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# The Impact of The Quantity Of Customer Service Officers (CSO) at Minangkabau International Airport on Passenger Information Services

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**ABSTRACT**
***In airport operations, there are several interconnected parts, one of which is the Customer Service Officer (CSO). This research adopted a quantitative approach by taking samples from 7 CSO staff and 487 passengers. The calculation results show that the number of Customer Service Officer (CSO) personnel has an influence of 8.51% on variable Y (quality of information service to passengers). The simple regression equation obtained is Y = 5.117 + 0.851X, which shows that the number of CSO personnel has a positive influence on the quality of service at Minangkabau International Airport. Therefore, more Customer Service Officer (CSO) personnel improve the quality of service provided to passengers without being affected by the number of passengers.***

## INTRODUCTION

Minangkabau International Airport (BIM) is located in West Sumatra province and serves flights to and from Padang City. This airport is located in Ketapin, Batang Anai District, Padang Pariaman Regency. BIM is an airport that uses an ethnic name in the world. This airport serves various domestic and international flights. News or information services to passengers include information about arrivals, departures, and aircraft delays or cancellations, Alamsyah, A. N. (2022). Airports have an important role in aircraft departure and arrival activities, which is always a concern for consumers. As a provider of air transportation services, Minangkabau International Airport continues to strive to provide the best service to every passenger, including providing accurate information about. Many airlines use various strategies to provide good service. The term "low cost" flights or often called LCC (low cost carrier). LCC is often also referred to as Budget Airlines no-frills flights or also Discounter Carrier, Arya Soeadyfa, D., Genta Sulkani, M., & Rochmawati, L. (2019).

In providing services at the airport, there are several interconnected parts, one of which is the Customer Service Officer (CSO). CSO officers must be able to provide quality service to meet customer satisfaction in enjoying the services received, PC, R. A., Kusumayati, L. D., & Olieve, A. (2023). Two important elements for CSOs to master are mastery of English, for CSOs not only to establish communication with international passengers, but also opportunities for companies to develop internationally, Di Bandara, P. (2021). Customer Service Officers (CSO) at Minangkabau International Airport help passengers with information and interact directly with them. This is supported by

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Ministerial Regulation (PM) Number 185 of 2015 Article 24 Paragraph 2, the same article regulates that if a passenger requires services other than those mentioned in paragraph (1), the check-in officer must refer the passenger to customer service. Apart from that, in the attachment to PM Number 38 of 2015 Article 3 Paragraph 1 it is explained that domestic air transport passenger service standards, as stated in Article 2, include service elements such as safety, reliability, comfort, convenience, and fairness.

These useful service components are detailed in Appendix 5, point f, which states that airports must provide service facilities for passengers who require general information in the form of counters, with officers tasked with providing information at the terminal, known as Customer Service Officers (CSO). Obstacles to differences in information are caused by miscommunication with other units and insufficient information service officers, Ginusti, G. N. (2023). The very rapid development of technology and communications in the world of aviation has contributed to increasing the quality of service at airports, followed by the public's desire to obtain convenience, Fadhilla, I. N. (2023).
With the increasing flow of air transportation traffic, providing information services about airports is the main task of the Customer Service Officer (CSO). Service quality can be measured through 5 dimensions including tangible, reliability, responsiveness, assurance, and empathy (Zeithaml, Parasuraman, and Berry, 2003). Customer Service Officers (CSO) must be able to maintain the quality of service to passengers regardless of the number of passengers. With the current number of Customer Service Officer (CSO) personnel being 7 people, the service provided is less than optimal, such as telephone calls which are often not answered, the number of Customer Service Officer (CSO) personnel working does not match the number of passengers where there is often only 1 Customer Service Personnel. Service Officer (CSO), and often passengers do not receive information from the Customer Service Officer (CSO) regarding onward transportation.

## RESEARCH METHOD

### *Research design*

This research uses quantitative descriptive analysis techniques. This method involves collecting data in the form of words from observations, surveys, questionnaires, interviews, and literature studies which are then arranged in text form (Arikunto, 2013). The research framework chart explains the steps that will be taken in this research. The research was carried out at Minangkabau International Airport, Padang, because of the ease of accessing the data needed during the implementation of On The Job Training.

### *Population and sample*

Population, which comes from the word "population" which means "number of residents", refers to the group or series of

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objects that are the focus of this research. Population is a broad research object that can include living things, phenomena, event values, life attitudes, and so on.

