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The Influence of General Services, Workload, and Tasks in Special Situations of AVSEC Officers on Passenger Satisfaction at Airports

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Abstract: This article aims to examine the influence of Aviation Security (AVSEC) officer service on passenger satisfaction at airports through a literature review approach. AVSEC service plays a significant role in ensuring the comfort and safety of air transportation users, particularly during departure and baggage inspection. This research was conducted by examining ten relevant national journals published within the last five years. The review revealed three key aspects that significantly influence passenger satisfaction: general service, officer workload, and service in special situations. In addition to these aspects, several additional elements, such as the quality of airport facilities, the speed of the inspection process, and boarding, are also important in enhancing positive impressions of air transportation users. This demonstrates that the benchmark for AVSEC officer service quality is not only determined by smooth work and operational speed, but also by professionalism, communication skills, and readiness to face unexpected situations. Therefore, improvements in all aspects of AVSEC officer service need to be comprehensive and mutually supportive. This study is expected to provide insight into developing AVSEC service policies that are more responsive to change, friendly in interactions, and focused on passenger comfort and safety in the modern era with increasingly high levels of mobility.

Keywords: Passenger Satisfaction, Public Services, Officer Workload, Services in Special Situations

INTRODUCTION

Background of the problem

Today, transportation plays a vital role in society. In the modern era, the need for fast and effective transportation has become a primary need. This is especially true for air transportation, where people's need for short trips makes airplanes their primary choice. This presents a significant challenge for air transportation providers, as people demand more than just speed; comfort and safety are equally important.

Aviation Security (AVSEC) is a crucial component in ensuring the comfort and safety of air transportation users. Its role in ensuring flight safety makes AVSEC an integral part of aviation services. However, in practice, AVSEC's presence can sometimes leave a negative impression on some airline passengers. Frequent problems include long lines during security checks, officers who do not adhere to the 3S (greet, smile, and greet) guidelines, and suboptimal and unclear inspections. These obstacles, of course, lead to an unpleasant experience for airline passengers.

Various studies have been conducted to analyze the importance of AVSEC in providing optimal service to airline users. Most of these studies discuss the attitude of flight attendants, the speed of baggage inspection, inspection procedures, and the ability of flight attendants to communicate effectively with customers to avoid misunderstandings. These studies have found that AVSEC significantly impacts service quality and passenger satisfaction. This makes flights not solely dependent on technical aspects, but rather on comfort and safety, which are crucial elements of the image of air transportation.

The purpose of this study is to further examine the relationship between AVSEC services and the level of satisfaction of air transportation users. Using a literature review method, the author aims to summarize and analyze previous studies to gain a deeper understanding of the role of AVSEC in air transportation passenger satisfaction. Furthermore, this article discusses how AVSEC services are tested under specific conditions, such as during the MotoGP major event, which raises additional concerns about the implementation of flight comfort and safety services. In their efforts to provide maximum service, this article is expected to serve as a reference for regulators, airport managers, and academics in efforts to improve service quality in the air transportation sector.

Formulation of the problem

According to the background of this research, the hypothesis for this study can be formulated, namely :

1. Does public service affect passenger satisfaction?
2. Does the workload of officers affect passenger satisfaction?
3. Does service in special situations affect passenger satisfaction?

METHOD

To compile this article, a literature review method was used to analyze ten scientific journals that discuss the relationship between the role of AVSEC services and customer satisfaction in air transportation services. These journals were selected based on their topical relevance, methodological completeness, and the relevance of the research results to the discussion.

The search for these journals was conducted through the Google Scholar database using the keywords "AVSEC", "aviation security services", and "aviation service satisfaction". In addition, the reference collection stage was also carried out from a literature review of several sources, both through offline libraries and using online platforms such as Mendeley, Google Scholar, and other digital media, as is appropriate for the qualitative approach commonly applied in library-based research.(Candra Yuniar et al., 2024).

From these results, the journals were summarized and grouped into tables, then an analysis was carried out to link the contents of the discussion and identify the influence of previous research.

RESULTS AND DISCUSSION

The Impact of General AVSEC Services on Passenger Satisfaction

AVSEC services generally encompass many aspects, such as speed of check-in, friendliness of staff, politeness towards customers, and accuracy in implementing standard operating procedures (SOPs). This discussion (Bhakti & Hilal, 2022) at Banyuwangi Airport found that AVSEC services contributed 59.5% to passenger satisfaction. Indicators such as friendliness, smiles, and communication were the main significant influences on increasing positive passenger perceptions of the airport.

