airplanes. Air transportation system is a transportation system for moving passenger or goods by air (Annex 2). According to Martono and Ahmad (2010) in Indonesia National Air Transportation is regulated in Chapter X UURI No.1 Year 2009. In the current era of reform, air transport policy tends to be liberal. Aircraft is a tool that can fly in the atmosphere because of the lifting power of the air reaction, except the air reaction to the earth's surface (Annex 1 / 9th Edition). According to professional research Sakti Aji (2014:29-30), the main function of an airport is service of airline's departure and also the passengers arrival. The air transportation activity included air traffic flow and passenger traffic flow. It can be said that the airport function is as a center for the spread of aircraft traffic.

In Indonesia there are several companies that manage airports. According to UU No.1 in year of 2009 about air communication department, Managing Airport in Indonesia was managed by (a) PT. Angkasa Pura I (Persero), (b) PT. Angkasa Pura II (Persero), (c) Batam Otority (Hang Nadim Airport) and (d) Government (*Unit Pengelola Bandar Udara* /UPBU). In this research, the author will take PT. Angkasa Pura I (Persero) as 13 managing airport in Indonesia. The reason of author take PT. Angkasa Pura I (Persero) in this research because PT. Angkasa Pura I (Persero) is the best Management of an Airport Services in Indonesia. This company, have a high quality service than other airport management. PT. Angkasa Pura I (Persero) the only airport management company in Indonesia that has the largest revenue and has more than hundreds of thousands of flights a year.

This study analysis of Airlines as customer because view of research has been discussed yet. With independent variables as People, Service and Facilities the author would be prove if this variable have a affect to develop customer satisfaction in PT. Angkasa Pura I – Juanda International Airport Surabaya. With that reason, the author was motivated to analysis and learn this study deeper.

Research Problems

Based on the researched background previously mentioned, the research problems are as follows:

1. Do the *People, Service and Facilities* simultaneously affect on *Customer Satisfaction* at PT. Angkasa Pura I of Juanda International Airport Surabaya ?
2. Do the *People, Service and Facilities* partially affect on *Customer Satisfaction* at PT. Angkasa Pura I of Juanda International Airport Surabaya ?
3. Which is the variable that dominantly affects on *Customer Satisfaction* at PT. Angkasa Pura I of Juanda International Airport Surabaya?

Research Objectives

The objectives of this research are as follow:

1. To analyze simultaneously affect from variables *People, Service and Facilities* on *Customer Satisfaction* at PT. Angkasa Pura I (Persero) of Juanda Airport in Surabaya Branch
2. To analyze partially affect from variables *People, Service and Facilities* on *Customer Satisfaction* at PT. Angkasa Pura I of Juanda Airport in Surabaya Branch
3. To examine among variables which dominantly affects on *Customer Satisfaction* at PT. Angkasa Pura I of Juanda Airport in Surabaya Branch\

LITERATURE REVIEW

Marketing Mix

It has been argued by Jonathan Ivy (2015) the marketing mix is a set of controllable marketing tools that an institution uses to produce the response it wants from its various target markets. Tangible products have traditionally used a 4Ps model, the marketing setctor on the other hand uses a 7P approach in order to satisfy the needs of the provider's customers:

1. **Product:** The product is what is being sold. It is more than a simple set of tangible features, it is a complex bundle of benefits that satisfy customer needs.
2. **Pricing:** Pricing of services is tougher than pricing of goods.
3. **Place:** Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance.
4. **Promotion:** Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer.
5. **People** are a defining factor in a service delivery process, since a service is inseparable from the person providing it.
6. **Process:** The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers.
7. **Physical Evidence:** Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience.

People

In the discussion of Marketing theory, one form of strategy related to marketing activities is Marketing Mix

Strategy, is one of the modern conditional on marketing strategy. According to Sumarmi and Soeprihanto (2010) explain, "Marketing mix is a combination of variables or activities that is the core of the marketing system of product, price, promotion, and distribution. In other words, marketing mix is a collection of variables that can be used by companies to influence consumer responses".

People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Consequently, customer service training for staff has become a top priority for many organizations today. According to Lupiyoadi et.al (2006) in relation to service marketing, 'people' serving as service providers greatly affect the quality of services provided. This 'people' decision means dealing with selection, training, motivation and human resource management.

