

Passenger Performance at Ngurah Rai The Airport Indonesia

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Abstract:- A reliable transportation system catalyzes supporting economic growth and regional development. The growth of this sector will reflect direct economic growth so that transportation has an important and strategic role. The research objective was to find out and analyze the quality of passenger service at Denpasar Bali Ngurah Rai Airport. This research uses an explorative approach and is carried out qualitatively the purpose is to reveal the quality of service. Qualitative research methods are research methods used in natural conditions. The technical implementation of the study consisted of researchers themselves, focus of research, interviews. Informants in this study is a Ngurah Rai Airport Head Unit, Head of Sub Section of Engineering, Operations, Security and Services, Employees and Passengers with flights (*flight*) are different. The results of the study saw the existence of problems regarding the quality of service to passengers at Ngurah Rai Airport which consisted of physical evidence, reliability, responsiveness, assurance, and attention.

Keywords:- Passenger Performace, Ngurah Rai Airport.

I. INTRODUCTION

Economic development is closely related to existing transportation systems, transportation systems are important and strategic in economic development. The transportation sector is known as one of the links in the goods and passenger distribution network that has developed very dynamically and plays a role in supporting economic, socio-cultural and defense security development.

The contribution of air transportation in the area of regional economic development is to carry out traffic activities for people and goods to help open access, connect and develop regional economic potentials whose economic growth is still low and encourage and encourage regional development, especially in remote areas, so that the population is spread equitable development and economic distribution can be carried out as expected.

The presence of the airport and its development are expected to be able to encourage an increase in its role as a knot in air transportation networks, the gateway to economic

activities, the transfer of transportation modes, driving and supporting industrial activities, opening regional isolation and developing border areas. Ngurah Rai Airport as a provider of public services with air transportation shows an increasing growth of services to users of air transportation services.

The standard of airport user service has limited availability of passenger comfort facilities, lack of flight information services and the uncomfortable and unregulated parking lot shows the lack of passenger comfort support facilities by existing regulations, passenger terminals, restaurant availability and parking lots are highlighted for added and repair. The condition of airport security equipment (*X-Ray Baggage*) which was damaged and left for quite a long time made the lack of security controls on goods to be raised on the plane, although in its implementation it utilizes *XR ay Cabin* but of course it is less effective because it is not according to the designation.

The absence of security officers and equipment (*Walkthrough Metal Detector*) at the entrance to the *Check-In Area* makes many people without clear identities hanging around in *Check-in Areas* that should not be public. Another thing obtained in the pre-survey assessment of the public satisfaction index of airport service users also complained about the ability and friendliness of security officers in performing services. No less important by existing regulations is the availability of facilities for users with special needs, where conditions in the field indicate that there are no special facilities provided for passengers with special needs.

II. THEORETICAL REVIEW

➤ *Service Quality*

Quality is a word that holds the meaning relative because it is abstract, quality can be used to assess or determine the level of adjustment of a thing to its requirements or specifications. Quality according to Fandy Tjiptono in Pasolong (2011) is 1) conformity to requirements/demands, 2) suitability, 3) continuous improvement or improvement, 4) free from damage, 5) fulfilling customer needs since the beginning and every time, 6) doing something correctly since the beginning, 7) something that can make customers happy . Quality in Sinambela (2011) has many different definitions and varies from the conventional to the more strategic.

Definition Conventional quality usually describes the direct characteristics of a product.

Garvin and Davis in Nasution (2015) is a dynamic condition that relates to products, human/labor, processes and tasks, and environments that meet or exceed customer or consumer expectations. Pasolong (2011), says service is the process of fulfilling needs through other people's activities directly. Surjadi (2012) that service is any business that enhances customer satisfaction. It can be concluded that service is an activity or business of an organization or group in meeting the needs of both goods and services to meet the needs of the community.

Quality of service can be Saved u The fish as related to early between the activities, interactions, and solutions to customer problems. Way of (Purnama N, 2006), mentions service quality as the expected level of perfection and control over perfection to meet consumer desires. Ahmad Ainur Rohman (2010) who said that the assessment of public performance is not enough just to do with indicators attached to bureaucracy such as efficiency and effectiveness, but must also be seen from the inherent indicators to service users such as service user satisfaction. This opinion means going to external services, from a customer perspective, more important or more priority if you want to achieve quality service performance.

III. RESEARCH METHODOLOGY

This research uses the Explorative purpose to reveal the quality of service and be carried out qualitatively. Qualitative research methods are also called naturalistic research because natural conditions (natural settings), also called the

ethnography method because the data collected and the analysis are qualitative.

Qualitative research method is a research method used to examine the condition of natural objects, (as an Erawan is an experiment) where the researcher is a key instrument, data collection techniques that are inductive, and the results of quality research emphasize the meaning of generalization (Sugiyono, 2005). Through this design describes the phenomenon, the facts, as well as the nature of the relationship between the phenomenon of the quality of care in Banda ra Ngurah Rai. Because this study only analyzes the meaning of this research approach using case studies.

