Research Paper

The Analysis of Service Quality Effect on Domestic Passenger Satisfaction at Kualanamu International Airport

Lusi Laura Pasaribu[1], Rulianda Purnomo Wibowo[2], Isfenti Sadalia[2]

[1]Master of Management Program, Postgraduate School of University of Sumatera Utara, Indonesia
[2]Master of Management Program, Postgraduate School of University of Sumatera Utara, Indonesia

Corresponding Author: Lusi Laura Pasaribu

ABSTRACT

The research aims to determine what service dimensions affect passenger satisfaction, from Tangible, Reliability, Responsiveness, Assurance and Empathy whether simultaneously have a significant effect on passenger satisfaction. Furthermore, this research is conducted to analyze what is the dominant variable which has a significant effect on passenger satisfaction at Kualanamu International Airport. This research uses descriptive quantitative method. The research population was a passenger at Kualanama International Airport, with a total sample of 150 respondents. Data collected through questionnaire and measured by a 1-5 Likert scale, with validity and reliability technique analysis as well as multiple linear regression. From multiple linear regression can be concluded that the Reliability factor has a coefficient regression at 0,342 with 0,010 significance value; the Assurance factor has a coefficient regression at 0,337 with 0,014 significance value. These three variables are the most dominant factors to influence on passenger satisfaction at Kualanamu International Airport. Simultaneously result showed that F-value is 3,996 with 0,005 significance value. Therefore Reliability is the most influential factor in passenger satisfaction.

Keywords: Passenger Satisfaction, Tangible, Reliability, Responsiveness, Assurance and Empathy

INTRODUCTION

Recently, the airport is not only the place to operate. The role of the airport has shifted to being a financial gateway, supporting tourism, trade activities and changes in the transportation network. Indonesia has a country with a population of less than 270 million which currently has 233 commercial airports. 25 airports out of 233 commercial airports managed by Angkasa Pura I (Persero) and Angkasa Pura II (Persero) where around 80% of passengers in Indonesia pass through these 25 airports. Naturally, the airport becomes a vital infrastructure for the national transportation and financial system.

Kualanamu International Airport has several supporting infrastructure facilities leading to and Kualanamu International International Airport. In March 2013, Kualanamu Airport was the first airport supported by the first train access in Indonesia, namely Train from Medan Train Station and non-toll road for Shuttle buses, private vehicles and taxis too. Kualanamu International International Airport. An airport that has a variety of good facilities and services has received a response from Skytrax. Skytrax awards annually to airports that have world-class airport requirements. Kualanamu International Airport received a 4-star certification for its good service for passengers and visitors of Soekarno-Hatta International Airport who received 3 stars. The second certification was awarded at the Air Quality Assessment conducted by Skytrax. The assessment is seen from the ability of the airport to provide the best

products related to passenger or airplane passengers, including the services of frontliners at the terminal. Skytrax assessment is very important, because Skytrax is an independent institution recommended by the global air transportation industry.

Passengers can find out and feel how much the services provided by the airport so that it can improve the quality of passenger satisfaction. The higher the level of service provided, the higher the level of passenger satisfaction. The level of service felt by passengers is inseparable from the influence of management where management makes and improves the quality of service and knows the desires and needs of passengers and always makes changes in a sustainable manner in improving service quality based on the wishes and expectations of passengers. This can be seen from the five dimensions of service quality available at Kualanamu International Airport. The reliability dimension can be proven by trying to give the promised attention and

service to passengers and try not to make mistakes in informing passengers and airport users.

Based on this information and study, it will be seen from various underlying aspects, including the provision of infrastructure, facilities and infrastructure in order to balance the number of airport service user growth, the level of understanding of service users towards flight safety rules and standards, including airport services to meet national and international provisions the concern of service providers and guides to serve service users better up to the quality of services to the airport itself whether it is in accordance with established service standards.

The initial survey that the authors conducted at Kualanamu International Airport from January to March 2019, found several phenomena related to service quality with five dimensions, namely tangible, reliability, responsiveness, empathy and guarantees that passengers felt were still low, as in Table 1 below:

Table 1. The initial survey

No	Statements	Answer (%)		Number ofpassenger	Target in%
		Yes	No		
1	Officers try to give attention and service and try not to make mistakes	60,0	40,0	30	100,0
2	Officers help passengers quickly and on time	56,7	43,3	30	100,0
3	There is a guarantee of safety and security when making transactions at Kualanamu International Airport	76,7	20,0	30	100,0
4	Officers provide services to passengers with patience and attention and help passengers about the information needed without obstacles	73,3	23,3	30	100,0
5	Equipment and uniforms worn by officers and give individual attention to customers	80,0	20,0	30	100,0

Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in Table 1, that the dimensions of service quality perceived by passengers in Kualanamu International Airport as a whole are not as expected, where the tendency of answers from passengers to answer that the percentage is still not high is evident from the statement of responsiveness dimensions of Kualanamu International Airport officials where passenger responses to statement of officers assisting passengers quickly and on time with a percentage of 56.7% classified as low, as well as the dimensions of reliability, passenger response to the statement of officers trying to give attention and quality

service and trying not to make mistakes with a percentage of 60.0% classified as sufficient . Therefore it can be concluded that, officers' understanding of service quality with five dimensions is still considered to be poor.

Whereas at this time, Kualanamu Airport has been equipped with a number of sophisticated facilities to support the needs of passengers and users of facilities at Kualanamu International Airport. These facilities include the integrated baggage handling screening system (IBHSS) with the highest level of security detection. In addition, Kualanamu Airport is also the only

airport in Indonesia that has been integrated with railroad transportation, thus providing an alternative mode of transportation, both for aircraft passengers and visitors.

