

ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION USING CUSTOMER SATISFACTION INDEX AND IMPORTANCE-PERFORMANCE ANALYSIS METHODS IN PT. ANGKASA PURA II, BRANCH SULTAN SYARIF KASIM II AIRPORT, PEKANBARU

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Abstract: This study aimed to determine service quality provided by PT. Angkasa Pura II in serving customers by using the 5 dimensions, namely Assurance, Reliability, Tangibility, Empathy and Responsiveness. The methods used were Importance-Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The questionnaires were distributed to 106 respondents using the purposive sampling method. The results of data processing using Importance-Performance Analysis's (IPA), based on the Cartesian diagram, eleven attributes included are in quadrant I, namely attributes in which performance needs to be improved and evaluated every month to find out customer desires. Nine attributes are included in quadrant II, namely attributes that need to be maintained and have satisfied customers. Five attributes are included in Quadrant III, namely attributes that have low priority and attributes that are included in quadrant IV, namely attributes that are considered less important by customers but the performances of PT. Angkasa Pura II in those attributes are very good. The results show that the overall level of customer satisfaction (based on the CSI value) is 0.75 and is in the range of values from 0.66 to 0.80 indicating that the visitor satisfaction index is in a satisfied category.

Keywords: Service Quality, Importance-Performance Analysis, Customer Satisfaction Index, Airport

1. Introduction

Customer satisfaction is a key concept in marketing and service management (Tussyadiah, 2016). Especially in the aviation industry, customer satisfaction is not only directly related to image (Jani & Han, 2020) and performance (Kim, et al., 2020). There are many theories regarding customer satisfaction. Previous literature shows that disconfirmation expectancy theory, equity theory, attribution theory, dissonance theory and contrast theory are commonly used in customer satisfaction studies (Oh & Kim, 2017), (Prayag et al., 2019). Before buying a particular product or service, customers will have performance expectations for the product or service then they will compare the actual performance with the expectations they owned—after buying. If the actual performance is better than the expectations, positive disconfirmation will occur; if the actual performance is equal to the expectations, no disconfirmation will occur;

if the actual performance is lower than the expectations, negative disconfirmation will occur. Among them, no disconfirmation and positive disconfirmation lead to customer satisfaction, while negative disconfirmation leads to customer dissatisfaction. When applying this theory in researching customer satisfaction, several methods can be used to directly inquire about the extent to which customer service experiences exceed, meet, or fall short of expectations. In existing studies, methods to obtain the level of expectations disconfirmation include questionnaires (Ren, et al, 2016) and interviews (Dominici & Guzzo, 2020). Technological advances are so fast in the current era of globalization, bringing the impact of the emergence of intense business competition in almost all lines. This highly competitive environment also requires airports to adapt to market demands in an effort to service deconstruct customer experiences and explore the relationship between customer experience and customer satisfaction (Z. Xiang, et al, 2020). SSK II, Pekanbaru is one of the branches of the state-owned airport management company, namely PT. Angkasa Pura II (Persero) based in Tangerang, Banten. Until now PT. Angkasa Pura II (Persero) has managed thirteen airports in the western part of Indonesia with opportunities that are very wide open in the future and in accordance with the mission of PT. Angkasa Pura II (Persero), namely ‘Organizing an Airport Service and Air Traffic Service Businesses that Prioritize Aviation Safety and Customer Satisfaction.

The understanding of an independent, reputable and quality air traffic service organization in providing services must be applied in managing an aviation traffic service organization. An understanding of independence is an effort to develop and improve the services of an aviation traffic service organization by the aviation traffic service organization itself, especially in the field of services and service financing. An Reputable means being able to position and provide existing air traffic service organizations that are parallel to other advanced aviation traffic service organizations in Indonesia. Service quality is the management staff of the aviation traffic service organization—who has standard competence from each profession to provide services in accordance with Assurance, Reliability, Tangibility, Empathy and Responsiveness in providing customer satisfaction. According to T. Radojevic, et al. (2017), the strongest influencing factors are airport attributes and visitor characteristics. The current capacity of Sultan Syarif Kasim II Airport is 8,000,000 passengers/year. The increase in the number of passengers can be seen in Figure 1.

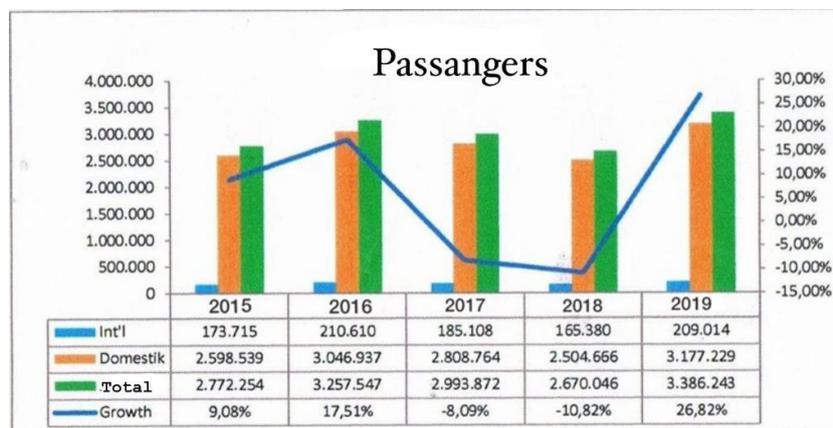


Figure 1. Number of Passengers Increase
 Data Source: PT. Angkasa Pura II

Based on Figure 1, in 2019, there was an increase in domestic passengers and international passengers. Unfortunately, this increase does not mean that the service for domestic and international passengers is very satisfactory, because there are still some passengers who complain about the service of security officers, waiting room capacity, toilet standards and so

on. According to Arif (2019), at Sultan Hasanudin International Airport in Makassar, there were negative ratings from passengers using public services that need to be considered and should not be ignored to improve service quality. On the other hand, according to Mariana et al. (2015), at Juanda International Airport in Surabaya, passengers were satisfied with the level of work per service attribute, for the overall level of service performance.

