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## The Impact of Service Quality and Facilities On Passenger Satisfaction at Terminal 1 Departures Soekarno-Hatta International Airport

Aqsal Fahriz Ansari<sup>1</sup>, Syahfa Putri Casavianca<sup>2</sup>, Aisyah Rahmawati<sup>3</sup>, Amrulloh Ibnu Kholdun<sup>4</sup>

<sup>1</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, [aqsalfahriz@gmail.com](mailto:aqsalfahriz@gmail.com)

<sup>2</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

<sup>3</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

<sup>4</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia.

Corresponding Author: [aqsalfahriz@gmail.com](mailto:aqsalfahriz@gmail.com)<sup>1</sup>

**Abstract:** Service quality and airport facilities play an important role in passenger satisfaction, particularly at Terminal 1 Departures of Soekarno-Hatta Airport. This study aims to analyze the effect of service quality and facilities on passenger satisfaction at Terminal 1 Departures. Service quality factors include punctuality, terminal conditions, and process efficiency, while facility factors include accessibility, cleanliness, and the availability of supporting amenities. This research uses an accidental sampling technique with 349 respondents who were conveniently selected from passengers who have utilized services at Terminal 1 Departures of Soekarno-Hatta Airport. The data collected was analyzed using the linear regression method with SPSS to identify the relationship between variables and evaluate their effect on customer satisfaction. The results show a significant effect of service quality and facilities on passenger satisfaction at Terminal 1 of Soekarno-Hatta Airport, highlighting the importance of improving these elements to enhance the overall passenger experience.

**Keyword:** Service Quality, Facilities, Passenger Satisfaction, Airport Service, Passenger Experience.

### INTRODUCTION

The aviation industry is one of the most rapidly evolving service sectors. In this modern era, aircraft have become one of the most popular and efficient modes of transportation for travel, both domestic and international. The increase in the number of passengers and airlines since the implementation of new regulations in the industry shows its rapid growth (B. D. Utama, 2021). Today, many airlines, both domestic and international, offer a wide selection of facilities and costs (Harjati & Vanesia, 2015). Air transportation, particularly airplanes, provides additional benefits through its rapidity which permits faster capital turnover and

reduced production costs. In addition, air transportation is also effective in opening up the access to remote areas and serving hard-to-reach regions and islands (M. A. Utama & Fatmayati, 2022).

According to Law Number 1 of 2009 about Aviation, airports are areas on land and/or waters with certain boundaries that are used as places for aircraft to land and take off, up and down passengers, loading and unloading goods, as well as places for intra and intermodal transportation movements. Airports are also equipped with aviation safety and security facilities, as well as other basic and supporting facilities.

Soekarno-Hatta International Airport, located in Tangerang, Banten, is one of the busiest airports in Indonesia with three main terminals: Terminal 1, Terminal 2, and Terminal 3. Although Terminal 1 serves domestic flights and was the original terminal at the airport, its quality of service and facilities are often criticized by passengers compared to Terminal 2 and Terminal 3

The airport caters to a growing number of passengers every year. However, Terminal 1 is often considered insufficient in terms of service quality and facilities. Frequent grievances include the inconvenience of using buses more frequently than the more convenient *garbarata*, as well as the delays of ground transportation fleets that are often not on time. Facilities at Terminal 1 are also often criticized, such as the under-maintained condition of the floors and carpets which can affect passengers' perception of the cleanliness and comfort of the terminal. Other issues include escalators that do not function properly, a lack of variety in tenants, and limited power sockets for charging cellphones, especially for passengers who have to wait for long periods of time.

This study aims to examine the effect of service quality and facilities at Terminal 1 of Soekarno-Hatta International Airport on customer satisfaction. This is important considering the smaller number of passengers compared to other terminals, indicating a decrease in satisfaction due to inadequate service quality and facilities. It is hoped that this research can find solutions to improve the quality of services and facilities in Terminal 1, thereby increasing customer satisfaction and improving the overall impression of the airport.