Based on the background description, the researcher wants to do a deeper study of how and what steps companies can take to find out how much influence the quality of the services provided by PT. Angkasa Pura II as the airport management body for passenger satisfaction. This is what interests the writer to take the title of the study "Analysis of the Effect of Service Quality of Service on Domestic Passenger Satisfaction at Kualanamu International Airport".

Quality of Services

Service quality stated by according to Wyekof and Lovelock (Nasution, 2004: 47), states that service quality is the level of excellence that can be expected and control over the level of excellence to meet the desires of passengers. With the desires or needs of passengers that continue to increase and increase, the quality is used as a controller of the desires and needs of passengers so that those needs and desires can be provided and in line with expectations.

While the quality of service according to Parasuraman, et.al. (Tjiptono, 2007) defines service quality as a form of passenger assessment of the level of service received (perceived service) with the level of service expected (expexted service). According to this definition, there are 2 main factors that can affect the quality of service, namely service received (perceived service) and expected service (expexted service). If the service received is lower than expected, then the quality of service is perceived poorly. Conversely, if the service received exceeds expectations, the quality of service is perceived as good. Thus, whether or not service quality depends on the ability of service providers to consistently meet the expectations of passengers.

To be able to know the quality of service felt by passengers, Zeithaml, Berry and Parasuraman (Tjiptono, 2007: 273) managed to identify five dimensions for service quality, namely:

1. Tangible (tangible), namely the appearance of physical facilities, equipment and equipment, employee appearance and communication facilities provided.
2. Reliability (reliability), namely the ability to provide the promised service immediately and satisfactorily.
3. Responsiveness (response / responsiveness), namely the desire, willingness or readiness of employees to provide services needed by passengers.
4. Assurance, which is the ability, courtesy, and trustworthiness of employees; free from danger, risk and doubt.
5. Empathy (empathy), namely ease in relationships, good communication, and understanding the needs of passengers.

Theories of Zeithaml, Berry, and Parasuraman (1985) are used to examine the Service Quality of Domestic Passenger Satisfaction at Kualanamu International Airport.

Tangible (Tangibles)

According to Zeithaml. et. al. 1985 (Aviliani and Wilfridus, 1997: 10) Tangible (tangible) is the need for passengers who focus on physical facilities such as buildings and rooms, the availability of parking lots, cleanliness, neatness and comfort of the room, equipment completeness, communication facilities and employee appearance. The tangibles sub indicators in this study are:

a. Comfortable and clean waiting room

b. Arrangement of exterior and interior of a good room.

Reliability

Reliability is the ability to provide services as promised accurately and reliably. The reliability sub-indicators in this study are:

a. Accuracy in delivering solutions.

b. Speed of service

c. Satisfying service.

Responsiveness

Responsiveness is the ability to help passengers and provide services quickly. The responsiveness sub indicators in this study are:
a. The speed of the dam responding / solving problems.
b. Willingness to help.
c. Responsiveness in handling complaints.

Empathy

Empathy is a willingness to care, give personal attention to passengers, give sincere and personal attention, including trying to understand the desires of passengers is included in empathy. The empathy sub indicators in this study are:
a. Available in 24 hours
b. Knowing the desires of passengers
c. Able to communicate well.

Assurance

Is a polite and knowledgeable employee who gives a sense of trust and confidence. The Assurance sub-indicators in this study are:
a. Friendliness in serving passengers
b. Extensive knowledge
c. Passenger safety is guaranteed

Domestic Passenger Satisfaction is defined as feeling someone who is satisfied or vice versa after comparing between reality and expectations received from a service. Customer satisfaction indicators consist of:
a. Conformity of expectations
b. Able to satisfy the desires of passengers

Relationship of Service Quality to Passenger Satisfaction

According to Kotler & Keller (2012: 153) "Product and service quality, customer satisfaction, and company profitability are intimately connected. Higher levels of quality result in higher levels of customer satisfaction, which supports higher prices and often lower costs. "Which means product and service quality, passenger satisfaction and company profitability are closely related. Higher satisfaction results in higher levels of passenger satisfaction, which helps with higher prices and reduced expenses. According to Zeithaml & Bitner, quoted again by Fandy Tjiptono (2014), there are four main factors that are often the cause of communication problems in the service sector. Therefore, he recommends four main marketing services communication strategies, one of which is to increase passenger education.

The forms of passenger education needed include: preparing passengers for service processes, confirming performance with standards and expectations, clarifying expectations after sales, and educating passengers to avoid periods of peak demand. Through this education it is hoped that passengers can be able to understand the services provided and avoid the possibility of disappointment in the future caused by soaring passenger expectations that have a negative impact.According to Cronin and Taylor quoted by Tjiptono (2014: 295), wrongone possibility of a much-agreed relationship is that satisfaction helps the passenger in revising his perception of service quality. Hoofmandan Bateson quoted by Tjiptono wrote his rationale regarding the relationship of service quality and passenger satisfaction, among others:

1. If a passenger has no prior experience with a company, his perception of the quality of the company's services will be based on his expectations.
2. The next interaction (service encounter) with the company will cause passengers to enter the confirmed process and revise their perception of service quality.
3. Any additional interaction with the company will strengthen or vice versa change the perception of passengers on service quality.
4. The revised perception of service quality modifies passenger buying interest for future purchases.