Meanwhile, according to the study conducted by Marzolina and Restuti (2010) on customer satisfaction at Sultan Syarif Kasim II Airport with the conditions of the old building in 2007, customers were very satisfied with the quality of service—with the following results: a) The level of satisfaction for the Reliability variable is 87.40%. b) The level of satisfaction for the Responsiveness variable is 87.20%. c) The level of satisfaction for the Assurance variable is 90.01%. d) The level of satisfaction for the Empathy variable is 92.99%. e) The level of satisfaction for the Tangibility variable is 84.56%.

These conditions were before the airport was upgraded. In 2012, in the preparation for the National Sports Week (PON) XVII, Sultan Syarif Kasim II Airport in collaboration with the Riau provincial government—undergone airport expansion, this expansion was carried out because the old airport building was considered no longer able to accommodate the number of passengers which is increasing every year. In 2017, Sultan Syarif Kasim II Airport, Pekanbaru has undergone airport expansion renovations and complete facilities. With the assumption that there should be an increase in customer satisfaction after the renovation (expansion) (Kwon et al., 2019), so researchers conducted study on customer satisfaction at Sultan Syarif Kasim II Airport, Pekanbaru. The customer satisfaction survey at Sultan Syarif Kasim II Airport conducted by researchers can be seen in Figure 2.

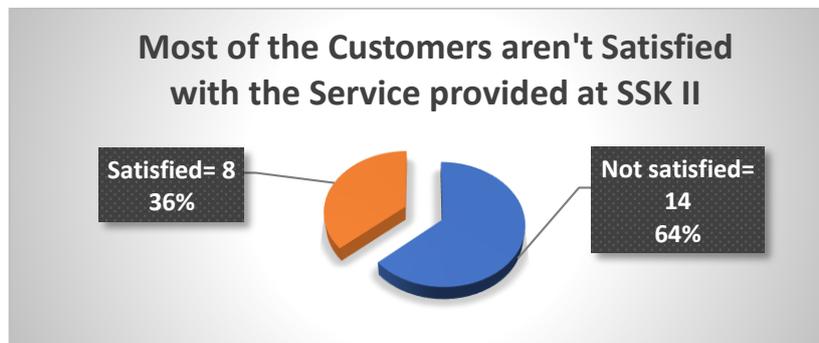


Figure 2: Customer Satisfaction Survey
Source: Research Data

Based on Figure 2, it shows that customer satisfaction has not been realized because there are still respondents who give dissatisfied responses in receiving service from Sultan Syarif Kasim II Airport, it can be seen that there is 64.0% of respondents who are dissatisfied. Meanwhile, respondents who are satisfied with the service of Sultan Syarif Kasim II Airport are only 36%. This means that the implementation of service quality to customers still needs to be improved so that all customers can experience satisfactory service. Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono & Chandra, 2015: 195). According to Oliver & Barnes (2003: 64), satisfaction is the customer's response to the fulfillment of needs; while Kotler (2003: 61) defines satisfaction as a person's feelings of pleasure or disappointment experienced after comparing the actual performance or results of a product with his/her expectations. Feedback from customers directly or from focus groups or from customer complaints is a tool to measure customer satisfaction (Li et al., 2020).

According to Deng & Pierskalla (2018), one way to measure service quality is to apply the Importance-Performance Analysis method. The analytical method used is quadrant analysis. This quadrant analysis is used to determine customer responses to the plotted attributes based

on the level of importance and performance of each of these attributes. Based on this quadrant analysis, it can then be seen the location of each variable in different quadrants. After that, the variables that need to be improved and get more attention can be known. The overall customer satisfaction can be measured using the Customer Satisfaction Index (CSI). This method has several advantages, including efficiency (it does not only show a satisfaction index but also information related to the dimensions/attributes that need to be improved), ease of use and simplicity and the use of a scale that has high sensitivity and reliability. According to Jou & Day (2021), the Importance-Performance Analysis (IPA) method is an easy application technique to manage the attributes of the level of importance and the level of implementation itself which is useful for the development of an effective marketing program. According to Suryawan & Dharmayanti (2013), customer satisfaction is determined by customer perception of product or service performance in meeting customer expectations. Customers will be satisfied if their expectations are met—and will be very satisfied if their expectations are exceeded. The level of customer satisfaction can be measured by a method called, the Customer Satisfaction Index (CSI).

