The Influence of Service Time on Passenger Satisfaction During the Implementation of PM 178 of 2015 and PM 41 of 2023 at Yogyakarta International Airport

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Abstract. This research focuses on the effect of service time on passenger satisfaction at Yogyakarta International Airport during the implementation of PM 178 of 2015 and PM 41 of 2023. The research highlights the elimination of service time standards in PM 41 of 2023. By using survey research methods in the form of questionnaires and interviews, this study aims to see the effect of service time on passenger satisfaction from the two periods of application of these regulations by managing 175 sample data using correlation test techniques, coefficient of determination, simple linear regression, t-test and independent sample t-test. Furthermore, the research results were analyzed by combining the results of data management and interview results. The results showed that service time affects passenger satisfaction and passenger satisfaction related to service time has increased during the implementation of PM 41 of 2023. This is due to the implementation of a business system in the form of SLA and Work Contracts between PT Angkasa Pura I KC Yogyakarta International Airport with Airline and Ground Handling.

Keywords: Service Time, Passenger Satisfaction, Ministerial Regulation 178 of 2015, Ministerial Regulation 41 Year 2023, Yogyakarta International Airport

1 Introduction

Based on the official website of the Ministry of Transportation of the Republic of Indonesia, the airport service policy previously regulated in Ministerial Regulation Number 178 of 2015 concerning Airport Service User Service Standards [1] with the scope of discussion, namely, facility service standards and service time standards has been revoked since August 01, 2023 and replaced with the latest policy, namely, Ministerial Regulation Number 41 of 2023 concerning Airport Service Services at Airports [2]. This latest policy is oriented towards the service standards of facilities at the airport as a whole and eliminates the specification of service time standards that function as a monitoring and supervision tool for the flow of service time to run efficiently.

During the implementation of PM 178/2015 at Yogyakarta International Airport, service time is still an obstacle that often occurs in the field. The obstacle is in the form of not fulfilling the standardization of service time set in PM 178 of 2015 such as check-in service time of more than two minutes and thirty seconds (2 minutes and 30 seconds) and baggage distribution service time of more than forty minutes (40 minutes). This certainly affects passenger satisfaction regarding service time so that the elimination of service time standardization in PM 41 of 2023 encourages the question of whether the efficiency of service time can be guaranteed without standardization aimed at monitoring the service time.

Based on the literature related to service time standards and passenger satisfaction, it is found that research related to service time at airports has not been fully explored. Previous studies generally only focus on service quality and airport facilities in considering passenger satisfaction. Research that discusses how important service time is for customer satisfaction is actually found in other service providers such as hospitals, pharmacies, land transportation, service provider companies, applications and so on. In international research journals, there are only a few journals that discuss service time and passenger satisfaction [3] - [20].

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Thus, this study will discuss the effect of service time on passenger satisfaction at Yogyakarta International Airport to explore passenger perceptions of the service time experience received while using related airport services. This research is certainly a new breakthrough compared to previous studies that focus on passenger satisfaction from the availability of facilities and service quality without exploring how the role of service time can affect passenger satisfaction. Therefore, Yogyakarta International Airport, which has been operating since 2019, is considered appropriate to be the target of this research because it is a new airport with more than enough facilities and of course the obstacles that occur in the field will be assessed without considering the availability of facilities. So that the research focus on service time and passenger satisfaction will get good data. For example, the occurrence of a buildup of queues for baggage collection that is saturating for passengers. After being noticed, in fact there are obstacles in the form of distributing passenger baggage from three different flights in one conveyor belt. In addition, only one ground handling officer was found to be in charge of handling passenger baggage that had accumulated because his coworkers were left behind. This certainly triggers fatigue and stress for officers so that to reduce the level of stress, officers do their work slowly and do not pay attention to the limitations of existing service time standards.

Constraints such as the above can occur due to the absence of research focusing on service time, so regulators assess that passenger satisfaction only focuses on facilities and service quality. This triggered the regulator's decision to issue a new regulation by removing the specification of service time standards from the airport service regulations and considering the availability of facilities and service quality at airports to improve the availability of facilities and service quality for airport service users. Of course, this can trigger new problems in the field due to the absence of regulations governing service time standards at airports.

Thus, to address the complexity of such a decision, a comprehensive analysis of service time on passenger satisfaction before and after the removal of the service time standard is important. In-depth research on the effect of service time on passenger satisfaction is needed to explore passengers' overall experience of service time. It is hoped that this research can provide a better understanding so that regulators, airport management, and other related parties can make better decisions in improving the efficiency of flight operations at the airport while considering the needs and satisfaction of passengers.

