



Examine Lion Air Passenger Satisfaction With the Quality of Check-In Counter Officers at Minangkabau Padang Airport

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ABSTRACT

Minangkabau International Airport experienced a buildup of passengers at the Lion Air check-in counter during peak hours due to the large number of passengers coming at the same time, the limited counters that were opened, and the slow check-in process. This shows the quality of the aircraft that is optimal, adding to the dissatisfaction of the passengers.

The research uses a quantitative descriptive method with science and MSI techniques. The results show 8 attributes that are improved, including the check-in process, accessibility for disabled passengers, flight information, trust, responsibility for goods, individual attention, interior check-in of Lion Air, and communication skills. These aspects are improved.

INTRODUCTION

Minangkabau International Airport (ICAO Code: International Civil Aviation Organization): WIEE; The IATA (International Air Transport Association) code is the International Airport which is located in Katapiang, Padang Pariaman Regency, West Sumatra. The check-in counter is the first operational service at the airport and serves as the frontline of ground handling to ensure flight safety and security, Zakiyah, I. (2022).

Prior to the implementation of commercial air transportation, the state air transportation operator is required to create a service category in accordance with PM Regulation 30 of 2021 concerning Minimum Air Transport Passenger Standards. The quality of service at the check-in counter is heavily influenced by two factors: the efficiency of the check-in process and the systems utilized, both of which significantly impact the service provided to users, Kurniawan, A. (2019). . According to regulations, the check-in process for each passenger takes two minutes and three seconds, with a normal waiting time of less than three minutes. Judging from the conditions that occurred, there was a build-up of passengers at the Lion Air check-in counter when passengers were about to complete check-in activities. Because during peak hours Lion Air passengers were 171 passengers. "The challenges faced by staff during check-in occur primarily during busy passenger periods, leading to long queues, which cause fatigue among staff and result in human errors." Abadi, E. M. (2022).

The passenger arrived at the same time was carrying a lot of luggage. However, the Friday check-in counter opened for this purpose is not balanced with the number of passengers and the time of the check-in process that is claimed by the officer. "The lack



of time discipline among Check-In Counter staff leads to long queues and highlights insufficient experience in delivering excellent service, Aufa, M. D. (2023). Airline services are divided into two categories: full service and low-cost carrier (LCC). Full service prioritizes passenger comfort and safety, offering high-quality in-flight amenities, Widjaja, E. I. (2017). This research aims to. A good term must be able to know the correlation between the variable X and the difference between the Lion Air check-in procedure officer and the Y variable affects the satisfaction of domestic passengers at Minangkabau Padang International Airport, based on a quantitative descriptive research approach. From the above case, the writer is interested in raising the title of the article "Analysis The Quality Of Check-In Counter Officers On Lion Air Passenger Satisfaction At Minangkabau Padang Airport " Based on the above background, the formulation of problem in this study is:

1. Analyzing / Evaluating the Participation of Check In Counter Officers at Lion Air in order to increase passenger satisfaction ?
2. Mapping the quality of check-in counter staff that is not good and the situation is improved?

RESEARCH METHOD

Minangkabau International Airport (ICAO Code: International Civil Aviation Organization): WIEE; The IATA (International Air Transport Association) code is the International Airport which is located in Katapiang, Padang Pariaman Regency, West Sumatra. An airport is a special area on land and/or waters that is used for landing and take off, boarding and disembarking passengers, handling cargo, and the movement of passengers and goods between different modes of transportation. Addressed with aviation safety and safety facilities, as well as important and supporting facilities (Central Government, 2009). Airports handle operational, administrative, and commercial functions and must meet the requirements for flight safety and security. Airports also function as an intermediary facility (interface) between air and land transportation, which functions similarly to terminal.

According to Heru Basuki (1986), airport facilities are divided into 2 facilities, namely the air side (Air Side) and the land side (Land Side). According to Airport Data from the Directorate General of Civil Aviation of the Ministry of Transportation of the Republic of Indonesia, this airport has Airside and landside facilities to support airport operations (DJPU, 2019).

Check-In Facilities

Check-In as referred to in the Law of the Republic of Indonesia Number 1 of 2009 concerning Aviation is a facility or location at the airport operation area which is designed to implement various security procedures and facilities similar to those at the airport. It can also be interpreted as a process where passengers are asked to the airline company to cancel their flight.