## Literature Review

The quality of service and facilities at the airport greatly affects customer satisfaction, including aspects of punctuality, staff friendliness, and the efficiency of the check-in and boarding process. Physical infrastructure such as cleanliness, waiting room comfort, accessibility, and the presence of supporting facilities such as tenants and power outlets are also very influential in creating a positive experience for passengers. When passengers are satisfied with the services and facilities provided, they are more likely to choose the airport again in the future.

By conducting research on “The Effect of Service Quality and Terminal 1 Departure Facilities at Soekarno-Hatta International Airport on Customer Satisfaction”, it is hoped that it can provide a clear picture of the existing problems and solutions that can be implemented to improve the quality of services and facilities in Terminal 1, and increase overall customer satisfaction.

Service quality refers to the standards set to provide services to customers, both internal and external, in accordance with predetermined procedures. Good service quality has a positive and significant impact on customer satisfaction (Podengge & Haryani, 2023). Evaluation of service quality should be done from the customer's point of view, not from the company's perspective. Therefore, when designing service strategies and programs, companies must focus on customer needs and consider all aspects of service quality (Darus, 2014). In addition, quality is a dynamic condition that affects products, services, people,

processes and the environment that meet or exceed expectations (Layogy & Trianasari, 2022).

According to Marina et al., (2023) in the case of service marketing, the dimensions of quality that are often used as a reference are: (a) reliability, the ability to provide fast, accurate, and satisfying services as promised; (b) responsiveness, initiative and readiness of employees to provide fast and responsive services; (c) assurance, knowledge, competence, courtesy, and trustworthiness provided by employees, free from physical danger and risk; (d) empathy, comfort in dealing, effective communication, personal attention, and understanding customer needs; (e) physical evidence, including facilities, devices, workers, and means of communication. Wilman (2017) identifies three main characteristics of service as dimensions or indicators of service quality: (a) intangible; (b) from real actions that arise from social interactions; (c) the separation between production and consumption of services is difficult because it often occurs simultaneously and in the same place. These characteristics indicate that services are unique and different from physical products, with more focus on actions, interactions, and processes that take place simultaneously between service providers and recipients.

Facilities are defined as facilities and infrastructure available in the environment and in the company office, intended to provide maximum service so that consumers or customers feel comfortable and satisfied. According to Rosefira (2023), facilities are a key element in the service business, so interior conditions and cleanliness are important factors for companies to achieve customer satisfaction. In the process of passenger departure and arrival, the availability of adequate facilities is often referred to as level of service. It covers various aspects such as security checks for passengers and baggage, check-in services, immigration processes for departure, and baggage handling and collection. Passenger comfort is also influenced by additional facilities, such as appropriate lighting and temperature settings, ease of carrying luggage, cleanliness of public areas, access to information that is clear and easy to find, availability of clean toilets, adequate parking, and special facilities for users with special needs (Yuliana Dina, 2017). Meanwhile according to Apriyadi (2017), facility indicators include: (a) availability of parking lots for both two-wheeled and four-wheeled vehicles; (b) availability of seats in the passenger waiting room; (c) availability of free toilets; (d) availability of prayer rooms or places of worship; and (e) availability of supporting facilities such as free cellphone chargers and stairs that are easily accessible to passengers.

According to Kotler (2009), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations with the reality obtained. Dissatisfaction occurs if the company's performance does not match consumer expectations. Conversely, if the company's performance satisfies or exceeds customer expectations, then consumers will feel satisfied, happy, or very happy. Hefyansyah et al., (2020) ) state that customer satisfaction is a condition in which customer expectations for services, products, or services are not only met, but also exceeded, so that customers feel very satisfied because the service or product exceeds their initial expectations.

Customers will feel satisfied if their expectations are met, and may feel happy if those expectations are exceeded. Customer satisfaction is closely related to quality, which directly affects the performance of a product (Onata & Mukaram, 2023). According to Marina et al., (2023), factors that affect customer satisfaction include: (a) intelligence in choosing; (b) decision to choose; (c) satisfaction with the decision; (d) satisfaction with the service, and; (e) happiness.