2 Research Methods

This research uses qualitative research methods with the consideration that this research requires proof in the form of numbers or respondents' assessment of the experience of airport service users in terms of service time to measure passenger satisfaction. This type of survey research is a type of research that can be applied to small or large populations and sample data in this study is taken from the population to find events and relationships between variables [21]. This research requires researchers to find sample data by asking several respondents regarding their beliefs, opinions, experiences, perceptions, and so on related to an object or current or past conditions. Parametric statistics are statistics that function to test population parameters or test population size through data obtained from research samples. This statistic becomes better if the assumptions in this study are met [21].

In this study, researchers used a non-probability sampling technique; quota sampling. This sampling technique intends to determine a sample with certain characteristics of the population until the target sample size can be met. If the number of samples has not reached the specified number, the research is considered not complete because there is no fulfillment of the sample quota studied. This research sample must meet certain characteristics desired by the researcher. These characteristics are passengers who have departed and arrived through Yogyakarta International Airport before August 2023 and after August 2023.

By using the Lameshow sampling formula, the number of samples to be used in this study can be calculated to determine and analyze the effect of service time on passenger satisfaction. The sample error rate in this study was used at 10%, the normal curve price used was 99% and the proportion of unknown population was used 0.5. The results of these calculations obtained the required sample size of 166 samples. The Lameshow formula can be seen in equation (1).

$$n = \frac{Z^2.P.(P-1)}{e^2} \quad (1)$$

Data management in this study used SPSS Version 18 software. For the research instrument test, validity testing uses the Pearson Product Moment Correlation technique and reliability testing uses the Cronbach Alpha (α) technique, where a variable or construct will be declared reliable if the Cronbach Alpha (α) value is> 0.60 [21].

Classical assumption testing aims to ensure that the regression equation obtained has estimation accuracy, is consistent and unbiased. The OLS linear regression model or simple linear regression requires classical assumptions that must be met, so that the model becomes valid as a tool or estimator dimension. The classical assumption test in this study includes normality, linearity, and homogeneity. Regarding the normality test, the central limit theorem states that data that has a sample size of more than 30 samples is considered normal. It is because the normality test is intended for data that has a small sample, so data with a large sample is considered normal. Thus, the normality test is only used if the number of research samples is less than 30, to determine whether the error term is close to the normal distribution. If the number of samples is more than 30, there is no need to do a normality test. Therefore, the distribution of the sampling error term has approached normal.

The central limit theorem is a fundamental concept in probability theory and statistics, with wide applications [22]. It states that the distribution of the sum (or mean) of a large number of identically distributed independent random variables approximates a normal distribution, regardless of the original distribution of the variables. This theorem has been widely studied and applied in various fields, including finance, physics, and biology. CLT has also been extended to cover random variables that are not independent and not identically distributed, as well as other types of expectations, such as sublinear expectations.

The linearity test itself aims to determine whether the relationship between X and Y is linear or nonlinear in order to fulfill the classical assumption of linearity. According to [23] The basis for decision making in the linearity test is: If the probability value> 0.05 then the relationship between variables (X) and (Y) is linear. If the probability value <0.05 then the relationship between variables (X) and (Y) is not linear. According to Sianturi [24], the homogeneity test is used to find out whether some population variants are the same or not. The homogeneity test is carried out to fulfill the requirements for testing or analyzing independent sample t-test and Anova. This test can be done if the data group is normally distributed, so it is necessary to do a normality test first.

2.1 Perason Product Moment Correlation

The data analysis technique using Product Moment Correlation aims to test the hypothesis between one independent variable and one dependent variable or test whether there is a relationship and significance between the independent variable and the dependent variable. The Product Moment Correlation Formula can be seen in equation (2).

$$\boldsymbol{r_{xy}} = \frac{\boldsymbol{n\sum x_i y_i - (\sum x_i)(\sum y_i)}}{\sqrt{\left\{\boldsymbol{n\sum x_i^2 - (\sum x_i)^2}\right\}\left\{\boldsymbol{n\sum y_i^2 - (\sum y_i)^2}\right\}}} \quad (2)$$

The use of the Product Moment Correlation formula is done to see if the independent variable has a relationship with the dependent variable [21]. If there is a relationship between the two variables, regression testing can be carried out to see whether or how much the independent variable affects the dependent variable.