The research sample consisted of 494 passengers and customer service personnel (CSO). The sample consisted of 487 passengers and 7 CSO personnel from Padang Minangkabau International Airport. The author uses Taro Yamane's sampling technique, namely:

$$n = \frac{N}{N.d^2 + 1}$$

Information:
n : Number of samples
N : Total Population
d : Preset precision
referring to this formula, the number of samples (n) in this study was calculated using the Taro Yamane formula, namely with a precision of 15% (0.15):

$$n = \frac{N}{N.d^2 + 1}$$
$$= \frac{494}{494.(0{,}15)^2+1}$$
$$= \frac{494}{12{,}115}$$
$$= 81{,}770 \text{ -> } 82$$

Number of respondents = 82

***Data collection technique***
Primary and secondary data from this research come from two different sources. Primary data was obtained directly from questionnaires distributed to the sample, which included groups of passengers and personnel (CSO) at Minangkabau International Airport. Secondary data sources come from pre-existing sources and are relevant to this research.

***Research Instrument***
Research instruments are used by the author to simplify and simplify the research process (Arikunto, 2013). In this research, a questionnaire with a Likert scale was used to measure respondents' views regarding the influence of the number of Customer Service Officer (CSO) staff on information services to passengers at Minangkabau International Airport.

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**Table 1.** Skala Likert

| No | Symbol | Description | Scor |
|---|---|---|---|
| 1. | SS | Strongly Agree | 5 |
| 2. | S | Agree | 4 |
| 3. | N | Neutral | 3 |
| 4. | TS | Disagrees | 2 |
| 5. | STS | Strongly Disagree | 1 |

Source: Author

Based on respondents' answers, trends or patterns of responses are identified. Questionnaires using a Likert scale were distributed to collect complete responses from all participants. The collected data is then processed by multiplying the determined weights. For example, the calculation results from the respondent's answers are:

1. Number of respondents who strongly agree (5) = 5 x n = n
2. Number of respondents agreeing (4) = 4 x n = n
3. Number of neutral respondents (3) = 3 x n = n
4. Number of respondents who disagree(2) = 2 x n = n
5. Number of respondents who do not strongly agree (1) = 1 x n = n

Total Score = n, to find out the highest (X) and lowest (Y) scores for assessment items before interpreting the n value resulting from the respondent's answer. After the total score is collected, the next step is to calculate the respondent's interpretation using the Index % formula.

$$\text{Index Formula} = \frac{Total\ Score}{x} \times 100$$

To find out whether they fall into the scale category strongly agree or other categories, the data required to calculate the index number is entered into the value presentation table.

**Table 2.** Value Categories

| Assessment | Category Answers |
|---|---|
| 0%-19.99% | Strongly Disagree |
| 20%-39.99% | Disagree |
| 40%-59.99% | Neutral or Fairly agree |
| 60%-79.99% | Agree |
| 80%-100% | Strongly agree |

Source : Sugiyono, 2018

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***Observation Guidelines***

According to Sukendra and Atmaja (2020), research observation sheets are used to collect information about variables relevant to the research objectives, with an emphasis on high validity and reliability. Observation instruments function as complementary data in quantitative research. Observation guidelines are prepared and filled in by researchers. In this research, researchers observed several aspects, namely Tangible, Responsiveness, Empathy, and Assurance.

Table 3. Observation Guidelines

| No. | Indicator | Source |
|---|---|---|
| 1. | Tangible | Standard Operational Procedure (SOP)of Minangkabau International Airport |
| 2. | Responsiveness | Standard Operational Procedure (SOP) Minangkabau International Airport |
| 3. | Empathy | Standard Operating Procedure (SOP) Minangkabau International Airport |
| 4. | Assurance | for Minangkabau International Airport Standard Operating Procedures (SOP) |

***Questionnaire***

Instrument development begins with formulating a description of a previously existing theory and organizing it into specific questions. Answer choices include SS (strongly agree), S (agree), N (neutral), TS (disagree), and STS (strongly disagree). Researchers collect information about research subjects through a questionnaire method, using a Likert scale to calculate the results of respondents' answers with a numerical score.

## RESULTS AND DISCUSSION

This research involved 82 respondents who were passengers during peak hours at the airport. After the questionnaire is distributed to respondents, researchers will carry out an analysis using the Likert scale formula recommended by Sugiyono (2020).