Conceptual Model

This study has two types of variables, namely the dependent variable and the

independent variable. The dependent variable is passenger satisfaction (Y) using Kualanamu Airport, while the independent variables are tangible (x1), reliability (x2), responsiveness (x3), guarantee (x4)), empathy (x5). Passenger satisfaction is the ratio of passengers between perceived reality and what is expected of the passenger. If the passenger feels more than

what is expected, it means that the passenger has fulfilled his or her satisfaction. When the passenger feels satisfied, he will usually tell his experience of using the facilities at Kualanamu Airport. Based on the conceptual framework of the previous definition, a theoretical framework can be illustrated in Figure 1 below:
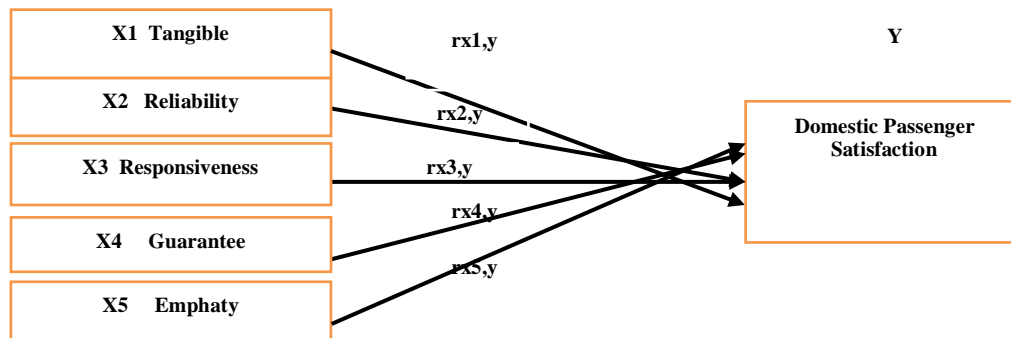

Figure 1: Conceptual framework

Hypothesis

Based on the background and formulation of the problems that have been raised, this study uses associative research hypotheses.

H1 : Tangible significantly influences the satisfaction of domestic passengers at Kualanamu International Airport.

H2 : Reliability significantly influences the satisfaction of domestic passengers at Kualanamu International Airport.

H3 : Responsiveness significantly influences the level of satisfaction of domestic passengers at Kualanamu International Airport.

H4 : Empathysignificantly influences the satisfaction of domestic passengers at Kualanamu International Airport.

H5 : Guarantee significantly influences the level of satisfaction of domestic passengers at Kualanamu International Airport.

H6 : Tangible, reliability, responsiveness, empathy and guarantee significantly influence the satisfaction of domestic passengers at Kualanamu International Airport.

MATERIAL AND METHOD

This research is a descriptive analytic study and tends to use analysis with an inductive approach. This type of research case studies are supported by surveys. The subject of this research can be, individuals, groups, institutions or the community. The nature of this research is explanatory research (Explanatory Research), namely research that aims to describe and explain the nature of a situation that is ongoing at the time the study is carried out and examine the causes of these symptoms. This research was conducted in the departure terminal passenger lounge at Kualanamu International Airport, Deli Serdang Regency, Sumatera Utara Province, managed by PT. AngkasaPura II (Persero).

The populations in this study were passengers who were in the waiting room for domestic departures at the Kualanamu airport which recorded around 17 thousand passengers. Hair et al (2010) states the number of samples is at least 5 times the number of indicators. Besides that the suitable sample size ranges from 100-200 respondents. Determination of the minimum sample size in this study refers to the

statement of Hair et al., (2010) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, with the assumption that nx 5 is observed variable (indicator) up to nx 10 observed variable (indicator). In this study the number of items is 30 question items used to measure 2 variables with the breakdown of the number of questions for the service quality variable is 20 items, the number of questions for the variable domestic passenger satisfaction is 5 question items so the number of respondents used is 30 statement items multiplied by 5 (nx 5) equals 150 respondents. Thus in this study a sample size of 150 respondents was felt to be sufficient to represent the population.

The type of sample is nonprobability sample using accidental sampling technique. According to Sugiyono (2001), accidental sampling technique is to take respondents as a sample based on coincidence that anyone who accidentally meets a researcher can be used as a sample, if people who are met are suitable as a data source then by using Issac and Michael Tables with a confidence level of 95 % of the study sample were 150 passengers. So the sizes of the sample in this study were 150 domestic passengers at Kualanamu International Airport, Medan.

To obtain complete and thorough data, researchers used the following data collection methods:

Interview is a technique of collecting data and information by communicating directly with respondents, namely certain people who are determined as data sources.

Questionnaire is a form of data collection instrument in written question format that is equipped with a column where respondents will write answers to questions / statements directed at them (Sinulingga, 2011). The answer to this question / statement uses a Likert scale

RESULT AND DISCUSSION
Descriptive Test Results for Research Variables

Table 2 Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Tangible	150	13.00	25.00	19.0400	2.49531
Reliability	150	15.00	24.00	19.2400	2.10362
Responsiveness	150	10.00	25.00	18.5600	2.64062
Emphaty	150	14.00	25.00	19.5400	2.14454
Guarantee	150	16.00	24.00	19.9400	1.79571
Pessanger Satisfaction	150	14.00	25.00	20.7333	2.50279
Valid N (listwise)	150				

Source: Pre-survey questionnaire data processing results, (2019)

Based on the statistical data in the Table shows the Tangible variable (X1), has a mean of 19.0400 with a standard deviation of 2.49531. This mean value has a higher value than the specified minimum of 13.00. This shows that respondents tend to receive qualityof tangibles services from Kualanamu International Airport officers.

The Reliability variable (X2) has a mean of 19,2400 with a standard deviation of 2.10362. This mean value has a value higher than the specified minimum that is 15.00. This shows that respondents tend to receive quality reliability services from Kualanamu International Airport officers.