2.2 Coefficient of Determination (R2)

According to Widarjono [25], the Coefficient of Determination (R-Squared) test is a test to explain the proportion of variation in the dependent variable explained by the independent variable. In addition, the coefficient of determination test can also be used to measure how good the regression line we have. The amount of the coefficient of determination can be calculated using equation (3).

$$Kd = r^2.100\% \quad (3)$$

2.3 Simple Linear Regression

Regression analysis is used when variables have a causal and functional relationship. This study leads to the use of simple linear regression analysis techniques because this study uses one independent and dependent variable. The Simple Linear Regression Formula used in this study can be seen in equation (4).

$$Y' = a + bX \quad (4)$$

2.4 T-test

For decision making after conducting a t-test, it can be done in two ways, namely, by looking at the level of significance or comparing t count and t table. If the significance value is ≤ 0.05 then, X has an effect on Y and if the significance value is ≥ 0.05 then, X has no effect on Y. Meanwhile, if decision making uses the t value then, you can pay attention to the following:

1. If t count> t table then, X has an effect on Y, and
2. If t count < t table then, X has no effect on Y.

2.5 Independent Sample T-Test

To conduct a difference test or comparison test, the two-sample data tested must fulfill the classical assumption test, namely, be normally distributed and come from the same variant. However, the data tested is not paired sample data such as independent variables and dependent variables [26]. Where, the two-sample data tested are sample data that have no ties or relationships such as independent variables with independent variables and dependent variables with dependent variables.

3 Results and Discussion

Based on the results of the interpretation of research data in the form of interviews and the results of sample data management from 175 respondents, the authors conducted an assessment of the data by correlating the results of the interviews with the results of the management of questionnaire sample data in order to answer the formulation of the problems in this study.

3.1 The Relation Between Service Time and Passenger Satisfaction

Based on the results of the correlation test using the Pearson Product Moment technique, the relation between service time and passenger satisfaction at Yogyakarta International Airport is proven to be correlated. It is shown by the significance value in the correlation test of the relationship between service time and passenger satisfaction before and after regulatory changes (August 2023) of airport service providers. These results show the significance value of the correlation between service time and passenger satisfaction before and after the regulation change is 0.000 ≤ 0.05 which can be seen in the following table 1 and table 2.

Table 1. Correlation (PM 178 of 2015)

		Service Time	Passenger Satisfaction
Service Time	Pearson Correlation	1	.893**
	Sig. (2-tailed)		.000
	N	175	175
Passenger Satisfaction	Pearson Correlation	.893**	1
	Sig. (2-tailed)	.000	
	N	175	175

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2. Correlation (PM 41 of 2023)

		Service Time	Passenger Satisfaction
Service Time	Pearson Correlation	1	.911**
	Sig. (2-tailed)		.000
	N	175	175
Passenger Satisfaction	Pearson Correlation	.911**	1
	Sig. (2-tailed)	.000	
	N	175	175

**. Correlation is significant at the 0.01 level (2-tailed).

Then from the value of the degree of correlation guidelines between service time and passenger satisfaction when using PM 178 of 2015 and PM 41 of 2023 shows a Pearson Correlation value of 0.893 and 0.911 (see table 1 and table 2) which means that service time and passenger satisfaction are very strongly and positively correlated. Therefore, by improving the quality-of-service time, passenger satisfaction will also increase.

The correlation between the service time variable and passenger satisfaction is also supported by the results of the coefficient of determination test which shows that the level of relationship between service time and passenger satisfaction before and after regulatory changes (August 2023) is in the strong relationship category because the coefficient of determination (R2) value of the two tests is ≥ 0.67 and can be seen in Tables 3 and 4. The two tables explain that service time makes a big contribution to passenger satisfaction. The contribution of service time to passenger satisfaction when Yogyakarta International Airport still uses PM 178 of 2015 is 79.7%. Meanwhile, the contribution of service time to passenger satisfaction after Yogyakarta International Airport uses PM 41 of 2023 is 83%. Thus, it can be concluded that the relation between service time and passenger satisfaction before and after the regulation change (August 2023) is a positive and significant relation.

Table 3. Coefficient of determination (PM 178 of 2015)

Model	R	R Square	Adjusted R Square	Std. Error the Estimate
1	.893[a]	.797	.796	3.040

a. Predictors: (Constant), Service Time

Table 4. Coefficient of determination (PM 41 of 2023)

Model	R	R Square	Adjusted R Square	Std. Error the Estimate
1	.911[a]	.830	.829	2.802

a. Predictors: (Constant), Service Time

3.2 The Effect of Service Time on Passenger Satisfaction

Based on the results of the simple linear regression test conducted earlier in this study, it can be stated that service time has an effect on passenger satisfaction. The test results can be seen in Table 5 and Table 6 where, the significance value of the simple linear regression test results carried out on the sample before regulatory changes and after regulatory changes is 0.000 ≤ 0.05. Furthermore, to strengthen the results of the linear regression test, the authors conducted a t test to prove the correctness of the hypothesis that service time affects passenger satisfaction.