2. Literature Review

Service Quality Concept

The concept of service quality basically provides a concrete perception of the quality of a service. The concept of service quality is a complete, permanent revolution in changing the human perspective in carrying out or pursuing its efforts related to dynamic, ongoing, continuous processes in meeting expectations, desires and needs. This is in accordance with the "Quality" theory proposed by Marcel (2013: 192) that the success of an act of service is determined by quality. Quality is the highest appreciation of the act of service. Stemvelt (2014: 210) states that the concept of service quality is a perception of the overall quality revolution that is thought up—and becomes an idea that must be formulated so that its application (implementation) can be retested (re-evaluated) to become a dynamic, ongoing, continuous process in meeting customer satisfaction. The "goal" theory developed by Samuelson (2000: 84) defines a goal as an assumption of satisfaction that is adjusted to the level of service quality. The concept of service quality is a quality standard that must be understood in providing actual services regarding marketing with service quality. This is not just a story or something made up, but must be adapted to a proper standard, such as the ISO (International Standardization Organization) standard, so that it is considered a healthy condition for purpose or use—having conformity with specifications, having freedom with all its shortcomings, having high credibility, forming customer satisfaction and being a source of pride. Yong & Loh (2003: 146) provide an understanding that the concept of service quality is a fit for use which aims to find a clear thought from the thought process that gives birth to an understanding that is not difficult to understand, because the goal is clear—and the process is a continuous quality improvement. The essence of the concept of service quality is showing all forms of actualization of service activities that satisfy people who receive services in accordance with responsiveness, fostering assurance, showing tangible evidence that they can see, according to empathy of people who provide services in accordance with their reliability to carry out the service tasks provided consequently to satisfy those who receive services.

Customer Satisfaction

The word satisfaction comes from the Latin "satis" (which means good enough, adequate) and "facio" (which means to do or make). Satisfaction can be interpreted as "efforts to fulfill something" or "to make something adequate". According to Kotler; by Fandy Tjiptono (2011: 312) customer satisfaction is the level of ones' feelings after comparing the performance (or

results) that they perceive to their expectations. According to Kotler & Keller (2009: 138) satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (or result) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. And, if performance exceeds expectations, customers will be very satisfied or happy. The Oxford Advanced Learner's Dictionary (Tjiptono & Chandra, 2011: 292) describes satisfaction as "the good feeling that you have when you achieved something—or when something that you wanted to happen does happen" and "the act of fulfilling a need or desire." From the above opinion, it can be interpreted that satisfaction is a pleasant feeling you have when you achieve something or when something you want happens and the action of fulfillment of your needs and desires. Based on the above definition, it can be concluded that customer satisfaction is an attitude, assessment and emotional response shown by customers after the purchase/ consumption process that comes from a comparison of their impressions of the actual performance of a product and their expectations, as well as an evaluation of the experience of consuming a product and service.

Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA), according to Tjiptono (2011), was the technique first proposed by Martilla and James in 1977 in their article "Importance-Performance Analysis" published in the Journal of Marketing. In this technique, respondents are asked to rate the level of importance and performance of the company, then the average value of the level of importance and performance is analyzed in the Importance-Performance Matrix, where the x-axis represents perception while the y-axis represents expectation. *Importance-Performance Analysis* (IPA) is a method that maps customer perceptions of the level of importance of service aspects with customer perceptions of performance from service aspects to identify services that need to be improved (Theresia, 2015: 35). IPA is a method used to analyze the relationship between importance and performance and the theory that the target level of performance of certain product attributes must be proportional to the importance of these attributes. In other words, interest is seen as a reaction to the relative value of various customer attributes (Han et al., 2019).

3. Method

Importance-Performance Analysis compares expectation with perceived performance (company performance) to measure customer satisfaction of a company (Hidayatullah, 2006). In this study, this analysis was conducted to determine what service quality attributes are considered important by service users (customers) at Sultan Syarif Kasim II Airport and how the performance felt by service users at Sultan Syarif Kasim II Airport.

The customer satisfaction index model is based on a structured model that assumes customer satisfaction as a result of several factors such as perceived quality, perceived value, or company image (Turkylmaz & Ozkan, 2017). These factors are antecedents of overall customer satisfaction. This customer satisfaction index model also estimates the results whether the customer is satisfied or not. The results of this satisfaction are consequent factors such as customer complaints or customer loyalty. Each factor in the customer satisfaction index model is a latent construct that is explained by many indicators (Fornell, 1992).

There are several steps in creating a CSI, namely: a) Determining the Mean Importance Score (MIS). b) Determining the Mean Satisfaction Score (MSS). c) Creating a Weight Factor (WF). d) Calculating satisfaction index

The overall level of respondent satisfaction can be seen from the criteria for the level of customer satisfaction. The distribution of questionnaire in this study was carried out for 5 days

starting from January 20, 2020 to January 25, 2020. The summary of the distribution of questionnaire as a whole can be seen in Table 1.

Table 1. Recapitulation of Questionnaire Distribution

Description	Total
Questionnaire distributed	110
Questionnaire returned	110
Questionnaire that are not returned	0
Questionnaire that cannot be processed	4
Questionnaire that can be processed	106

Based on Table 1, the total number of questionnaires distributed was 110 and all of them were returned. There were 4 questionnaires that could not be processed because the respondents only filled in the demographic data. Thus, the total number of questionnaires that could be processed was 106 questionnaires. This number is sufficient for the minimum sample required.

4. Result and Discussion

Characteristics of Respondents

Analysis of respondent data is a way to find out the characteristics of customers who are users of Sultan Syarif Kasim II Airport, Pekanbaru. Data regarding the identity of the respondents were obtained from the initial part of the questionnaire. Analysis of the characteristics of the respondent data was carried out for all the data that had been obtained from the respondents. Customers who became respondents in this study were described in terms of several characteristics, namely gender, age, income, educational background and occupation.

Respondent's Gender

The characteristics of respondents based on gender are presented in Figure 4.