Responsiveness Variable (X3), has a mean of 18.5600 with a standard deviation of 2.64062. This mean value has a higher value than the specified minimum of 10.00. This shows that respondents tend to receive quality responsiveness services from Kualanamu International Airport officers.

The Empathy variable (X4) has a mean of 19.5400 with a standard deviation of 2.14454. This mean value has a higher value than the specified minimum of 14.00. This shows that respondents tend to receive quality empathy services from Kualanamu International Airport Medan officers.

Guarantee Variable (X5) has a mean of 19.900 with a standard deviation of

1.79571. This mean value has a higher value than the specified minimum of 16.00. This shows that respondents tend to receive quality assurance services from Kualanamu International Airport officers.

Variable Passenger Satisfaction Variable Kuala Namu International Airport Medan Airport (Y) has a mean of 20.7333 with a standard deviation value of 2.50279. This mean value has a higher value than the specified minimum value of 14.00. This shows that respondents tend to have good satisfaction but still needs to be addressed so that passenger satisfaction is high in the future.

Validity Test

To find out the validity of each question raised, the value of the corrected item total correlation column is the calculated r_{value} compared to r_{table}. As for $\alpha = 0.05$ with free degrees df = 30, so r_{alpha} (0.05: 31), the r_{table} is 0.361. Through data processing performed shows that all questions are valid, because the total corrected item total correlaction value is greater than or equal to the value of r_{table} 0.361 so that the

questionnaire is declared valid and can be used for research.

Table 3 Corrected Item Total Correlation

Variabel	Statements	r_{value}	r_{table}	Validity
Tangible (X$_1$)	Statement 1	.669	0.361	Valid
	Statement 2	.644	0.361	Valid
	Statement 3	.721	0.361	Valid
	Statement 4	.782	0.361	Valid
	Statement 5	.697	0.361	Valid
Reliability (X$_2$)	Statement 1	..482	0.361	Valid
	Statement 2	.728	0.361	Valid
	Statement 3	.837	0.361	Valid
	Statement 4	.631	0.361	Valid
	Statement 5	.837	0.361	Valid
Responsiviness (X$_3$)	Statement 1	.617	0.361	Valid
	Statement 2	.597	0.361	Valid
	Statement 3	.737	0.361	Valid
	Statement 4	.654	0.361	Valid
	Statement 5	.488	0.361	Valid
Emphaty (X$_4$)	Statement 1	.741	0.361	Valid
	Statement 2	.527	0.361	Valid
	Statement 3	.766	0.361	Valid
	Statement 4	.422	0.361	Valid
	Statement 5	.688	0.361	Valid
Guarantee (X$_5$)	Statement 1	.491	0.361	Valid
	Statement 2	.367	0.361	Valid
	Statement 3	.451	0.361	Valid
	Statement 4	.461	0.361	Valid
	Statement 5	.531	0.361	Valid
Passanger Satisfaction (Y)	Statement 1	.592	0.361	Valid
	Statement 2	.868	0.361	Valid
	Statement 3	.664	0.361	Valid
	Statement 4	.495	0.361	Valid
	Statement 5	.669	0.361	Valid

Source: Pre-survey questionnaire data processing results, (2019)

Reliability Test

Table 4 Reliability Value

Variabel	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Tangible (X$_1$)	.873	.874	5
Reliability (X$_2$)	.799	.762	5
Responsiviness (X$_3$)	.759	.762	5
Emphaty (X$_4$)	.767	.770	5
Guarantee (X$_5$)	.548	.540	5
Passanger Satisfaction (Y)	.840	.850	5

Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in Table 4 is known that the value of r_{alpha} is 0.873, 0.799, 0.759.0.767, 0.548, and 0.840, respectively, r_{table} of 0.361 so that it can be concluded that the value of r_{alpha} is positive and is greater than r_{table} (0.873, 0.799, 0.759.0.767, 0.548, and 0.840> 0.361) thus the research questionnaire is declared reliable as it can be used for research.

Normality test

Normality Test the effect of Service Quality on Passenger Satisfaction as follows:
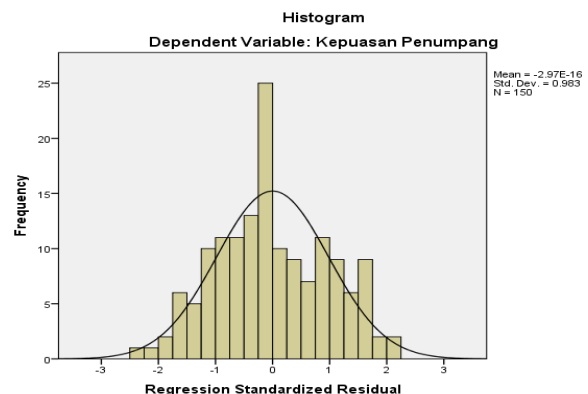

Figure 2 Passenger Satisfaction Histogram Graph

Based on Figure 2 shows that the spread of points around the diagonal line, so that the

results obtained are normally distributed data and there is no deviation. The picture of the Normal P-P Plot of Regression Standarizied Residual results of research on the influence of service quality on passenger satisfaction in Kualanamu Airport Medan, are:
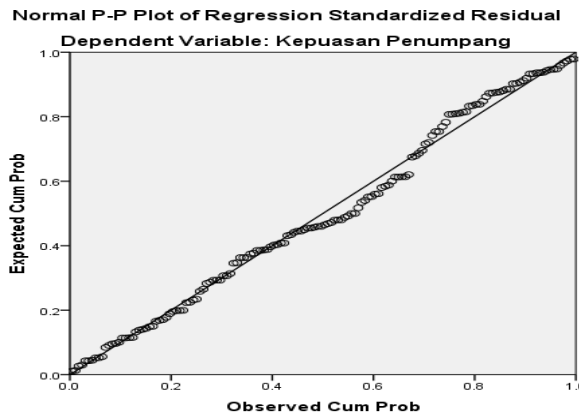