## Hypotheses and conceptual models

### 1. Service Quality affects Customer Satisfaction

Customer satisfaction is influenced by various aspects of service quality, including physical appearance, reliability, responsiveness, assurance, and empathy. Yuliana Dina (2017) highlights the importance of supporting variables that affect service quality. The results showed that service quality significantly affects passenger satisfaction at the airport. In addition, Andrianto (2022) also confirmed the positive relationship between service quality and customer satisfaction at the airport. When customers feel that the service they receive is consistent and reliable, they are more likely to feel satisfied with the company. Therefore, the research hypothesis is proposed:

H1: Service Quality affects Customer Satisfaction

### 2. Facilities affect Customer Satisfaction

Facilities include all things that help and facilitate the implementation of an activity, whether in the form of goods or money. When customers feel that the facilities provided by the company meet their needs and expectations, they tend to feel more satisfied with the overall service received. This research is proven by Andriasyah (2018) that there is an influence between facilities on passenger satisfaction. Then there is also research conducted by Roellyanti & Jannah (2022) that there is an influence between facilities on passenger satisfaction partially or individually. When customers feel that the facilities provided by the company meet their needs and expectations, they tend to feel more satisfied with the overall service received. Therefore, the research hypothesis is proposed:

H2: Facilities affect Customer Satisfaction

### 3. Service Quality and Facilities affect Customer Satisfaction

Customer satisfaction is not only influenced by one factor, but the result of the interaction of various factors. In this context, service quality and good facilities are expected to work synergistically in increasing customer satisfaction. Customers who get high quality service, coupled with adequate facilities and according to their needs, are likely to be more satisfied with the experience they receive. Previous research by Rosefira (2023) ) shows that the combination of service quality and facilities has a significant influence on customer satisfaction in the transportation sector. Therefore, the research hypothesis is proposed:

H3: Service Quality and Facilities jointly influence Customer Satisfaction

**Table 1. Measurement of Variable**

Variable	Operational definition	Dimensions	Source
Service Quality	Comparison between expectations of services with perceptions of actual performance	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibility	(Marina et al., 2023)
Facilities	Comparison between expectations of the availability and quality of facilities and the actual experience of using facilities	-	(Apriyadi, 2017)
Customer Satisfaction	Comparison between passengers' overall expectations of the airport experience and the actual experience felt..	-	(Sandriana et al., 2022)

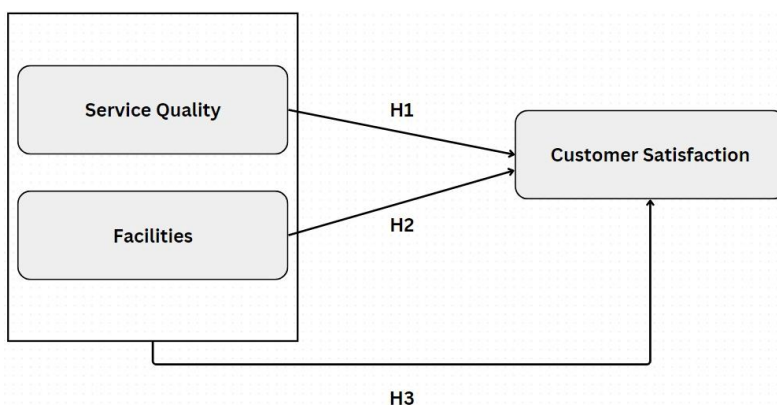


Figure 1. Research Model

**METHOD**

This research uses a quantitative approach with a focus on measuring the analyzed variables. The sample was taken by accidental sampling from the passenger population of Terminal 1 Departure of Soekarno-Hatta Airport. A total of 349 respondents who used facilities and experienced Terminal 1 services in the last 6 months. Data was collected through a survey using a 1-5 Likert scale questionnaire, consisting of 18 questions, online in August 2024. Data was analyzed using linear regression and SPSS to explore the relationship of variables and their impact on customer satisfaction. SPSS facilitates linear regression analysis, hypothesis testing, and other statistical analysis, but is limited in testing more complex causal relationship.