Service

According to Fandy Tjiptono (2006:13) service is any act that can be offered by one party to the other, which is essentially intangible (not in the physical form) and produces no ownership of something. Production of services may be associated with physical product or not. It is said in the previous research that service has a lot of meaning within its scope. Services is only understood as a form of service of a person toward another person. It can be also interpreted that service is provided by humans, both in the form of things that can be seen (explicit service) or things which can only be felt (implicit service). Meanwhile, supporting facilities should be available in terms of service sales and several other objects. Service is a complex phenomenon, (Farida,2005:15). It has been argued by Fandy (2011:28) process –and activity oriented service is a process consisting of a series of intangible activities which usually (but not necessarily and not always) involve the interaction between customer and service

employee or physical resources or goods owned by service provider regarding the customer's concern .

Facilities

According to Tjiptono (2001:84) defines facilities as physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that allows consumers to gain satisfaction. Because a service can not be seen, can not be kissed and can not be touched, the physical aspect becomes important as a measure of service. Consumers who want to find comfort during the process of waiting for the implementation of services will be more comfortable when the facilities used by customers made comfortable and interesting.

Customer Satisfaction

The company must have a goal to meet customer needs and create customer satisfaction. In this era of globalization, there are more and more people increasingly realize that service and satisfaction is a vital aspect in order to stay in a business and win the competition. It means that the company is expected to be able to meet and give the desired needs of consumers so it will lead to customer satisfactioners. Another definition of customer satisfaction is a well known and established concept in several areas like marketing, consumer research, economic psychology, welfare-economics, and economics"

The meaning of the word satisfaction refers to the efforts to meet something or to make a proper and adequate thing. Oxford Advanced Learned's Dictionary (2000:338) states that. " The statement sounds simple but if it is linked to the context of management and consumer behavior, the term is so complex. Based on the measurements described in figure you can get a conclusion that customer satisfaction can be measured by customer satisfaction itself to the level of overall service and if it is

compared to similar services. Satisfaction can be used to tighten the relationship with the company itself, create a good and healthy working climate among the employees in the company and the policy makers.

Research Hypothesis

- H1 : People, Facilities and Services simultaneously affect on Customer Satisfaction.
- H2 : People, Service and Facilities partially effect on Customer Satisfaction.
- H3 : Service has dominant affect on Customer Satisfaction.

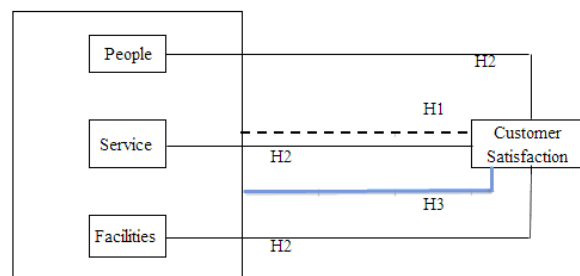


Figure 1. Research Hypotheses Model

RESEARCH METHOD

Based on data analysis, this argued research by Sugiono (2014:13) uses quantitative research method which can be interpreted as research method based on positivism philosophy, used to research on population or certain sample, sampling technique generally done by random, data collection using research instrument, data analysis quantitative / statistical in order to test the predetermined hypothesis.

DATA ANALYSIS AND RESULTS

Validity test

The validity of the measuring instrument can be tested by correlating the scores obtained on each question item with the total score obtained from the sum of all the question scores this teori has been argue by Azwar (2000). In this studye the validity test is shown the r count for all variables scored higher than 0,3. Thus, it

indicates that the validity test of the questionnaire is acceptable.

Reliability Test

Sekaran (2006) stated that items are considered reliable if the Cronbach's alpha is greater than 0.7. In this study the reliability the Cronbach's alpha for all variables scored higher than 0.7. Thus, it indicates that the reliability of the questionnaire is acceptable.

Classic assumption test

Multicollinearity

According to Joseph F. Hair (2002) multicollinearity refers to the correlation among three or more variables (evidenced when one is regressed against the others). In this research multicollinearity test shown the tolerance value for the variable free > 0.1 and its VIF < 10. This value indicates that there is no multicollinearity between independent variable.

Heteroskedastisitas Test

Heteroskedastisitas test aims to test whether in the regression model occurs inequality of variance of residual one observation of another research. This research the normality test. Based on the result in this study, the value of variable People, Service and Facilities was significant because all of value was > 0.05 so that value does not occur symptoms of heteroscedasticity.