Data collection techniques carried out using interviews, observation, and use of documents. Data analysis techniques are described with data and facts developing relevant categories. Qualitative analysis of Miles and Hubermen (2014) through interactive methods, namely data reduction, data presentation and conclusion, and verification. To test the credibility of triangulation, it is checking data sourced from various ways and times (Sugiyono, 2014), using triangulation of sources by checking data from several sources. Triangulation techniques, namely interviews, field observations, and existing documents.

IV. DISCUSSION

The quality of passenger service at Ngurah Rai Airport in North Sulawesi from the results of interviews conducted by researchers focused on findings regarding physical evidence, reliability, responsiveness, assurance, and attention. In this discussion, we can see the findings in the field. Next is the table of passenger service quality at North Sulawesi Ngurah Rai Airport:

No.	Informant	Dimensions of Service Quality				
		Tangibles	Reliability	Responsiveness	Assurance	Empathy
1.	Passenger I	✓	✓	✓	✓	✓
2.	Passenger II	✓	✓	✓	✓	✓
3.	Passenger III	✓	✓	✓	✓	✓
4.	Security Officer (Senior)	✓	✓	✓	✓	✓
5.	Airport Chief Gawking	✓	✓	✓	✓	✓

Source: Results of Primary Data Processing, 2018

➤ *Physical Evidence*

Based on the results of the study, the physical evidence at Ngurah Rai Airport is a gateway that becomes a symbol of prestige that will be remembered by service users both domestically and internationally.

Ngurah Rai Airport from its physical appearance has been very modern and has been paired with the big words "Welcome" and always made repairs to meet the needs of the passengers as customers, starting from a large parking lot even

though some of the roads have not been paved so that if it rains and there is no visible signs or arrangement for vehicles in the parking lot, if the vehicle is crowded the parking lot is not organized because there is no officer to direct, the distribution of parking lots becomes uneven but there are pretty good parks. In the examination or check-in room, it looks narrow and there are lots of queues that look long and are not free to move, there are many seats that make passengers not free to move. There is no trolley so that passengers who come are a little overwhelmed when carrying

a lot of goods. Other facilities that do not exist at Ngurah Rai Airport are ATMs for cash withdrawals if at any time needed there is not even a canteen or coffee place to wait for the plane. Lack of awareness of each prospective passenger who is taking or taking care of cleanliness is also a problem of cleanliness in the area, for example, by simply throwing trash and cigarette butts in any place around the terminal area/departure and arrival, so even though there are the clerk who at all times cleaned by sweeping and mopping the floor, the floor was quickly dirty again.

Quality according to Fandy Tjiptono in Pasolong (2011) is 1) conformity to requirements/demands, 2) suitability, 3) continuous improvement or improvement, 4) free from damage, 5) fulfilling customer needs since the beginning and every time, 6) doing something correctly since the beginning, 7) something that can make customers happy. In service quality, there is physical evidence that is the ability of the company or organization in showing its existence to external parties.

➤ *Reliability*

Service quality that can be seen in terms of reliability is an ability that is owned by the organization to provide services that are by what has been promised accurately and reliably.

The skills of airport officers can be said to be very minimal, officers who have education because Ngurah Rai Airport only has 12 employees including the leadership, to operate this airport should require professional staff so that airport management is forced to take temporary employees who are actually high school graduates and do not get training and education are adequate and affect the quality of services provided. Passengers complained about the limited information about flight schedules both departure and arrival as well as information on flight delay due to some technical issues. The inconvenience about facilities still needs to be added and facilities for passengers while waiting at the airport such as ATMs, canteens or similar places to eat, seats are limited, and the most important is the room that must be enlarged so that passengers can be free so that passengers choose to wait at outside until the plane arrives, the passengers enter when they want to leave.

According to Davidow and Uttal in Surjadi (2012), that service is any business that can enhance customer satisfaction. Based on the above understanding service is an activity or business of an organization or group in meeting the needs of both goods and services to meet the needs of the community.

➤ *Responsiveness*

Responsiveness or responsiveness is an ability to help and provide services that are fast (*responsive*) and appropriate to customers. By delivering clear information, it will provide services to customers.

The officers' responsiveness is still lacking, this is because most officers are honorary staff with high school education background, so understanding related to procedures is still very limited so that in carrying out their duties, what they do is still very general and has not received any special knowledge about security. The speed of service provided by passengers at Ngurah Rai Airport is constantly being continually equipped to complement existing facilities, to provide information to service users at the airport, in fact the information conveyed through announcements using loudspeakers contained in the terminal or in outside the terminal, the airport also provides information on flight schedules that updates will be completed soon, and adjusts the availability of the budget owned because budgeting is very limited, but regarding other information related to the banner will be immediately communicated with several relevant agencies, regarding information tourism can be fulfilled using procedures that will be complemented simultaneously by rehabilitating the Ngurah Rai Airport building.