**RESULTS AND DISCUSSION**

Respondents in this study have criteria for users of Terminal 1 of Soekarno-Hatta Airport, including men or women aged 17 years to 35 years. Their education levels range from high school to graduate school with a background in students, police, housewives, civil servants, and private employees who have traveled at Soekarno-Hatta Airport Terminal

**Multiple Linear Regression**

Table 2. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.752	.760		3.620	.000
Service Quality	.082	.021	.148	3.989	.000
Facilities	.909	.048	.699	18.777	.000

a. Dependent Variable: Customer Satisfaction

The results of multiple linear regression analysis obtained  $Y = 2.752 + 0.082X1 + 0.909X2$

1. This equation explains that the constant value of 2.752 is a value where if the Service Quality and Facilities are zero, the value of Customer Satisfaction will be 2.752.
2. Furthermore, the Service Quality regression coefficient value of 0.082 indicates that each one unit increase in Service Quality will increase Customer Satisfaction by 0.082 units.
3. Furthermore, the Facility regression coefficient value of 0.909 indicates that each one unit increase in Facility will increase Customer Satisfaction by 0.909 units

### The Coefficient of Determination

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 <sup>a</sup>	.587	.584	2.047

a. Predictors: (Constant), Service Quality (X1), Facilities (X2)

The coefficient of determination ( $R^2$ ) is used to measure how much variation in the dependent variable can be explained by the independent variables in the model. Based on the analysis results, the R Square value is 0.587. This shows that 58.7% of the variation in Customer Satisfaction can be explained by the two independent variables, namely Service Quality and Facilities. Thus, the regression model used in this study has a good ability to explain the dependent variable, although there are still 41.3% of variations influenced by other factors not included in the model.

### T test

Table 4. Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.752	.760		3.620	.000
Service Quality	.082	.021	.148	3.989	.000
Facilities	.909	.048	.699	18.777	.000

a. Dependent Variable: Customer Satisfacton

Based on the t test results above, a value of 3.989 and a significance value of 0.000 were obtained. The t test value is greater than 1.96 and the significance value of 0.000 is smaller than 0.05, stating that Service Quality has a significant effect on Customer Satisfaction. With these results, it states that hypothesis 1 is accepted and this research is in line with the research of Podengge & Haryani (2023) which shows that service quality significantly affects passenger satisfaction at Jenderal Ahmad Yani Semarang International Airport. In addition, the results of this study are also supported by the results of research by Wilman (2017) which states that service quality affects customer satisfaction.

Based on the results of the t test above, a value of 18.777 was obtained and a significance value of 0.000. The t test value is greater than 1.96 and the significance value of 0.000 is smaller than 0.05, stating that facilities have a significant effect on customer satisfaction. With these results, it states that hypothesis 2 is accepted and this research is in line with Rosefira (2023) which shows that facilities significantly affect passenger satisfaction at Tjilik Riwut Palangkaraya Airport. In addition, the results of this study are also supported by the results of research by Yuliana Dina (2017) which states that service quality affects customer satisfaction.

### F test

Table 5. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2059.015	2	1029.507	245.662	.000 <sup>b</sup>
Residual	1449.999	346	4.191		
Total	3509.014	348			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Facilities , Service Quality

The F test aims to test the significance of the regression model as a whole. From the results of the F test, an F value of 245.662 was obtained with a significance value of 0.000. Because this significance value is smaller than 0.05, it states that Service Quality and Facilities have a significant effect on Customer Satisfaction.

## CONCLUSION

This study shows that the quality of services and facilities at Terminal 1 Departures of Soekarno-Hatta International Airport significantly affects customer satisfaction. With the increasing needs and expectations of passengers, these two factors have become crucial in determining satisfaction levels. Although there are challenges in maintaining the quality of service and facilities, this study confirms the importance of continuous improvement in both areas to meet and exceed customer expectations.

The research also shows that the quality of service and facilities to customer satisfaction has a positive impact on their perception of the airport. Therefore, quality improvements in these two aspects will not only provide instant satisfaction, but also help build a strong and sustainable image of the airport. This research emphasizes that in the modern era of increasingly high customer expectations, the quality of airport services and facilities is key to creating a positive travel experience. Success in meeting and exceeding these expectations will be an important differentiator in airport competitiveness, both locally and internationally.

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