Figure 3 Testing the Normality of Passenger Satisfaction

Based on the data from Figure 2, the Normality Test can be seen that the points spread following the data along the diagonal line, this means the data is normally distributed. In addition, the normality test

can also be performed using the results of the Kolmogorov-Smirnov test which will show whether the data is normally distributed or not, shown in the following table:

Table 5 *Kolmogorov-Smirnov Test*

One-Sample Kolmogorov-Smirnov Test		
		Kepuasan Penumpang
N		150
Normal Parameters[a,b]	Mean	20.7333
	Std. Deviation	2.50279
Most Extreme Differences	Absolute	.149
	Positive	.149
	Negative	-.131
Test Statistic		.149
Asymp. Sig. (2-tailed)		1.056[b]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Pre-survey questionnaire data processing results, (2019)

Based on data from the table, it can be seen that the data are normally distributed because the value of the kolmogrov-smirnov variable Y is 0.149 with a significance value of 1.056 where this figure is above the significance level of 0.05 or 5% or asympy.sig (2-tailed) value> 0, 05 (1,056> 0.05).

Linearity Test

Table 6 Linearity Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.937	5	23.532	3.996	.005[b]
	Residual	832.397	144	7.854		
	Total	933.333	149			
a. Dependent Variable: Passenger Satisfaction						
b. Predictors: (Constant), Guarantee, Tangibel, Emphaty, Responsiveness, Reliaility						

Source: Pre-survey questionnaire data processing results, (2019)

Linearity test results in the table above can be seen that all variables have a significance value smaller than 0.05 (sig <0.05), this shows that all research variables are linear. This shows that the Service Quality is linear patterned to the Passenger Satisfaction of Kuala Namu Airport Medan.

Multicollinearity Test

Table 7 Multicollinearity Test Table

Persamaan	Variabel	VIF	Tolerance	Kesimpulan
Quality of Service To Passenger Satisfaction (X) Kualanamu International Airport	Tangible (X_1)	2.351	0.425	There is no Multicollinearity
	Reliability(X_2)	2.902	0.256	There is no Multicollinearity
	Responsiveness (X_3)	3.363	0.297	There is no Multicollinearity
	Emphaty (X_4)	1.835	0.545	There is no Multicollinearity
	Guarantee (X_5)	2.136	0.469	There is no Multicollinearity
	Passenger Satisfaction (Y)	10.00	0.10	

Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in the Table shows all the values of the independent variables have a Tolerance value> 0.10 and VIF <10.0 where

the Tolerance value of each variable in the form of Service Quality as an independent variable is (1.00> 0.10) while the VIF value

of Independent variable in the form of Service Quality is (1.00 <10.0), thus it means that there is no multicollinearity in this study.

Heteroscedasticity Test
Visual heteroscedasticity testing can be done with Scatterplot in the SPSS 24.0 for Windows program. The Scatterplot graph in the Figure below:
Based on Figure 4, it can be seen that the points spread randomly and do not form a specific pattern that is clear and spread both above and below zero on the Y axis. This shows there is no heteroscedasticity in the regression model, so that the regression model is feasible to be used to predict the effect Effect of Service Quality on Passenger Satisfaction in Kualanamu Airport Medan based on its independent variable.
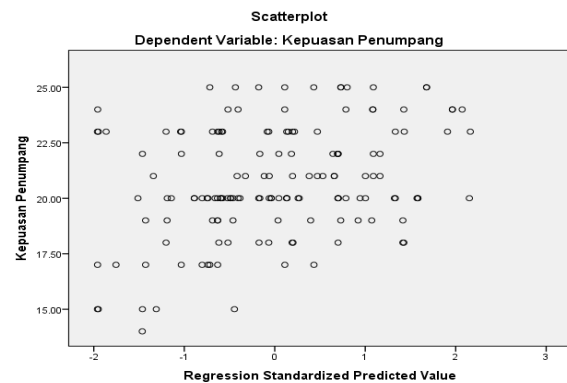

Figure 4 Passenger Satisfaction Heteroscedasticity Testing
Source: Pre-survey questionnaire data processing results, (2019)

Linear Regression Analysis
The equation of multiple linear regression The Effect of Service Quality on Passenger Satisfaction in Kualanamu International Airport is shown in the following table:

Table 8 Multiple Linear Regression Analysis X1, X2, X3, X4 and X5 on Y

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	12.614	2.723			
	Tangible	.381	.174	.134	.425	2.351
	Reliability	.342	.158	.219	.256	3.902
	Responsiveness	.295	.169	.165	.297	3.363
	Emphaty	.248	.187	.184	.545	1.835
	Guarantee	.337	.174	.205	.468	2.136
a. Dependent Variable: Passenger Satisfaction						
Source: Pre-survey questionnaire data processing results, (2019)						

Based on the data in the Table, it is known that the multiple linear regression equation is as follows: Y = 12,614 + 0,381X1 + 0,342X2 + 0,295X3 + 0,248X4 + 0,337X5
The explanation for the multiple linear regression equation is:
a. Constant value
A constant value of 12,614, this shows that the independent variable (X) in the form of Service Quality is capable and gives a large contribution in influencing the Kualanamu International Airport Passenger Satisfaction of a multiple of 12,614 from the existing research variables.
b. Tangible Variable (X1)
The value of the Tangible variable is 0.381 meaning that if there is an increase in the variables X2, X3, X4, X5, while X1 is constant, then Kualanamu International