Table 5. Simple Linear Regression (PM 178 of 2015)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6278.821	1	6278.821	679.367	.000[a]
	Residual	1598.894	173	9.242		
	Total	7877.714	174			

a. Predictors: (Constant), Service Time

b. Dependent Variable: Passenger Satisfaction

Table 6. Simple Linear Regression (PM 41 of 2023)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6638.144	1	6638.144	845.211	.000[a]
	Residual	1358.713	173	7.854		
	Total	7996.857	174			

a. Predictors: (Constant), Service Time

b. Dependent Variable: Passenger Satisfaction

Furthermore, based on the results of the t test in the coefficients table, namely Table 7 and Table 8, it shows that the results of the significance value in both tests are $0.000 \leq 0.05$, so it can be stated that the implementation of PM 178 of 2015 and the implementation of PM 41 of 2023 service time affect passenger satisfaction, especially at Yogyakarta International Airport.

Table 7. T Test (PM 178 of 2015)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.898	1.333		2.925	.004
	Service Time	1.141	.044	.893	26.065	.000

a. Dependent Variable: Passenger Satisfaction

Table 8. T Test (PM 41 of 2023)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.856	1.267		3.043	.003
	Service Time	1.157	.040	.911	29.073	.000

a. Dependent Variable: Passenger Satisfaction

Then by comparing the t value in the coefficients table, the results of comparing the t values of the two tests show that the t value ≥ t table, which means that H0 is rejected and H1 is accepted. In other words, service time is proven to have an effect on passenger satisfaction. Thus, it can be proven that service time affects passenger satisfaction both during the implementation of PM 178 of 2015 and during the implementation of PM 41 of 2023 at Yogyakarta International Airport.

Therefore, by looking at the results of the Independent Sample T-Test conducted on the variables of service time and passenger satisfaction at Yogyakarta International Airport, it can be stated that the elimination of service time standards has no negative effect on passenger satisfaction. In other words, the elimination of service time standards does not have a detrimental impact on passenger satisfaction due to the business relationship system implemented between airport service providers, namely PT Angkasa Pura I KC Yogyakarta International Airport and airport service users, namely airlines and ground handling. This is done to maintain service quality standards, both from service delivery and service time to passengers in order to maintain and increase passenger satisfaction in using services at Yogyakarta International Airport.

3.3 Passenger Satisfaction Level

Based on the results of data management conducted in this study, the authors found that the level of passenger satisfaction with service time at Yogyakarta International Airport after using PM 41 of 2023 has increased compared to the level of passenger satisfaction using PM 178 of 2015 regulations. It can be seen from the comparison of the mean value in Table 9 with the difference in passenger satisfaction before and after the change in regulation from PM 178 of 2015 to PM 41 of 2023 which is seen from the mean difference value of 2.057. Furthermore, the t value in Table 10 shows that the negative value in the calculated t can be translated as a positive value which indirectly explains that there is an increase in passenger satisfaction related to service time in the application of PM 41 of 2023.

Table 9. Passenger Satisfaction Group Statistic

	Period	N	Mean	Std. Deviation	Std. Error Mean
Passenger Satisfaction	Before August 2023	175	38.11	6.729	.509
	After August 2023	175	40.17	6.779	.512

Table 10. Independent Sample T-Test Passenger Satisfaction

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Passenger Satisfaction	Equal variances assumed	.042	.837	-2.849	348	.005	-2.057	.722	-3.477	-.637
	Equal variances not assumed			-2.849	347.980	.005	-2.057	.722	-3.477	-.637

The increase in passenger satisfaction related to service time during the implementation of PM 41 of 2023 is due to the mapping of responsibilities towards good airport service providers. In the regulation of airport services, airport service providers are required to meet the standardization of airport facilities and pay attention to the quality of these airport facilities. Indirectly, the Ministry of Transportation of the Republic of Indonesia has separated the responsibilities of airport service providers who are responsible for the availability of facilities with the responsibilities of airlines or airlines that are responsible for flight products and processes.