(Apriani & Rachmawati, 2024) at Tjilik Riwut Airport, Palangka Raya, also supported the research findings. They stated that aspects of AVSEC officer service, such as friendly staff during entry permit checks, proper implementation of SOPs during baggage inspections, providing directions to the X-Ray system as instructed, prompt problem resolution, and solid inter-unit communication in carrying out tasks in restricted and public areas, also significantly impact passenger satisfaction. Thus, in addition to providing a sense of security to customers, AVSEC officers are also capable of providing a positive experience for air transportation users.

The Effect of AVSEC Workload on Passenger Satisfaction

The workload of AVSEC officers impacts the quality of passenger service. A disproportionately high passenger density compared to the number of officers delays the waiting time for inspection and increases the risk of suboptimal service. This issue was discussed (Santosa, 2020) during research at SAMS Sepinggan Airport in Balikpapan. The study found that the imbalance between personnel and passenger density led to officer fatigue, which resulted in officers being less friendly and impatient in serving passengers.

(Yudianto & Wijaya, 2023) His research at Nusawiru Pangandaran Airport also corroborated previous findings. The workload of AVSEC officers significantly impacts passenger comfort, as demonstrated by his study, which found an R^2 value of 93.2%. This indicates that this workload significantly impacts service quality. Therefore, adjusting the number of personnel and dividing tasks are crucial aspects to ensure service quality remains high.

AVSEC Services in Special Situations (Major Events) for Passenger Satisfaction

In particularly busy conditions, such as during major events near airports, AVSEC performance plays a crucial role in air transportation user satisfaction. Research conducted (Sanita & Frisnawati, 2024) at the MotoGP event at Lombok International Airport, for example, found that passenger satisfaction remained high as long as AVSEC service procedures operated quickly and clearly. This was demonstrated by a 76.2% correlation between AVSEC service and passenger satisfaction.

Another study conducted by (Haqiqi & Ambarsari, 2023)[1] found that during the MotoGP event, airports experienced a significant impact on service delivery in the areas of security, comfort, and passenger safety. However, the results of the study still showed a positive effect on service user satisfaction with an R^2 value of 64.1%. This suggests that specialized training for providing services in unusual situations is a crucial aspect that must be considered to maintain the quality of AVSEC services under certain conditions.

Conceptual Framework

In this study, in understanding the relationship between variables, the author created a framework of thought based on the problem formulation, theoretical review, and discussion of previous research that supports understanding the influence of the relationship between variables.

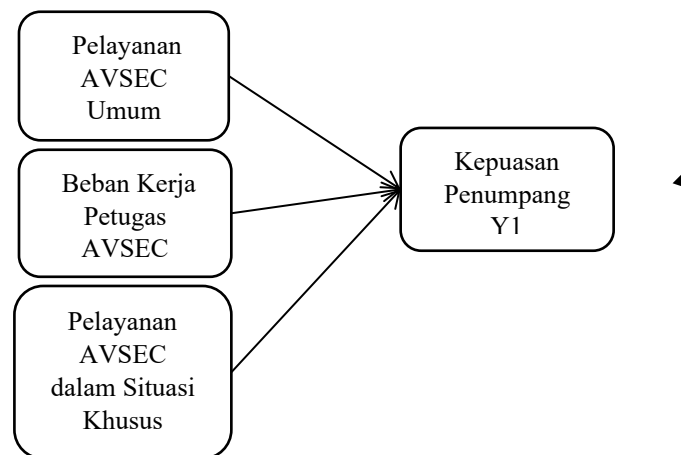


Figure 1. Conceptual Framework

The conceptual diagram above shows a significant relationship between general AVSEC service variables, AVSEC officer workload, and AVSEC service in specific situations and passenger satisfaction. In addition to these three variables, several other variables also have the potential to influence passenger satisfaction, including:

- Airport Facilities Quality:(Nissa, 2022)
- Speed of Inspection and Boarding Process:(Nugraha et al., 2024)

CONCLUSION

From the results of research conducted on ten analyzed journals, it can be concluded that AVSEC services have a very important role in passenger satisfaction at the airport. General services such as friendly attitudes, accuracy in implementing SOPs, and good communication between officers and passengers consistently can show that these aspects have a harmonious relationship with the perception of passenger comfort and safety. In addition, the workload of AVSEC officers also has a large impact on service quality, the high workload and the number of passengers that is not proportional to the number of personnel makes the quality of service decline, this certainly creates a bad impression of the user experience of airport services. However, with the support of personnel readiness and training in dealing with such situations, the quality of AVSEC officer service can still be maintained, even when major events occur, such as if a large event is held around the airport which certainly has a large potential for a surge in the number of passengers .

Furthermore, the quality of airport facilities and the speed of the inspection process also influence passenger satisfaction. However, these factors were not the focus of this study. Therefore, to provide a positive impression of the air transportation experience for passengers, AVSEC officers cannot focus on a single aspect of service but must encompass the entire airport service system, which can impact passenger satisfaction at the airport.

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