Tjiptono (2016) states that the concept of quality is a measure of the relative perfection or goodness of a product/service, which consists of design quality and *conformance quality*. The quality of the design is a function of product specifications, while the quality of conformity is a measure of how much the level of compatibility between products/services with the requirements or quality specifications specified previously. According to the American Society of Quality Control (Purnama N, 2006), the overall quality is the traits and characteristics of a product at a service concerns the ability to meet needs that g has been specified or is latent.

➤ *Guarantee*

Guarantee and certainty are knowledge, politeness and the ability of employees in the company to foster trust in customers to the company. It can also be interpreted that jamming is the ability, politeness, and trustworthiness of the staff, free from danger, risk, and doubt.

The results of field observations about the level of security at Ngurah Rai Airport seemed to be quite safe because it was not too large so that it was sufficiently under surveillance, moreover there were police officers and only a certain number of people at the time of picking up outside the terminal building. The facts in the field stated that the lack of security at Ngurah Rai Airport was caused because the inspection equipment in front of the entrance was damaged and there was no more inspection in front of the door beside the damaged equipment, so that people could easily go in and out at the airport. entering this check room must be checked first. budget constraints because the main thing is budgeting is the basic reason for developing facilities at Ngurah Rai Airport. One example is in repairing all the infrastructure at the airport that requires several bugs, it must be properly budgeted to create an airport that is more comfortable and able to meet the needs of the passengers.

Constraints that can be seen from the facts in the field, among others, are the politeness of officers who lack smile, then security guarantees are not maximal because of the lack of security officers in monitoring the airport, in providing information, security officers do not know the procedure because some of them do not want to read the rules or SOPs that have been determined this will have a negative impact in terms of service to passengers.

➤ Attention

Attention or empathy is the ease of someone in making a good communication relationship, attention and understanding the needs of customers of course. In terms of attention or concern, security officers and information officers can make it easy to get information both directly and by telephone.

Ngurah Rai Airport, an unfair attitude is shown when you know the officers, they are more attentive even to the point where they are delivered, if they do not know the treatment given is very different. Especially if officials who are going to board the plane are willing to pick up by using an umbrella into the airport, if the general public is not treated like the official. This has caused some negative responses regarding justice shown by airport officials. Also, if you know the officers freely entering the terminal, the rules of fixed rules do not allow people to enter and exit inside the terminal so that they do not cause different perceptions and gaps to other passengers.

The fact that happened at Ngurah Rai Airport stated the same thing about the state of affairs that was applied at the airport between the existing passengers, it seemed a little contradiction with the explanation of the security officers who gave answers regarding justice. The officer said there was no difference in treatment between ordinary passengers and passengers who incidentally came from regional officials, board members, and officials. Quality of service is sincere and individual and personal attention given to customers by understanding the desires of consumers. The ease of information provided by officers is considered to be lacking. Passengers are always looking for information about departures and arrivals. There is no other information related to the condition of the airport, there are no banners that should be able to provide information, moreover on arrival there are no officers who are ready to place the passengers who want to report the officers are also not there, so on arrival waiting for officers to come to deliver the items the passengers.

Quality of services that are perceived to be the same or exceed the expected service quality then the service is said to be quality and satisfying. Edvardsson (2005) concluded that service quality *"We may conclude that service quality is linked to activities, interactions, and solutions to customer problems"*. Quality of service can be Saved u The fish as related to late between activities, interaction, and solution to the problem of slow again. Way of (Pu name, 2006),

mentions service quality as the expected level of perfection and control over perfection to meet consumer desires.

V. CONCLUSION

Organizational capability when viewed from physical evidence shows its existence in a physical appearance but repairs are needed to meet the needs of the passengers. the parking area is not free and has not been paved but there is a pretty good tan, and a narrow examination room makes long queues and the absence of coffee and ATM centers. This hurts passengers at Ngurah Rai Airport in physical appearance.

At the level of service at Ngurah Rai Airport, it still seems far from the reliability of the physical, information provided by officers and the limitations of several facilities cannot be used optimally for the benefit of passengers.

The responsiveness provided by officers and information in the opinion of passengers is still far from perfection. All customers complain about the poor service provided. The officers did not carry out by the SOP, the attitude that was less responsive from the officers made the passengers judge poorly by the services provided.

The overall guarantee is still very low because there are obstacles the politeness of officers who are less smiling and officers do not know the procedures that have been determined by the applicable SOP so that this hurts the service system and passenger dissatisfaction.

The attention given in serving passengers is still a lot that is not appropriate and does not heed the applicable rules. Sometimes some passengers have positions given a special service, thus creating a significant gap between passengers.

SUGGESTION

For the management of Ngurah Rai Airport, make arrangements and promotions that are by the procedure, the need for repairs and facilities is held, reviewing the parking area so that it can be maximized, fixing services in a non-formal manner and involving all stakeholders to improve services.

For further researchers to develop the quality of service at Melongane Airport so that the problems contained in this research can be improved and addressed continuously.

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