***Questionnaire***

The questionnaire was used to determine the effect of the number of customer service officer (CSO) personnel on information services to passengers at Minangkabau International Airport. Questionnaires were distributed to 82 Minangkabau International Airport users consisting of 7 customer service officer (CSO) personnel and 75 passengers. To process the questionnaire data, researchers used a Likert Scale which was in accordance with research from (Sugiyono, 2018) which was then carried out. To carry out descriptive analysis, you must calculate the total index of variable X and variable Y. The total index can be calculated using the following formula:

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$$\textbf{Rumus Indeks } \% = \frac{Total\ Score}{x} \times 100$$

Based on the % index formula, the descriptive analysis results show that the tangible indicators are 87.5%, the empathy indicators are 85%, the responsiveness indicators are 84%, and the guarantee indicators are 86.75%.

***Validity Test***

Based on the calculated value \( r \) Obtained through analysis with SPSS (Statistical Product and Service Solutions) software, it was found that the Pearson correlation value > table value \( r \), namely 0.2172, and the significance value is also less than 0.05 . Therefore, all statements in the questionnaire that were tested for validity using the Pearson Product Moment method for variable X and variable Y were declared valid.

***Reliability Test***

Reliability testing is the process of evaluating questionnaires that contain construct variables or indicators. If the results are consistent, the questionnaire is considered reliable or reliable. According to Ghozali (2011), Cronbach's alpha value is used to evaluate the reliability of the questionnaire. The Cronbach's alpha value for variable X is 0.905 and for variable Y is 0.885. The questionnaire used can be considered credible because the value is greater than 0.6 after calculation.

***Spearman Rank Correlation Test***

The author carried out a correlation test to find out how two variables relate to each other. The spearmen ranking results tend to show a strong correlation between the two variables, with a correlation value of 0.866. This shows that the two variables have a direct relationship with each other. Additionally, it has been shown that variables X and Y have a significant relationship with each other, as indicated by a significance value of 0.000, which is lower than 0.05.

***Simple Linear Regression Test***

Based on the results of data processing with SPSS software in the table, the formula is obtained:

Y = a + bX .

Y = 5.117 + 0.851

The conclusion from the simple linear regression equation above is:

1. The constant value (α) is 5.117, which shows that if variable X has a value of 0, then the passenger satisfaction value (Y) is 5.117 units;
2. As evidence, the regression coefficient value for variable X is 0.851, which indicates that every one unit increase in variable;

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3. The influence of variable X on variable Y is positive, according to the regression coefficient which is positive. This means that passenger satisfaction at Minangkabau International Airport is positively correlated with the quality of the waiting room.

## DISCUSSION

From the four hypotheses that have been described and explained, it can be concluded that H_0 is rejected and H_1 is accepted. So it can be stated that:
H1: The influence of the number of customer service officer (CSO) personnel on information services to passengers of tangible indicators at Minangkabau International Airport.
H2: The influence of the number of customer service officer (CSO) personnel on information services to passengers, the responsiveness indicator at Minangkabau International Airport.
H3: On the influence of the number of customer service officer (CSO) personnel on information services to passengers, empathy indicators at Minangkabau International Airport.
H4: The influence of the number of customer service officer (CSO) personnel on information services to passengers of the Assurance indicators at Minangkabau International Airport.

## Conclusions And Recommendations

1. The author can draw conclusions based on the results of research on the problems discussed in the previous chapter, namely:
2. The influence of information services to passengers as shown by the number of Customer Service Officer (CSO) personnel is 87.5%.
3. The number of customer service officer (CSO) personnel has an influence on information services to passengers. Responsiveness is 85%.
4. The number of customer service officer (CSO) personnel has an influence on information services to passengers on the empathy indicator of 84%.
5. The number of customer service officer (CSO) personnel has an influence on information services to passengers on the Assurance indicator of 86.75%.

### *Advanced Research*

While conducting this research the author experienced limitations in the process. These limitations include the research location which can only be carried out at one airport. Then the number of samples or respondents can still be increased so that this research can be more valid than what has now been carried out.
The author hopes that if this research is continued, future researchers will be able to enlarge the scale of the research and not focus on just one airport and have a larger number of respondents. So that subsequent research can be better and more perfect.

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