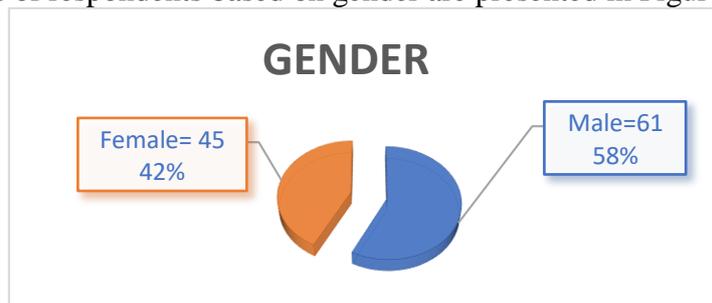


Figure 4. Characteristics of Respondents' Gender
Source: Data Processing

Based on Figure 4, from the distribution of the questionnaire, data were obtained regarding the profile of respondents (passengers) using Sultan Syarif Kasim II Airport services. Of the 106 respondents, more than half of respondents are male, namely 61 respondents or 58%—and the remaining 45 respondents or 42% are female.

Respondent Age

From the distribution of the questionnaire, data were obtained regarding the age of the respondents. The characteristics of respondents based on age are presented in Figure 5.

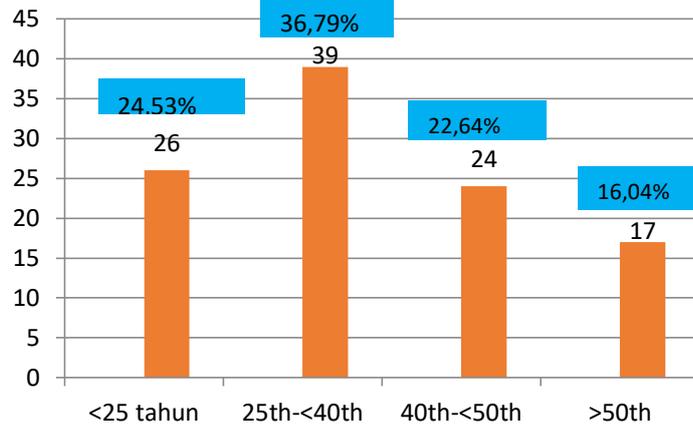


Figure 5. Characteristics of Respondents' Age
Source: Data Processing

Based on Figure 5, it can be seen that the majority of respondents (passengers) using Sultan Syarif Kasim II Airport services are in the age group of 25 - <40 years, with 39 respondents or 36.79%. The respondents in the age group of <25 years are 26 respondents or 24.53%. The respondents in the age group of 40 years - <50 years are 24 respondents or 22.64%. Lastly, the respondents in the age group of >50 years are 17 respondents or 16.04%.

Respondent's Educational Background

From the distribution of the questionnaire, data were obtained regarding the educational background of the respondents. The characteristics of respondents based on their educational background are presented in Figure 6.

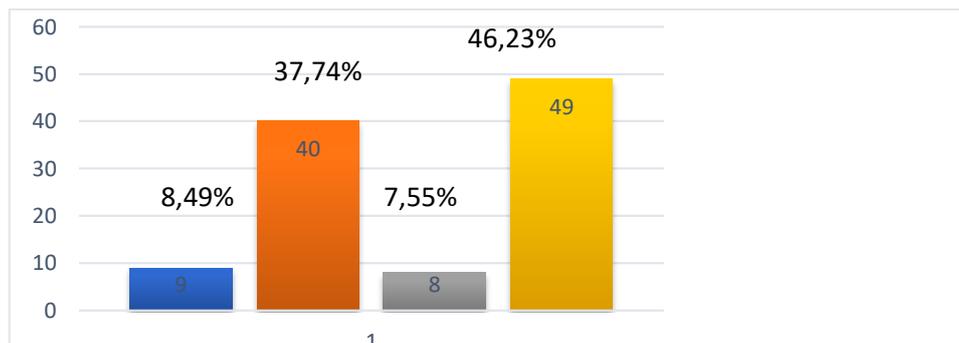


Figure 6. Characteristics of Respondents' Educational Background
Source: Data Processing

Based on Figure 6, it is known that, of the 106 respondents (passengers) using Sultan Syarif Kasim II Airport, the majority of the of respondents are high school graduates/equivalent, with 49 people or 46.23%. S1 graduates (Bachelor's degree) are 40 respondents or 37.74%. Diploma 3 graduates (D3) are 9 respondents or 8.49%. S2 graduates (Master's degree) are 8 respondents or 7.55%.

Respondent's Income

The characteristics of respondents based on their income are presented in Figure 7.

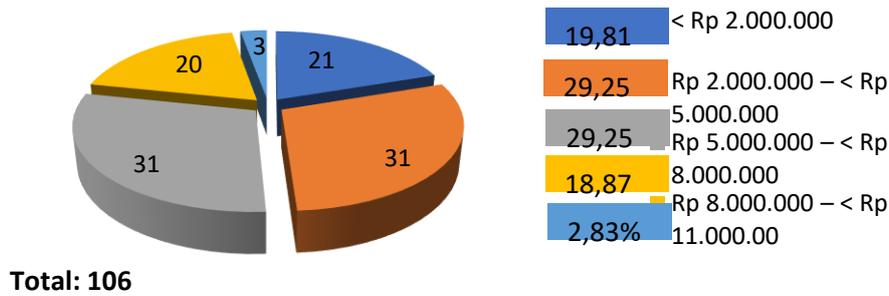


Figure 7. Characteristics of Respondents' Income
Source: Data Processing

Based on Figure 7 above, of the 106 respondents (passengers) using Sultan Syarif Kasim II Airport, the majority of the respondents are in the income group of IDR 2,000,000 - < IDR 5,000,000 and IDR 5,000,000 - < IDR 8,000,000, namely a total of 61 respondents or 58.50%. Next, respondents in the income of IDR 8,000,000 – < IDR 11,000,000 are 20 respondents or 18.87%. Respondents in the income group of > Rp 11,000,000 are 3 respondents or 2.83%.