The determination of the opening time during the Check-In process must be adjusted to the Regulation of the Director General of Civil Aviation Number: SKEP/77/VI/2005 concerning Technical Requirements for the Operation of Airport Technical Facilities, and is regulated by the Minister of Transportation. Regulation Number: KM 20 of 2005 concerning the Granting of Indonesia National Standards (SNI) 03-7046-2004 concerning Airport Passenger Terms as Mandatory Standards. Barata (2004) states that the lima gives service Check-In, the time spent to queue is very important, which includes five elements key to the service:

1. Ability
2. Attitude
3. Appearance
4. Attention
5. Action.

Check-In is calculated from the time the passenger enters the queue until the queue is processed to measure the waiting time of less than 30 minutes. Meanwhile, the time taken to complete the check-in process and baggage processing, from the time it is processed to the time it is processed, the processing time is less than 2 minutes and 30 seconds.

Check-In Ceremony

DaIam means the general meaning of Welfare, which is an activity that aims to provide service satisfaction to consumers. By fulfilling a need or desire of consumers, it can be satisfied. According to KBBI, the meaning of service is an effort to help consumers with their needs, namely helping what the consumer needs. Employees are required to provide quality services to customers.

Good hospitality is a greeting that is given in a friendly, fair, fast, accurate and ethical manner to meet the needs and satisfaction of the recipient. According to Fitzsimmons & Fitzsimmons (2008), consumers will evaluate the quality of the food received by the principle of the dimension of the food as the measure, namely: reliability, responsiveness, guarantee, empathy, and tangibles.

Service excellent

Service Excellence exists that meet the quality standards in accordance with the expectations and satisfaction of the customer. So that there are two important elements that are related to the prime government, namely the quality and the quality. Saputri (2022), stated that service excellent or excellent service is an effort to provide the best service for passengers who prioritize the interests of passengers/users so that the company can provide optimal satisfaction.

Lion Air Airline

Lion Air is an airline that is a subsidiary of PT. Langit Esa Octagon (PT. IEO Group) which is also part of the Group (Lion Air, 2023). Domestic airlines are affected as low-cost airlines that are able to attract consumers to travel using this airline. The routes taken

by Lion Air airline at Minangkabau Padang International Airport in the Determination of Flight Route Recognition (PPRP) for the summer 2023 period include Jakarta and Batam. The following data is obtained from the AMC unit of the Lion Air Flight Route Jakarta (CGK) – Padang (PDG) on the Extension of the Flight Route Determination (PPRP) of the state of PT. LION MENTARI AIRLINES Summer Period 2023.

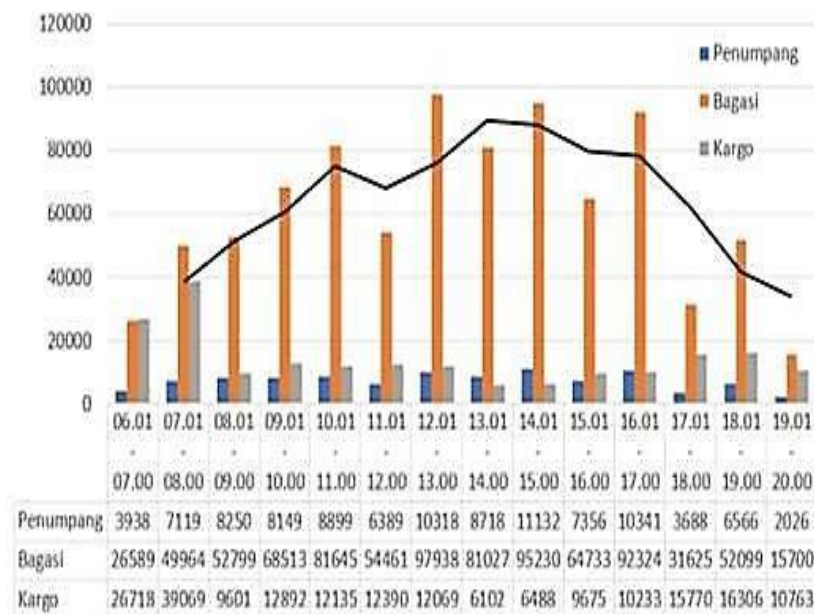


Figure 1. Air Transport Data for Peak Hours of Passengers in December 2023

Direct's passenger, luggage, and cargo data affects the check-in at the airport check- in counter, helping officers adjust the capacity of services to queue and ensure the smoothness of the check-in process.

RESULTS AND DISCUSSION

Results

We used a questionnaire as a research instrument that was randomly submitted to 100 passengers at Minangkabau Padang Airport, using a non- probability sampling technique. The purpose of this questionnaire is to find out the passengers' responses as a measure of satisfaction with the service of the check-in counter officers. This number of respondents is enough to be able to meet the respondents. The questionnaire calculation formula uses the Likert (Sugiyono, 2013).

