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## Public Service Communication of PT Angkasa Pura II in Increasing Customer Satisfaction at H.A.S Hanandjoeddin Belitung Airport

**Adelia Febrianda, Muhammad Najih Farihanto**

Universitas Ahmad Dahlan, Indonesia

Email: [febriandaadelia@gmail.com](mailto:febriandaadelia@gmail.com)

\*Correspondence

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### ABSTRACT

**Keywords:** public service; customer satisfaction; h.a.s. hanandjoeddin airport.

This research was conducted to find, describe, and explain about public service communication of PT. Angkasa Pura II Airport H.A,S Hanandjoeddin Belitung. The research method used is a descriptive qualitative research method. The data was obtained from the results of documentation studies, observations, and in-depth interviews with the staff of the authorized H.A.S Hanandjoeddin Belitung Airport. The results of this study show that public service communication carried out by H.A.S Hanandjoeddin Belitung Airport staff has been running well, but still needs improvement in terms of available facilities. The conclusion of the quality of service at H.A.S Hanandjoeddin Belitung Airport has covered five main aspects, namely physical evidence, reliability, responsiveness, guarantee, and attention, but still needs improvement in some facilities. In terms of physical evidence, the narrow waiting room facilities, lack of seats, and unavailability of garbarata make passengers comfortable, so the improvement of these facilities is important.



### Introduction

In this modern era, the services provided by airlines remain the main focus for the community. With the improvement of the quality of human resources, airlines strive to compete to provide the best service to passengers. In addition to providing flights at competitive prices, they also offer various attractive promotions and facilities, to add value for customers.

Communication plays a crucial role in the success of public services. The quality of public services is highly dependent on the communication aspect, as a communicator, the message delivered, the media used, the recipient of the message, and the impact of the message. These factors determine the extent to which communication can affect the quality of public services. Public services aim to meet the needs of citizens in the form of goods, services, and administrative services, by the provisions contained in Law No. 25 of 2009 Article 1 (Rani, n.d.)

Public services are closely related to the community, both as a group and an individual, who always need services. However, public services are also related to

administration regulated by the state and include all activities carried out by public service providers to meet the needs of service recipients by state laws. Because these services are important for creating and strengthening interdependent social relationships, all necessary activities must be guaranteed, regulated, and supervised by the government. In practice, the fulfillment of services is difficult to achieve without government intervention. (Indogrosir, 2020).

The airport acts as the main gateway to welcome and serve passengers. Therefore, knowing how satisfied customers are with the services that have been provided is very important. Customer satisfaction assessments help airlines improve the quality of their services while providing the airport with insights into the areas that need to be improved. Facilities at the airport include terminal buildings, facilities, infrastructure, and other supporting facilities. (Rorong, Sambiran, & Sumampow, 2022).

Customer satisfaction is one of the main strategies to attract consumer interest in the modern era. This is a customer's response to the performance received, and the extent to which it meets their expectations. Customer satisfaction is very important for companies, as the feeling of satisfaction or disappointment of customers arises from the comparison between their expectations and the perceived performance of the product. This satisfaction provides various benefits, such as creating a better relationship between the company and customers, as well as encouraging positive word-of-mouth promotions that generate profits for the company. (Management et al., 2022)

Business strategy must pay great attention to customer satisfaction and maintain consistent service quality. Encouraging customer participation, especially new customers, is critical to assessing the company's position while also identifying areas that need improvement. Therefore, the quality of service should be determined based on feedback from customers, not just from the company's point of view. Airport users need to be satisfied with the quality of service provided by the airport authorities because it has a very important role. (Indogrosir, 2020).