Airport Passenger Satisfaction will also increase by 0.381 and vice versa. This means that if the Tangible (X1) increases by a multiple of 1X then the Passenger Satisfaction of Kualanamu International Airport (Y) will also increase by 38.10%, and vice versa.
c. Reliability Variable (X2)
The reliability variable value of 0.342 means that if there is an increase in the variables X1, X3, X4, X5, while X2 is constant, then Kualanamu International Airport Passenger Satisfaction will also increase by 0.342 and vice versa. This means that if Reliability (X2) increases by a multiple of 1X then Kualanamu International Airport Passenger Satisfaction (Y) will also increase by 34.20%, and vice versa.

d. Responsiveness Variable (X3)

The responsiveness variable value of 0.295 means that if there is an increase in the variables X2, X3, X4, X5, while X1 is constant, then Kualanamu International Airport Passenger Satisfaction will also increase by 0.295 and vice versa. This means that if the Responsiveness (X3) increases by a multiple of 1X then Kualanamu International Airport Passenger Satisfaction (Y) will also increase by 29.50%, and vice versa.

e. Empathy Variable (X4)

Empathy variable value of 0.248 means that if there is an increase in variables X1, X2, X3, X5, while X4 is constant, then Kualanamu International Airport Passenger Satisfaction will also increase by 0.248 and vice versa. This means that if Empathy (X4) increases by a multiple of 1X then Kualanamu International Airport Passenger Satisfaction (Y) will also increase by 24.80%, and vice versa.

f. Guarantee Variable (X5)

The guarantee variable value of 0.337 means that if there is an increase in the variables X1, X2, X3, X4, while X5 is constant, then Kualanamu International Airport Passenger Satisfaction will also increase by 0.337 and vice versa. This means that if the Guarantee (X5) increases by a multiple of 1X then Kualanamu International Airport Passenger Satisfaction (Y) will also increase by 33.70%, and vice versa.

Hypothesis Testing

1. T test (Partial Test)

Table 9 t Test (Partial Test) X1, X2, X3, X4 and X5 against Y

Coefficients[a]					
Model	t	Sig.	Collinearity Statistics		
			Tolerance	VIF	
1 (Constant)	5.186	.000			
Tangible	2.452	.002	.425	2.351	
Reliability	1.789	.010	.256	3.902	
Responsiveness	2.204	.006	.297	3.363	
Emphaty	2.468	.018	.545	1.835	
Guarantee	2.479	.014	.468	2.136	

a. Dependent Variable: Passenger Satisfaction
Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in Table 9 can be explained as follows, namely:

1. The partial value of the Tangible variable (X1) obtained t_{value} is 2.452 and t_{table} value is 1.655 where $t_{value} > t_{table}$ (2.452 > 1.655) and sig value <0.05 (0.002 <0.05), so it can be concluded Evidence Physical partially significant effect on Kualanamu International Airport Passenger Satisfaction, amounting to 2,452.

2. Partial value of the reliability variable (X2) obtained t_{value} is 1.789 and t_{table} value is 1.655 where $t_{value} > t_{table}$ (1.789 > 1.655) and sig value <0.05 (0.010 <0.05), so it can be concluded that reliability is partial effect significantly on Kualanamu International Airport Passenger Satisfaction, amounting to 1,789.

3. Partial value of the variable Responsiveness (X3) obtained t_{value} is 2.204 and t_{table} value of 1.655 so that $t_{value} > t_{table}$ (2.204 > 1.655) and sig value <0.05 (0.006 <0.05), so it can be concluded Power Partial responsiveness has a significant effect on Kualanamu International Airport Passenger Satisfaction, amounting to 2,204.

4. Partial value of the Empathy variable (X4) obtained t_{value} is 2.468 and t_{table} value of 1.655 so that $t_{value} > t_{table}$ (2.468 > 1.655) and sig value <0.05 (0.018 <0.05), so it can be concluded Empathy partial effect significantly on Kualanamu Airport Passenger Satisfaction, amounting to 2,468.

5. Partial value of the Guarantee variable (X5) obtained t_{value} is 2.479 and t_{table} value is 1.655 so that $t_{value} > t_{table}$ (2.479 > 1.655) and sig value <0.05 (0.014 <0.05), so that the Guarantee can be concluded partial effect significantly on Passenger Satisfaction in Kualanamu Airport Medan, amounting to 2,479.

6. The partial value of the Guarantee variable (X5) is obtained the t_{value} is 2.479 and the t_{table} value is 1.655 so that the $t_{value} > t_{table}$ (2.479 > 1.655) and the sig value <0.05 (0.014 <0.05), so that the Guarantee can be concluded partial Dominant variables that significantly

influence Passenger Satisfaction in Kualanamu Airport Medan, amounting to 2,479.

2. F Test (Simultaneous Test)

Table 10 F Test (Simultaneously)

ANOVA[a]

Model	Sum of Squares	df
Regression	100.937	5
Residual	832.397	144
Total	933.333	149

a. Dependent Variable: Passenger Satisfaction
b. Predictors: (Constant), Guarantee, Tangibel, Emphaty, Responsiveness, Reliaility
Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in Table 4.27, it shows that the F_{count} value is 3.996 with a significant level of 0.005. Meanwhile, the value of F_{table} at the 95% significance level ($\alpha = 0.05$) is 2.434 where ($F_{count} > F_{table}$) so that 3.996 > 2.434 and sig < 0.05 (0.005 < 0.05). Thus, simultaneously there is a significant influence between Direct Evidence, Reliability, Responsiveness, Empathy and Guarantees Against Domestic Passenger Satisfaction of Kualanamu International Airport in Medan.