Respondent's Job

The characteristics of respondents based on their occupation are presented in Figure 8.

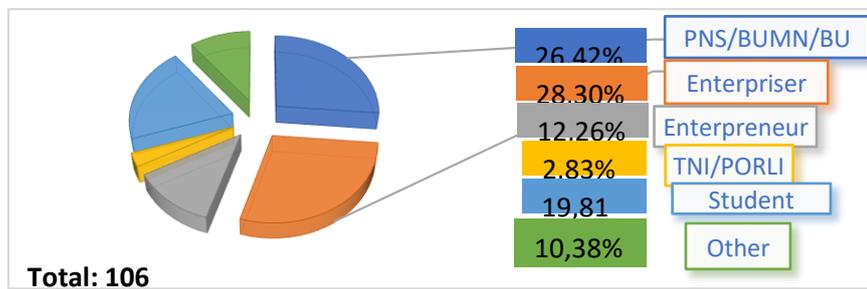


Figure 8. Characteristics of Respondents' Occupation
Source: Data Processing

Based on Figure 8 above, it is known that, of the 106 respondents (passengers) using Sultan Syarif Kasim II Airport, the majority of the respondent occupation are Enterpriser, namely 30 respondents or 28.30%. Respondents who are Civil servants/BUMN/BUMD are 28 respondents or 26.42%. Respondents who are Entrepreneurs are 13 respondents or 12.26%. Respondents who are TNI/POLRI are 3 respondents or 2.83%. Respondents who are High school students/ University students are 21 respondents or 19.81%. And respondent who are in other occupation groups are 11 respondents or 10.38%.

Data Processing with Customer Satisfaction Index (CSI)

The results of the calculation of the CIS (Customer Satisfaction Index) in the Tangibility dimension of Customers using Sultan Syarif Kasim II Airport, are presented in Table 2.

$$CSI = \frac{221.653}{5 \times 53.934} \times 100\% = 82.19 \%$$

The CSI value that obtained is 82.19%. This illustrates that customers at Sultan Syarif Kasim II Airport are "very satisfied" with the services provided—but felt not optimal as a whole. To provide more satisfaction in the future, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers.

Table 2. Calculation of the Customer Satisfaction Index in the Tangibility dimension

No	Attribute	Satisfaction (P)	Importance (i)	Score (S) IXP
Tangibility Dimension X1				
1	Comfortable and clean waiting room	4.198	4.566	19.169
2	Clean toilets at SSK II Aiport	4.245	4.575	19.424
3	Comfortable worship room at SSK II Aiport	4.255	4.434	18.865
4	Adequate parking area at SSK II Aiport	4.170	4.217	17.584
5	SSK II Airport officers are neat	4.208	4.057	17.068
6	Adequate check-in counter	4.151	4.481	18.601
7	Availability of flight status board information	3.953	4.557	18.011
8	Availability of directions at SSK II Airport	4.245	3.943	16.741
9	Availability of Wifi at SSK II Airport	4.198	3.877	16.278
10	Adequate smoking area	3.887	3.075	11.954
11	Adequate children's play area in the waiting room	4.094	4.198	17.189
12	Adequate trolley at SSK II Airport	3.679	3.509	12.912
13	Adequate escalator at SSK II Airport	4.019	4.443	17.857
TOTAL		53.302	53.934	221.653

Source: Results of data processing

The results of the calculation of the CIS (Customer Satisfaction Index) in the reliability dimension of Customers using Sultan Syarif Kasim II Airport, are presented in Table 3.

Table 3. Calculation of Customer Satisfaction Index in the Reliability dimension

No	Attribute	Satisfaction (P)	Importance (i)	Score (S) IXP
Reliability Dimensions oX2				
1	SSK II Airport services are correctly provided from the beginning of the customer's arrival	3.453	4.028	13.909
2	SSK II Airport services are implemented as promised	3.500	4.311	15.090
3	Check-in procedure is easy and fast	3.670	4.358	15.995
4	SSK II Airport officers' serving knowledge is very good	3.387	3.991	13.515
5	Clear information system on flight status board	3.528	4.321	15.245
TOTAL		17.538	21.009	73.754

Source: Results of data processing

$$CSI = \frac{73,754}{5 \times 21,009} \times 100\% = 70.21 \%$$

The CSI value that obtained is 70.21%. This illustrates that customers at Sultan Syarif Kasim II Airport are "satisfied" with the services provided—but felt not optimal as a whole. To provide more satisfaction in the future, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers.

The results of the calculation of the Customer Satisfaction Index (CIS) in the Responsiveness dimension of Customers using Sultan Syarif Kasim II Airport, are presented Table 4.

Table 4. Calculation of Customer Satisfaction Index in the Responsiveness dimension

No	Attribute	Satisfaction (P)	Importance (i)	Score(S) IXP
Responsiveness Dimension X3				
1	Clarity of information conveyed from the SSK II Airport information center	3.302	4.415	14.578

No	Attribute	Satisfaction (P)	Importance (i)	Score(S) IXP
2	Efficiency of officers at SSK II Airport to help customers who have problems at the SSK II Airport	3.406	4.094	13.944
3	Alacrity of officers at SSK II Airport to help customers who look confused	3.264	4.358	14.277
4	Fast response of officers at SSK II Airport to customer requests/needs	3.283	4.170	13.690
TOTAL		13.255	17.038	56.438

Source: Results of data processing

$$CSI = \frac{56,438}{5 \times 17,038} \times 100\% = 66.25 \%$$

The CSI value obtained is 66.25%. This illustrates that customers at Sultan Syarif Kasim II Airport are "satisfied" with the services provided—but felt not optimal as a whole. To provide more satisfaction in the future, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers.