Spearman Rank Validity Test

If R counts greater than R table, then the statement item is declared valid. With df = 98 and significance level 0.05, score R table is 0.1946. Testing results using IBM SPSS version 22 for Windows shows the following results:

Table 1. Validity Result X

Variabel X		Validitas		
		R hitung	P tabel	Kesimpulan
<i>Realibility</i>	X1	0,1946	0,697	Valid
	X2	0,1946	0,692	Valid
	X3	0,1946	0,673	Valid
	X4	0,1946	0,729	Valid
<i>Responsivnes</i>	X5	0,1946	0,790	Valid
	X6	0,1946	0,785	Valid
	X7	0,1946	0,775	Valid
	X8	0,1946	0,770	Valid
<i>Assurance</i>	X9	0,1946	0,697	Valid
	X10	0,1946	0,692	Valid
	X11	0,1946	0,673	Valid
	X12	0,1946	0,729	Valid
	X13	0,1946	0,790	Valid
<i>Emphaty</i>	X14	0,1946	0,785	Valid
	X15	0,1946	0,775	Valid
	X16	0,1946	0,770	Valid
<i>Tangibles</i>	X17	0,1946	0,790	Valid
	X18	0,1946	0,785	Valid
	X19	0,1946	0,775	Valid

Table 2. Y Valisity Results

Variabel Y		Validitas		
		phitung	Ptabel	Kesimpulan
Kualitas Pelayanan yang Dirasakan	Y1	0,1946	0,763	Valid
	Y2	0,1946	0,753	Valid
	Y3	0,1946	0,746	Valid
	Y4	0,1946	0,745	Valid
Faktor Pelayanan Petugas	Y5	0,1946	0,661	Valid
	Y6	0,1946	0,783	Valid
	Y7	0,1946	0,793	Valid
	Y8	0,1946	0,658	Valid
	Y9	0,1946	0,763	Valid
	Y10	0,1946	0,753	Valid
	Y11	0,1946	0,746	Valid
	Y12	0,1946	0,745	Valid
Citra Maskapai Penerbangan	Y13	0,1946	0,661	Valid
	Y14	0,1946	0,783	Valid
	Y15	0,1946	0,793	Valid
	Y16	0,1946	0,658	Valid
Ketepatan Waktu	Y17	0,1946	0,661	Valid
	Y18	0,1946	0,783	Valid
	Y19	0,1946	0,793	Valid

Reliability Test Alpha Cronbach

In general, a score of less than 0.60 is considered poor, a score of 0.70 is acceptable, and a score of more than 0.80 is considered good. Thus, the variable indicator can be said to be reliable if it has a score of Cronbach's Alpha coefficient of I20 greater or equal to 0.70.

Table 3. Reability X Results

Item-Total Statistics variable X					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X_1	75.91	84.285	0.662		0.954
X_2	76.07	83.601	0.653		0.954
X_3	75.97	84.736	0.636		0.955
X_4	75.98	82.747	0.692		0.954
X_5	76.11	82.362	0.761		0.953
X_6	76.16	82.156	0.755		0.953
X_7	76.17	82.163	0.743		0.953
X_8	76.11	82.422	0.738		0.953
X_9	75.91	84.285	0.662		0.954
X_10	76.07	83.601	0.653		0.954
X_11	75.97	84.736	0.636		0.955
X_12	75.98	82.747	0.692		0.954
X_13	76.11	82.362	0.761		0.953
X_14	76.16	82.156	0.755		0.953
X_15	76.17	82.163	0.743		0.953
X_16	76.11	82.422	0.738		0.953
X_17	76.11	82.362	0.761		0.953
X_18	76.16	82.156	0.755		0.953
X_19	76.17	82.163	0.743		0.953

Table 4. Reability Y Results

Item-Total Statistics variable Y					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y_1	77.12	79.723	0.732		0.951
Y_2	77.15	79.725	0.720		0.951
Y_3	77.39	79.291	0.710		0.951
Y_4	77.31	79.347	0.710		0.951
Y_5	77.11	81.311	0.621		0.953
Y_6	77.23	79.229	0.754		0.951
Y_7	77.28	78.951	0.764		0.950
Y_8	77.19	80.357	0.612		0.953
Y_9	77.12	79.723	0.732		0.951
Y_10	77.15	79.725	0.720		0.951
Y_11	77.39	79.291	0.710		0.951
Y_12	77.31	79.347	0.710		0.951
Y_13	77.11	81.311	0.621		0.953
Y_14	77.23	79.229	0.754		0.951
Y_15	77.28	78.951	0.764		0.950
Y_16	77.19	80.357	0.612		0.953
Y_17	77.11	81.311	0.621		0.953
Y_18	77.23	79.229	0.754		0.951
Y_19	77.28	78.951	0.764		0.950