The service to the service users of H.A.S Hanandjoeddin Belitung Airport facilities is that the capacity of the passenger terminal is no longer suitable because there are only 388 seats available in the waiting room which causes passengers who do not get seats when they are crowded due to flight delays. Not only is the seat capacity limited, but the air temperature of the departure lounge is not cool, due to the large number of passengers and the condition of the room is narrow and the air conditioner is not cold because it follows the temperature standard of  $\leq 25^{\circ}\text{C}$ . In addition, H.A.S Hanandjoeddin Belitung Airport also does not have a garbarata, making passengers have to walk far enough to get to the plane and terminal. Lack of hygiene in public facilities, such as toilets located outside. In the arrival place, there are also only 4 toilets, making there  $\pm 4$  other passengers who have to queue, the airport should provide 8 toilets, to reduce passengers queuing.

The funds available for the maintenance of facilities and infrastructure at H.A.S Hanandjoeddin Belitung Airport are currently very limited. With the number of passengers continuing to increase, the construction of a new terminal is needed as well as an increase in the budget for the maintenance of the terminal building and the

surrounding area. In addition, the number of workers also needs to be increased to support better operations.

From the explanation above, the researcher wants to conduct further research on the public service communication of PT. Angkasa Pura II in increasing customer satisfaction at H.A.S Hanandjoeddin Belitung Airport who use airport facilities. This research will use a descriptive qualitative approach.

## **Method**

This research uses a descriptive qualitative approach, which aims to describe a social process, especially related to public service problems. Qualitative research is defined as a research approach that aims to understand social problems to create a broad picture formed with just words, providing a comprehensive report on the informant's perspective, and compiling findings in a natural context. (Silalahi, 2006). Therefore, data is communicated through qualitative research methods with people's words, quotes, various texts, or other discourses. (Along, Sanggau, & Barat, 2020). As stated by Zeithaml Parasuraman and Berry in the book "Public Service Communication Concepts and Applications" by the author Hardiyansah, the focus of this research is five dimensions that are used to determine the quality of public services. (Hardiyansyah, 2015) That is:

- a) Physical Evidence (tangibles)
- b) Reliability
- c) Responsiveness
- d) Assurance
- e) Attention (empathy)

PT. Angkasa Pura II H.A.S Hanandjoeddin Airport is the location of this research. Located in Buluh Tumbang, Tanjung Pandan District, Belitung Regency, Bangka Belitung Islands. Interviews, observations, and documentation are the data collection methods used in this study. The data analysis technique used in this study is qualitative data analysis of interactive models from (Miles, Huberman, & Saldaña, 2014). Data analysis consists of four steps, namely: data collection, data reduction, data dissemination, and conclusion drawn.

## **Results and Discussion**

### **Physical Evidence (Tangible)**

Physical Evidence (Tangible) refers to the physical facilities that must be available during the service process, which are shown by the service provider in various forms. The level of user satisfaction will be affected by the physical display features provided (Suprianto, 2023).

Based on the discovery data collected while in the field, the physical evidence provided has not always given a good impression from the users of airport facilities. This is due to several reasons including the condition of the narrow waiting room, the number of available passenger seats is no longer adequate if there are more than 2

aircraft landing, the condition of the narrow waiting room also makes the air temperature in the room less cold, the unavailability of garbarata also makes the airplane passengers have to walk quite far from the plane and the terminal. Lack of hygiene in public facilities, such as toilets located outside the terminal. There are also only 4 toilets available in the arrival area, making  $\pm$  4 other passengers who have to queue.

To ensure that the services provided are of high quality and can meet customer expectations, support from adequate physical evidence is necessary. However, the reality is that there are still several aspects that need to be improved, both in terms of facilities and other physical elements. That way, this needs to be re-examined by the audit team to add to the quality of better service in the future.

### **Reliability**

Reliability refers to the ability and reliability of a service provider to provide trustworthy services. (Napitupulu, 2007). In reality, passengers who use the services of H.A.S Hanandjoeddin Belitung Airport can see the reliability and ability of the staff to provide services by the rules that have been decided.