The results of the calculation of the CIS (Customer Satisfaction Index) in the assurance dimension of Customers using Sultan Syarif Kasim II Airport, are presented in Table 5.

Table 5. Calculation of the Customer Satisfaction Index in the Assurance dimension

No	Attribute	Satisfaction (P)	Interest (i)	Score(S) IXP
Assurance Dimension X4				
1	Customers feel comfortable interacting at the SSK II Airport	3.623	4.472	16.199
2	SSK II Airport officers are always friendly and courteous to customers	3.679	4.425	16.279
3	SSK II Airport provides insurance for customers	2.943	4.311	12.690
4	SSK II Airport officers can be trusted in providing a sense of security for customers	3.453	4.434	15.310
5	Safe parking area	3.255	4.349	14.155
TOTAL		16.953	21.991	74.633

Source: Results of data processing

$$CSI = \frac{74,633}{5 \times 21,991} \times 100\% = 67.88 \%$$

The CSI value obtained is 67.88 %. This illustrates that customers at Sultan Syarif Kasim II Airport are "satisfied" with the services provided—but felt not optimal as a whole. To provide more satisfaction in the future, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers.

Table 6. Calculation of the Customer Satisfaction Index in the Empathy dimension

No	Attribute	Satisfaction (P)	Interest (i)	Score(S) IXP
Empathy Dimension X5				
1	SSK II Airport officers service does not differentiate for all customers	3.943	4.321	17.038
2	SSK II Airport officers put the interests of customers first	3.868	4.472	17.296
3	SSK II Airport officers pays personal attention to customers	3.934	4.292	16.886
4	There is good communication from SSK II Airport officers to customers	3.698	4.406	16.293
TOTAL		15.443	17.491	67.514

Source: Results of data processing

$$CSI = \frac{67,514}{5 \times 17,491} \times 100\% = 77,20 \%$$

The CSI value obtained is 67.88 %. This illustrates that customers at Sultan Syarif Kasim II Airport are "satisfied" with the services provided—but felt not optimal as a whole. To provide more satisfaction in the future, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers.

Data Processing with IPA (Importance – Performance Analysis)

The stages and results of IPA (Importance – Performance Analysis) are presented in the form of tables and IPA diagrams. The table used is the average table of items, which are as follows:

Table 7. Results Average of Expectation and Performance Level

No	Attribute	Satisfaction (P)	Interest (i)
Tangibility Dimension			
1	Comfortable and clean waiting room	4.198	4.566
2	Clean toilets at SSK II Aiport	4.245	4.575
3	Comfortable worship room at SSK II Aiport	4.255	4.434
4	Adequate parking area at SSK II Aiport	4.170	4.217
5	SSK II Airport officers are neat	4.208	4.057
6	Adequate check-in counter	4.151	4.481
7	Availability of flight status board information	3.953	4.557
8	Availability of directions at SSK II Airport	4.245	3.943
9	Availability of Wifi at SSK II Airport	4.198	3.877
10	Adequate smoking area	3.887	3.075
11	Adequate children's play area in the waiting room	4.094	4.198
12	Adequate trolley at SSK II Airport	3.679	3.509
13	Adequate escalator at SSK II Airport	4.019	4.443
Reliability Dimension			
14	SSK II Airport services are correctly provided from the beginning of the customer's arrival	3.453	4.028
15	SSK II Airport services are implemented as promised	3.500	4.311
16	Check-in procedure is easy and fast	3.670	4.358
17	SSK II Airport officers' serving knowledge is very good	3.387	3.991
18	Clear information system on flight status board	3.528	4.321
Responsiveness Dimension			
19	Clarity of information conveyed from the SSK II Airport information center	3.302	4.415
20	Efficiency of officers at SSK II Airport to help customers who have problems at the SSK II Airport	3.406	4.094
21	Alacrity of officers at SSK II Airport to help customers who look confused	3.264	4.358
22	Fast response of officers at SSK II Airport to customer requests/needs	3.283	4.170
Assurance Dimension			
23	Customers feel comfortable interacting at the SSK II Airport	3.623	4.472
24	SSK II Airport officers are always friendly and courteous to customers	3.679	4.425
25	SSK II Airport provides insurance for customers	2.943	4.311
26	SSK II Airport officers can be trusted in providing a sense of security for customers	3.453	4.434
27	Safe parking area	3.255	4.349
Empathy Dimension			
28	SSK II Airport officers service does not differentiate for all customers	3.943	4.321
29	SSK II Airport officers put the interests of customers first	3.868	4.472
30	SSK II Airport officers pays personal attention to customers	3.934	4.292
31	There is good communication from SSK II Airport officers to customers	3.698	4.406

Source: Data Processing

These data were then entered into the Importance – Performance Analysis diagram. The results can be seen in Figure 9.