Determination Coefficient Test (R2)

Testing the coefficient of determination (R2) is used to measure the proportion or percentage of the ability of the model to explain the dependent variable. The coefficient of determination ranges from zero to one (0 <R2 <1). If R2 gets bigger (close to one), it can be said that the effect of the independent variable (X) is large on the dependent variable (Y). This means that the model used is getting stronger to explain the ability of independent variables to explain the dependent variable and vice versa as shown in the following table:

Table 11 *Goodness of Fit* (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792[a]	.714	.763	2.51237	1.728

a. Dependent Variable: Passenger Satisfaction
b. Predictors: (Constant), Guarantee, Tangibel, Emphaty, Responsiveness, Reliaility
Source: Pre-survey questionnaire data processing results, (2019)

Based on the data in the Table, it can be explained that the Adjusted R_{Square} Value is 0.763 or 76.30%, meaning that the research variable is able to explain the Domestic Passenger Satisfaction variable in Kualanamu International Airport Medan by 76.30% while the remaining 23.70% is influenced by other factors outside this research such as leadership style variables, organizational communication climate, ticket prices, advertisements, personal factors and situation factors, government policies and the national economic situation.

Tangible (X_1) has a significant influence on passenger satisfaction in Kualanamu International Airport, Medan (Y)

Tangible includes the following: physical appearance of the apparatus, facilities, equipment and facilities. Tangible is easily set and conditioned well, so it is not as complicated as managing people or employees. In addition, the ease of organizing products in this dimension enables the company to more freely concentrate its time on thinking more crucially without leaving its appearance. Thus it can be concluded that the hypothesis in this study Tangible has a significant effect on Domestic Passenger Satisfaction Kualanamu International Airport can be accepted and proven true.

Reliability (X_2) has a significant effect on the passenger satisfaction of Kualanamu International Airport (Y)

Reliability is the ability to provide the promised service carefully, according to the standards, capabilities and expertise in using assistive devices in public services performed by Kualanamu International Airport officers. The ability of airport officials to provide services as promised and the ability of producers to provide services

accurately or without error. This will not be of any use without the support of adequate means and infrastructure as well as competent human resources. Thus it can be concluded that the hypothesis in this study that reliability has a significant effect on the satisfaction of Domestic Passengers of Kualanamu International Airport can be accepted and proven true.

Responsiveness (X_3) has a significant effect on passenger satisfaction in Kualanamu International Airport, Medan (Y)

Responsiveness is the willingness and awareness to respond to every service requester quickly, accurately, accurately, and respond to every complaint submitted by the service applicant at Medan Kaulanamu Airport. The dimension of responsiveness in this study is determined by indicators responding to each passenger in Kualanamu International Airport quickly, precisely, accurately, on time and responding to passenger complaints. Kualanamu Airport officers who give greetings to each passenger are a good thing in the public service system. This greeting can make each passenger feel more valued by Airport Officers. The capabilities possessed by the Airport Officers who are in front to serve passengers have more ability than employees who are behind the scenes. Thus it can be concluded that the hypothesis in this study Power Responsibility has a significant effect on the Domestic Passenger Satisfaction of Kualanamu International Airport can be accepted and proven true.

Empathy (X_4) has a significant influence on the passenger satisfaction of Kualanamu International Airport (Y)

Kualanamu International Airport Officers see the passenger as a user who supports the existence of the airport and must get satisfactory service. This can be seen from the priority of services given to each passenger in accordance with the mission of the airport to those passengers who are committed to providing timely and good

value services. The attitude of the service officers in front of the airport service counter is also good. Where each officer gave greetings to each passenger and received the passengers by standing. It has also been arranged by the Excellent Airport Service Officers given there every employee. However, there are deficiencies in the existing service system at Kualanamu International Airport, which has led to passenger fraud in requesting services. Thus it can be concluded the hypothesis in this study, namely Empathy has a significant effect on Domestic Passenger Satisfaction in Kualanamu International Airport, can be accepted and proven true.

Guarantee (X5) has a significant influence on the passenger satisfaction of Kualanamu International Airport (Y)

Guarantees are the ability of the apparatus to provide guarantees, guarantees in terms of timeliness, costs, legality, and cost certainty in the process of public services at Kualanamu International Airport. Assurance in the public service system at Kualanamu International Airport can be seen from the opening hours of services provided. emblazoned at the airport. This service hour shows how certainty is given to Kualanamu International Airport passengers to request service. In addition, the guarantee of service costs that exist in every passenger is certain because it has been integrated with the online system used in existing services at each airport. In providing certainty assurance services Kualanamu International Airport also provides guarantees to every passenger who requests service delivery services. This is manifested in the form of shipping package packages given to passengers to be chosen by passengers. In addition, there is also a 100 percent guarantee for each passenger. That is in the form of payment of service delivery premiums which are charged 2.5 percent of the value or price of the goods to be sent by passengers through Kualanamu International Airport services.