The rules that have been drafted and decided should not be changed, because the SOP (Standard Operating Procedure) is designed to make the service process easier and faster without reducing the flexibility of interaction between employees and passengers as public service users. In the implementation of services at H.A.S Hanandjoeddin Belitung Airport, once a person uses public transportation, they must comply with the applicable procedures.

Based on the results of research conducted in the field, conclusions can be made that in providing public services, H.A.S Hanandjoeddin airport must be consistent because competition with other transportation such as land and sea is getting tighter. Poor service will reduce the number of airport service users. Therefore, ensuring good service and faster time are the keys to competitiveness that must be maintained.

### **Responsiveness**

Responsiveness is defined as the ability of a service provider to provide assistance and services appropriately, quickly, and by the passenger's wishes. (Napitupulu, 2007).

The satisfaction of passengers in the service provided by H.A.S Hanandjoeddin Belitung Airport officers is good. The conditions that occurred were to their expectations and desires, as seen by the information officers who responded to passenger complaints quickly and responsively, especially for problems that could be solved without the need for a large budget allocation. For budget-related issues, even if the handling takes longer, the staff will still respond well to complaints. Not only that, the existence of communication channels through social media such as Instagram and TikTikTok is also an innovative step to make it easier for passengers to interact with airport staff.

### **Assurance**

The ability, friendliness, and manners of the officers are considered a guarantee in building customer trust. (Napitupulu, 2007). The behavior and knowledge of public service officers and their skills to give confidence to passengers are what the guarantee

is all about.

The quality of service provided from the aspect of guarantees provided by airport officers to passengers is good. The staff of H.A.S Hanandjoeddin Belitung Airport are committed to providing optimal service to passengers. One of the main focuses is the provision of special services for passengers with special needs, such as wheelchair assistance for those who need assistance when boarding and disembarking the plane. This shows the airport's concern for the comfort of all passengers, including those with limited mobility.

The airport also ensures passenger comfort by maintaining flight punctuality, fast service, and adequate facilities. This reflects that the focus of service at H.A.S Hanandjoeddin Airport is not only on the operational aspect but also on the overall quality of passenger experience.

#### **Attention (empathy)**

Empathy is also referred to as a firm but attentive attitude shown by the officer towards the customer. (Napitupulu, 2007). In this case, empathy includes the ease of building a relationship between the customer and the officer providing the service.

H.A.S Hanandjoeddin Airport has introduced an innovation program called CUSS (Public Check-in While Relaxing) to provide more comfort to passengers. Unlike the self-contained online check-in system, this program allows airport staff to carry out the check-in process for passengers so that they can enjoy a more relaxed time without having to queue. In addition, this airport also routinely conducts annual surveys and audits from the central airport authority, especially two weeks before the Eid, Christmas, and New Year periods, to maintain service standards.

To ensure the comfort of passengers in the check-in area, waiting room, to arrival, including cleaning staff and the Terminal Inspection Service (TIS) who carry out the task of maintaining cleanliness, comfort, and also the completeness of facilities. Through these various steps, H.A.S Hanandjoeddin Airport strives to improve the passenger experience with more innovative, responsive, and quality services.

## **Conclusion**

The quality of service at H.A.S Hanandjoeddin Belitung Airport has covered five main aspects, namely physical evidence, reliability, responsiveness, guarantee, and attention, but still needs improvement in some facilities. In terms of physical evidence, the narrow waiting room facilities, lack of seats, and unavailability of garbarata make passengers comfortable, so the improvement of these facilities is important. Meanwhile, the reliability of the service is by existing procedures, although it needs to be maintained so that it remains competitive. In terms of responsiveness, airport staff are considered responsive in responding to passenger complaints, supported by communication channels on social media to facilitate interaction. From the aspect of guarantee, the officers have shown hospitality and special service for passengers with special needs, as well as maintaining flight punctuality. In addition, attention to passenger comfort is seen through the CUSS program to facilitate check-in, and routine audits also show concern for passenger comfort. Even so, improvements to physical

facilities are still needed to ensure better service to achieve optimal customer satisfaction.

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