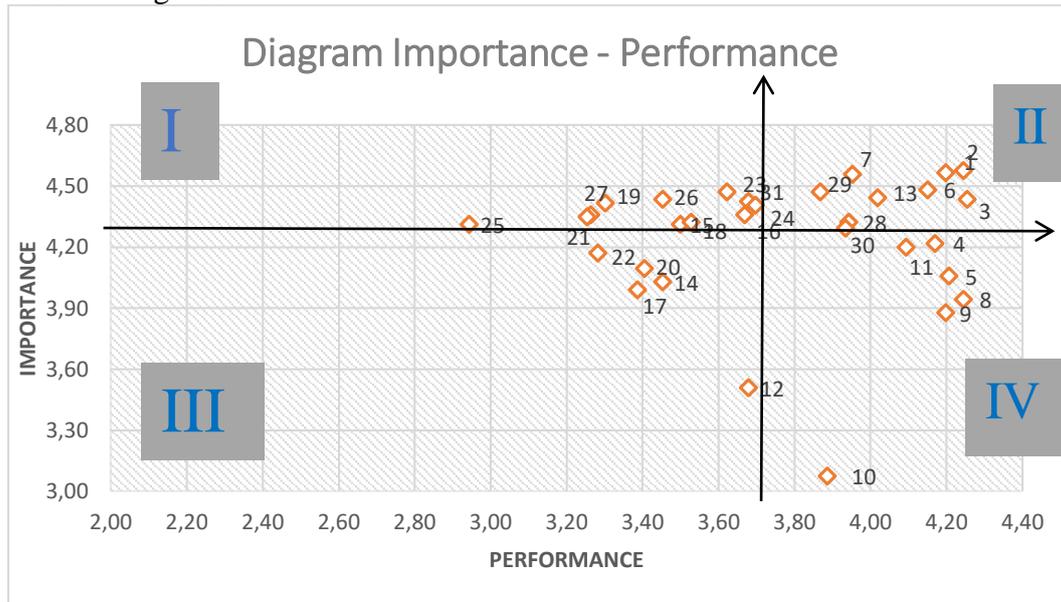


Figure 9. IPA (Importance-Performance Analysis)
Source: Data Processing

Based on Figure 9, the results shown by the diagram show that 11 (eleven) items are in quadrant I; 9 (nine) items are in quadrant II; 5 (five) items are in quadrant III; and 6 (six) items are in quadrant IV.

Quadrant I is the main priority where the customer as a respondent feels the item is very important and has high expectations but has not felt the maximum performance. There are 11 (eleven) items that are included in quadrant I, which means that these 11 (eleven) items have a high level of importance but a low level of service. The items are: SSK II Airport services are implemented as promised (item 15), check-in procedure is easy and fast (item 16), clear information system on flight status board (item 18), clarity of information submitted from the SSK II Airport information center (item 19), alacrity of officers at SSK II Airport to help customers who look confused (item 21), customers feel comfortable interacting at the SSK II Airport (item 23), SSK II Airport officers are always friendly and courteous to customers (item 24), SSK II Airport provides insurance for customers (item 25), SSK II Airport officers can be trusted in providing a sense of security for customers (item 26), safe parking area (item 27), there is good communication from SSK II Airport officers to customers (item 31).

Quadrant II shows the existence of service attributes that are also considered important by customers and the service is considered good. Therefore, Sultan Syarif Kasim II airport must maintain the quality of its services. There are 9 (nine) items that are included in quadrant II, which means that these 9 (nine) items have a high level of importance and service. The items are: comfortable and clean waiting room (item 1), clean toilets at SSK II Airport (item 2), comfortable worship room at SSK II Airport (item 3), adequate check-in counter (item 6), availability of flight status board information (item 7), adequate escalator at SSK II Airport (item 13), SSK II Airport officers services do not differentiate for all customers (item 28), SSK II Airport officers put the interests of customers first (item 29), SSK II Airport officers give personal attention to customers (item 30).

Quadrant III shows several attributes that are less important and less satisfying, so that the users (customers) behave normally, there are 5 (five) items that are included in quadrant III. The items are: Adequate trolley at SSK II Airport (item 12), SSK II Airport services are correctly provided from the beginning of the customer's arrival (item 14), SSK II Airport officers'

serving knowledge is very good (item 17), efficiency of officers at SSK II Airport to help customers who have problems at the SSK II Airport (item 20), fast response of officers at SSK II Airport to customer requests/needs (item 22), SSK II Airport officers can be trusted in providing a sense of security for customers (item 26).

Meanwhile, the last quadrant, namely Quadrant IV, there are 6 (six) items that indicate factors that are less important but the users (customers) are very satisfied. The items are: Adequate parking area at SSK II Airport (item 4), SSK II Airport officers are neat (item 5), availability of directions at SSK II Airport (item 8), availability of Wifi at SSK II Airport (item 9), adequate smoking area (item 10), adequate children's play area in the waiting room (item 11).

Discussion

Analysis of Customer Satisfaction Index (CSI) Results

Service quality is an effort to fulfill customer needs and desires, as well as the consistency of delivery to balance customer expectations. Service quality is a condition of the performance possessed by a company in providing services to customers with the aim of providing satisfaction to users/customers. Based on these results, it means that service quality has an influence on customer satisfaction at Sultan Syarif Kasim II Airport, Pekanbaru. If the quality of service provided is good enough, it can affect customer satisfaction. In this study, the quality of service under study is based on several factors, namely tangibility, reliability, responsiveness, assurance and empathy. To find out the results of the Customer Satisfaction Index [comparison] of this study and previous study, see Table 8.