Normality

Normality test is used to find out whether a normal data or not, to know whether the data how normal can be done with various methods such as Kolmogorov Smirnov by using a program that is a guide in making decisions. The significance value is $0.121 > 0.05$ so that the data is normally distributed. So it shows that the regression model is feasible to use because it satisfies the element of normality.

Multiple Regression Analysis

Analysis in this research use variable of People (X1), Service (X2), Facilities (X3) while dependent variable (Y) is Customer Satisfaction. To know how big influence of independent variable X1, X2 and X3 to dependent variable (Y), hence can be calculated by using multiple linear regression analysis.

Results of Hypothesis 1

In this study include simultaneous test (F test) to find out whether the independent variable is People (X1), Service (X2), and Facilities (X3) simultaneously or together influence Customer Satisfaction (Y). For that in this study include the F test as seen in the following table 1. the value of f arithmetic $61.210 > f$ table 2.783 and significance value $0.000 < 0.05$ then H0 is rejected and H1 accepted. This indicates that People (X1), Service (X2), and Facilities (X3) simultaneously or together have an effect on Customer Satisfaction (Y).

Tabel 1. F Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	165,605	3	55,202	61,210	,000 ^b
Residual	46,895	52	,902		
Total	212,500	55			

Results of Hypothesis 2

In this study also included partial test (t test) to find out whether the variables People (X1), Service (X2), and Facilities (X3) partially or individually affect the Customer Satisfaction (Y). There is a table for Recovers the influence of the independent variables X1, X2, and X3 on the (Y) dependent variable. See this table 2. The value of t arithmetic $3.879 > t$ table 2.007 and the value of significance or p value $0.000 < 0.05$ then H0 rejected and H1

accepted. This shows that the partial People (X1) affect Customer Satisfaction (Y)

Tabel 2. t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,761	2,027		,376	,709		
People	,251	,065	,401	3,879	,000	,397	2,518
Service	,131	,055	,222	2,395	,020	,495	2,021
Fasilitas	,217	,056	,369	3,852	,000	,463	2,160

Result Hypothesis 3

The dominant variable can be examined from test result t. The value obtained by the largest t test result is the People (X1) with the number 3,879. If that comparing with Service (X2) with t test results of 2.395 and Facilities with t test results of 3.852. It can be concluded that the largest number indicates the dominant number that is on People (X1) on Customer Satisfaction (Y).

Discussion

1. Based on the analysis of hypothesis 1, this study has proved the simultaneous impact of people, service and facilities on customer satisfaction

2. Based on hypothesis 2 analysis, people, service and facilities have their own impact on customer satisfaction.

a. People

Based on the finding of this study, people (staff of airport service company) has a significant and positive impact on customer satisfaction.

b. Service

Based on the finding of this study, service has a significant and positive impact on customer satisfaction (Airlines). Some things that need to be paid attention on

service is how attitudes and responses of employees to serve customers.

c. Facilities

Based on the finding of this study, the Facilities variable has a significant and positive impact on customer satisfaction. Facilities is one of the supporting factors that complement the achievement of customer satisfaction.

3. Based on the results of hypothesis 3, it was found that the influence of People has the greatest value to customer satisfaction when compared to the influence of Service and Facilities. This explains that the influence of People on customer satisfaction shows dominant impact.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The study shows that showed that People, Service and Facilities have significantly effect on Customer Satisfaction both simultaneously and partially. Therefore people have dominant effect on Customer Satisfaction at PT. Angkasa Pura I (Persero) – Juanda International Airport in Surabaya Branch.

Suggestion

Some suggestions are given by the researcher to the following parties:

1. For Airlines, should consider People, Service and Facilities in to provide the best quality service for customer.
2. For PT. Angkasa Pura I (Persero) – Juanda International Airport it is expected to continue controlling the competence of People, Service and Facilities as factorS that inhancing on customer satisfaction. The company keeps giving the best service quality to costumers.
3. For future researchers, the result of this research can be used as a reference or guide for further researchers regarding the impact of several other factors on customer satisfaction like, people can be replaced with positions, service can

be replaced by punctuality, facility can be replaced with physical facility or software facility. This research as variables people, service and facilities have a positive result on customer satisfaction. It is expected, the next researcher is suggested to do a more comprehensive research by adding other variables such as; Style of leadership, customer behavior, policy / government regulation, flight technological development etc

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