Thus it can be concluded that the hypothesis in this study Guarantee significantly influence the Domestic Passenger Satisfaction Kualanamu International Airport can be accepted and proven true.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion above, a study entitled Analysis of the Effect of Quality of Services on Domestic Passenger Satisfaction at Kualanamu International Airport, conclusions can be drawn including:

1. Tangible Variable significantly positive effect on Domestic Passenger Satisfaction Kualanamu International Airport.
2. Reliability variable has a significant positive effect on Kualanamu International Airport Domestic Passenger Satisfaction.
3. Responsibility Variable significantly positive effect on Domestic Passenger Satisfaction Kualanamu International Airport.
4. Empathy Variable has a significant positive effect on Kualanamu International Airport Passenger Satisfaction.
5. The guarantee variable has a significant positive effect and is the dominant variable influencing the Domestic Passenger Satisfaction in Kualanamu International Airport.
6. Tangible Variables, Reliability Variables, Responsiveness Variables, Empathy Variables and Guarantee Variables significantly positive effect on Domestic Passenger Satisfaction in Kualanamu International Airport

In connection with the results of the study, research suggestions are based on observations and interactions with respondents who have taken flight through Kualanamu International Airport as a managerial implementation, namely:

1. It is expected that the Kualanamu International Airportcan maintain the quality of service in terms of cleanliness and coolness of the airport terminal which is carried out thoroughly both inside and outside the environment so as to create a clean and cool atmosphere in the airport area.
2. It is expected that the Kualanamu International Airport in Medan can maintain the quality of services carried out in a comprehensive manner in providing the information needed by passengers at the Airport.
3. It is expected that the Kualanamu International Airport can provide certainty and be more responsive in solving problems experienced by passengers so that the services provided can be channeled properly.
4. It is expected that Kualanamu International Airport can provide better services for passengers in obtaining information easily so that passengers do not experience difficulties while at the airport.
5. It is expected that the Kualanamu International Airport can provide guarantees regarding better passenger service procedures going forward.
6. It is expected that the Kualanamu International Airport can provide improvements in terms of professional service in serving passengers so as to make passengers feel comfortable and very helpful.

REFERENCES

- Alma, Buchari. 2002. *Manajemen Pemasaran dan PemasaranJasa*, Bandung: Alfabeta.
- Cristina, Jesisca. 2016. *Pengaruh Tarif Passenger Service Charge Dan Kualitas Pelayanan Terhadap Kepuasan Calon Penumpang Pesawat Pada Bandar Udara Internasional Kualanamu Medan*. Tesis Program Studi Magister Manajemen. Universitas Sumatera Utara.
- Freddy, Rangkuti. 2002. *Measuring Costumer Satifaction*, Jakarta: PT. Garamedia Pustaka.
- Hessel Nogi S, Tangkilisan. 2005. *Manajemen Publik*, Jakarta : Grasindo.

- Irawan, dan, BasuSwastha. 2005. *Manajemen Pemasaran Modern*, Jakarta : Liberty.
- Kotler, Philip dan Amstrong. 2001. *Prinsip-Prinsip Pemasaran*. Jakarta : Erlangga.
- Lasono, Jabbar Panji. 2018. *Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Distoe Shoe Care And Bag Cleaning.* Tesis Program Studi Magister Manajemen. Universitas Gadjah mada.
- Lyhe, John F. 1996. Cara Jitu memuaskan pelanggan. Abdi tandur. Jakarta.
- Manullang, Ida. 2008. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jasa Penerbangan PT Garuda Indonesia Airlines Di Bandara Polonia Medan.* Tesis Program Studi Magister Manajemen. Universitas Sumatera Utara
- Nasution M.N, 2004. Manajemen Jasa Terpadu. Bogor : Ghalia Indonesia
- Nurbiyati, Titik & Machfoed, Mahmud. 2005. *Manajemen Pemasaran Kontemporer*, Jogjakarta : Kayon.
- Panjaitan, Mangasa. 2014. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pelanggan PT Kebayoran Pharma Cabang Medan.*Tesis Program Studi Magister Ilmu Manajemen. Universitas Sumatera Utara
- Parasuraman, A., Zeithami, VA. 1988. *SERVQUAL: Skala Multi Item untuk Mengukur Persepsi Konsumen terhadap Kualitas Layanan*, Journal of No. 1, pp. 14-40
- Porter, ichael E. 2001. *Keunggulan Bersaing*, Jakarta : Bmarupa Aksara.
- Retrieved April, 1, 2010, Kotler, P. (2005). *Manajemen Pemasaran*. Buku 1. Edisi Milenium. (Benjamin Molan, Trans). Jakarta : PT. Prenhallindo. Jasfar.
- Saladin, Ojaslim. 2006. *Manajemen Pemasaran (Analisis, Perencanaan, pelaksanaan, dan Pengendalian).* Bandung : Linda Karya.
- Sinulingga, Sukaria. 2017. *Metode Penelitian , Edisi ke 3.* Medan : Usu Press.
- Sitompul, Melva Melany. 2012. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Nasabah Pada Bank Internasional Indonesia Cabang Medan.* Tesis Program Studi Magister Ilmu Manajemen. Universitas Sumatera Utara.
- Supranto, J. 2011. *Pengukuran Tingkat Kepuasan Pelanggan*, Jakarta: PT Rineka Cipta
- Tjiptono, Fandy. (2008). *Manajemen Jasa.* Yogyakarta: Andi.
- Tjiptono, Fandy. 2008. Strategi Pemasaran. Yogyakarta: CV. Andi Offset.
- Tjiptono, Fandy. 2014. *Manajemen Pemasaran Edisi Ke empat.* Yogyakarta : Andi Offset.
- Umar, Husein. 2003. *Riset Pemasaran dan Perilaku Konsumen.* Jakarta : Gramedia.
- Utami, Anggit dan Y, Anni Aryani, 2004. *Pengaruh Faktor-Faktor Kualitas Jasa Terhadap Kepuasan Nasabah (Studi Kasus Di Bsm Cabang Surakarta).* Fakultas Ekonomi UNS: Jurnal Akuntansi dan Bisnis Vol. 4.
- Usmara. 2003. *Strategi Baru Manajemen Pemasaran.* Jogjakarta : Amara Books.

******