Table 8. CSI Results [Comparison] of this Study and Previous Research

Variable	This Study		Journal of Marzolina and Sri (2010)	
	Percentage	Results	Percentage	Results
Tangibility	82.19%	Very satisfied	84.56%	Very satisfied
Reliability	70.21%	Satisfied	87.40%	Very satisfied
Responsiveness	66.25%	Satisfied	87.20%	Very satisfied
Assurance	67.88%	Satisfied	90.01%	Very satisfied
Empathy	77.20%	Satisfied	92.99%	Very satisfied

Source: Results of data processing

Tangibility

Direct physical evidence in service quality is a form of actual physical actualization that can be seen or used by officers according to their use and utilization which can be felt to help services received by people who want service, so they are satisfied with the perceived service, which at the same time shows work performance for services provided. The best stage of physical evidence, some passengers are very satisfied with the conditions and feasibility of Sultan Syarif Kasim II Airport. But the results of previous study are better than this study because the worst stage is in terms of counter check-in facility. According to Koestanto (2014), the availability of this facility can also affect the comfort of customers when they will use airport services. Respondents have high expectations for using an easy and fast check-in procedure. Such as in other developing airports, which have various types of check-in, like self check-in, mobile check-in and web check-in. So, the queue at the check-in counter at Sultan Syarif Kasim II Airport can be significantly reduced.

Responsiveness

Responsiveness can be interpreted as a wise, detailed explanation—fostering, directing and persuading to respond to all forms of procedures and work mechanisms that apply in an organization, so that the form of service gets a positive response. In the responsiveness

dimension, all stages can be said to be good. Sultan Syarif Kasim II Airport officers work responsively, serve in a friendly – polite/ courteous manner and do not disappoint. Officers are selected and taught to provide good service, if officers are friendly – polite/ courteous—then customers will definitely feel happy and satisfied in receiving services from Sultan Syarif Kasim II Airport, Pekanbaru. But the results of previous study are better than this study because in terms of responsiveness when there is a sudden delay or flight, which according to Koestanto (2014), can also affect the comfort of customers when using airport services—the airport has informed passengers, but the delivery of information provided is not clear and the unavailability of certainty of time makes passengers feel uncomfortable. This is evidenced by the majority of respondents who tend to feel less satisfied with the attitude given by officers.

Empathy

Empathy in this study is defined as service activities that require knowing and understanding in shared assumptions or interests in something related to service. The service will run smoothly and with quality if every party with an interest in the service has a sense of empathy in completing or managing—or has the same commitment to service. In the empathy dimension, officers are able to give personal attention to passengers well, especially for passengers with disabilities, children, elderly and passengers with other special needs. But the results of previous study are better than this study because of the worst stage, the lack of empathy by customer service officers to passengers. According to Pinto & Batista (2014), empathy from officers can also affect the comfort of customers when using airport services. So, some respondents tend to feel less satisfied with the services provided.

Assurance

Assurance is a form of certainty from a service that is largely determined by assurance from officers who provide services, so that people who receive services are more satisfied and believe that all forms of service affairs provided will be completed in accordance with the speed, accuracy, convenience, smoothness and quality of service provided. In the assurance dimension, the results from this study CSI, customers are satisfied with the quality of service at Sultan Syarif Kasim II Airport, but the results of previous study are better than this study because the increasing number of passengers and increasing car drivers make parking area narrow, which according to Anggraini (2014), this can also affect the comfort of customers when using airport services. The difficulty of finding a way out and the lack of ticket counters when paying for parking tickets out of the airport create long queues.

Reliability

Reliability can be interpreted as providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the work activities carried out produce a satisfactory form of service, without any complaints and excessive impressions of the services received by customers. In the reliability dimension, the results of this study CSI, customers are satisfied with the quality of service at Sultan Syarif Kasim II Airport, but the results of previous study are better than this study because the screen system on flight status board is often inactive, making customers confused about their departure status. Moreover, there are some things that make customers feel less satisfied because some officers do not have good knowledge in providing services. This is because some officers are new officers and some officers still have secondary education or high school graduates.

Satisfaction Level based on the Results of CSI (Customer Satisfaction Index) and IPA (Importance-Performance Analysis) analysis

The calculation of the Customer Satisfaction Index was done using the average score of the level of importance and the level of performance of each attribute. The CSI analysis when associated with the results of the IPA method—shows a CSI value of 75.15% with the support of attributes in quadrant II and quadrant IV. Attributes that are in quadrant II and quadrant IV must still be maintained so that the CSI value does not decrease. The CSI value which has not reached 100% (-24.85%) is caused by the attribute factors in quadrants I and III that still need to be increased and improved in the near future. According to Astriani (2018), the CSI value can be increased by making improvements to the attribute performance from the results of the Importance-Performance Analysis. The improvement of attributes obtained through Importance Performance Analysis (IPA) is expected to increase the value of the Customer Satisfaction Index (CSI) up to 100%.

5. Conclusions

Based on the data that has been—obtained from various sources, processed and then analyzed by the researchers, several conclusions can be drawn: Based on the results of the servqual calculation, most of the attributes are negative and the average gap obtained is -0.483. This indicates that the service at Sultan Syarif Kasim II Airport has not satisfied customers—in other words, the quality of service has not met customers' expectations. The CSI value obtained is 75.15%. This illustrates that customers at Sultan Syarif Kasim II Airport are satisfied with the services provided—but felt not optimal as a whole. Thus, the airport should provide more satisfaction for the customers in the future. Based on the IPA diagram, Sultan Syarif Kasim II Airport must improve the quality of service that has not satisfied customers, there are 11 (eleven) items that are included in quadrant I, which means that these 11 (eleven) items have a high level of importance but the service level is low and must be improved.

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