Discussion

According to Sugiyono (2012) stated that the reliability test exists to the extent of the measurement using the same object, which will produce the same data. The reliability test was conducted to determine whether the statement on the questionnaire was reliable. Variable can be said to be reliable if Cronbach Alpha >0.60. Below are the results of testing the questionnaire data using SPSS 22 on 100 respondents in variabel X (Check-In Counter) and variable Y (Passenger Interest)

Correlations

		KUALITAS	KEPUASAN
Spearman's rho	KUALITAS	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	100
	KEPUASAN	Correlation Coefficient	.939**
		Sig. (2-tailed)	.000
		N	100

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 2. Correlation Results

MSI

This research is used as an instrument to collect data and questionnaires used in the scale rating or scale rating. Measurements using the Likert scale result in data that have the ordinal scale. So that if regression moderation is used, then the data transformation is carried out using the successive interval (MSI) method. By using Excel obtained results X1 as a follow.

Tabel 6. Result MSI X1

Tabel 4. 17 Hasil MSI X1

Succieve Detail								
Col	Category	Freq	Prop	Cum	Absis-z	Density	SV	Scale
X1	3	7	0,07	0,07	-1,475	0,4292	-1,4	0,203
	4	47	0,47	0,54	0,1004	0,0398	-0,049	1,34
	5	46	0,46	1	4	0	1,307	1,33

IPA

Importance Performance Analysis (IPA) is used to evaluate the quality of the Talent based on the level of importance and performance. This analysis helps Lion Air improve services quality indicators to increase user satisfaction in a holistic manner. The figure below shows the question item point of the quadrant divided into 4 quadrant.

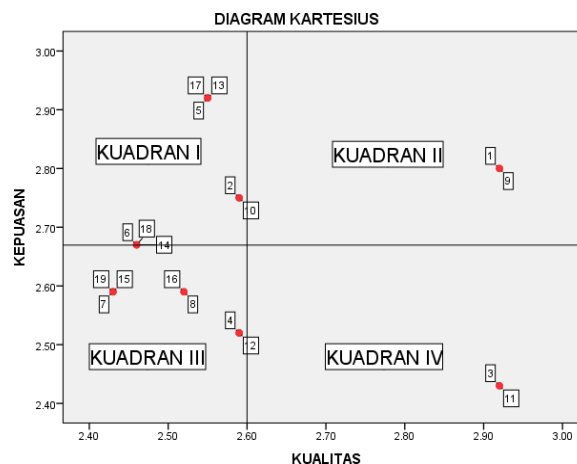


Figure 3. *Importance Performance Analysis*

CONCLUSION

Based on the analysis with the Importance Performance Analysis (IPA) method, there are 8 indicators that are included in the top priority. Passengers still feel very satisfied with the quality of the check-in counter service, even though there are still attributes of the service that are fully implemented and improved. The indicators contained in indicator between:

1. Check-in process (ticketing, check-in, boarding pass) Less than 2 minutes 30 seconds
2. Every Lion Air Check-In counter officer takes care of passengers with special / disabled passengers using wheelchair equipment (Wheel Chair) properly
3. Lion Air crew informs flight conditions (weather, safety, denied boarding, and cancellation)
4. Passenger confidence in using Lion Air flight services is good
5. Check-In Officer Responsible for the safety of passengers' luggage
6. Individual attention to passengers (children who fly alone without parents, mothers, sick people, elderly) from Lion Air employees is good
7. The interior of the Lion Air aircraft used is clean, neat, and comfortable
8. Lion Air employees have the ability to communicate well.

Suggestion

Based on the knowledge gained from the results of the research and discussion that was presented. Therefore, the author has several suggestions that can be used as input considerations as follows:



1. Implement automated check-in technologies such as Self Check-In and mobile check-in machines to reduce queues at the counter.
2. Providing more wheelchairs and supporting facilities at the airport.
3. Provides information on real-time through announcer, mobile application and social media. and make sure the crew provides direct information quickly and accurately.
4. Conducting a survey of customer satisfaction that needs to be improved.
5. Implement a system that randomizes baggage in real time.
6. Make a special check-in for passengers who need more attention, such as fast track boarding for pregnant women and the elderly.
7. Conduct regular inspections of the cleanliness and interior condition of the Check In Counter area.
8. Routine evaluation of employee communication skills through passenger surveys and international surveys.

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