What is meant by the flight process is how the airline is able to provide service not only from products or aircraft and services in the air but also includes airline services to passengers at the airport, both from officers, service time and also how to provide services to passenger goods. Because service time is included in the airline's business process, since the enactment of PM 41 of 2023, responsibility related to service time has become the responsibility of the airline and is carried out by the ground handling party who acts as an airline officer at the airport.

In an interview conducted with the Manager of Airport Operation Landside and Terminal PT Angkasa Pura I KC Yogyakarta International Airport in the discussion related to what kind of business system is implemented between the airport service providers, airlines and ground handling indirectly provides an understanding that in order to continue to pay attention to the quality of service at Yogyakarta International Airport, PT Angkasa Pura I, especially KC Yogyakarta International Airport, which has implemented a business system in the form of contracts and service level agreements with airlines, provides provisions for parameters or service quality standards related to service time at the airport.

With the existence of a service level agreement related to service time between Yogyakarta International Airport and the airlines, the airlines that contract the ground handling party as the airline executor at the airport are certainly given parameter provisions (service quality standards) related to service time at Yogyakarta International Airport to the ground handling party to be implemented in order to achieve the service level agreement. The business cooperation relationship between the airport service provider, airlines and ground handling can be seen in the following picture:

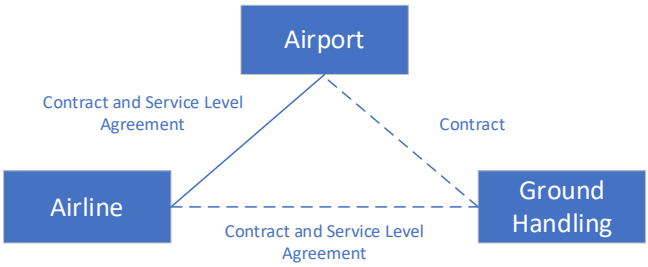

Fig. 1. Business Relations Model

This indicates that the relationship between the airport and ground handling and the airline and ground handling are mutually responsible in providing services and achieving targets stated in the contract and service level agreement. The relationship between the airport and ground handling is bound by a business contract and the relationship between the airline and ground handling is bound by a contract and service level agreement. Both are connected by a solid straight line indicating that the two connected organizations are mutually responsible for each other. Meanwhile, the relationship between the airport and the airline connected by a dotted straight line indicates that the two organizations only coordinate with each other and are not mutually responsible for problems faced by the other party. The relationship that binds the airport and the airline is also stated in the contract and service level agreement.

The relationship between the airport and ground handling that is not bound by a service level agreement is caused by the absence of obligations or targets that must be met by ground handling to the airport and vice versa so that the business relationship between the two parties can run smoothly. The binding of the work contract between the three parties aims for the parties involved to move based on their respective scopes and responsibilities and not to interfere in the affairs of any party in running the business. The implementation of the relationship between these parties requires the fulfillment of targets that are measured based on certain weights in order to meet the points of agreement that have been agreed upon with each other.

With the implementation of the business system between Yogyakarta International Airport, Airline and Ground Handling, it shows that the standardization of service time is still an important component in the process of flight activities at the airport. However, service time itself is part of the airline's business process so that in order to maintain the quality-of-service time, Yogyakarta International Airport includes the service time component as one of the many components stated in the service level agreement that must be fulfilled by the airline to the airport service provider. This shows that regulations that discuss the standardization of service time for air transportation services at the airport need to be formed and become part of the regulations that govern the services of the air transportation service manager (airline).

If there is no official legal regulation related to the standardization of service time, there will be a gap in passenger satisfaction related to service time. The increase in passenger satisfaction with service time that occurred in this study was due to the implementation of a business system between PT Angkasa Pura I KC Yogyakarta International Airport with the airline and ground handling.

Thus, it can be concluded that passenger satisfaction regarding service time at Yogyakarta International Airport remains an important part of airport service provider business management and is proven by the existence of a business system in the form of a Service Level Agreement from Yogyakarta International Airport to all airlines cooperating with the airport to pay attention to passenger satisfaction in terms of service time. So that Yogyakarta International Airport shows that even though the elimination of service time standards has been carried out, passenger satisfaction with service time has increased and this increase occurred less than one year since the issuance and implementation of PM 41 of 2023 to May 2024.

4 Conclusion

After conducting a series of interpretations, management and assessment of research data related to the Influence of Service Time on Passenger Satisfaction at Yogyakarta International Airport by comparing the results of testing Service Time and Passenger Satisfaction during the implementation of PM 178 of 2015 and during the implementation of PM 41 of 2023, the conclusions that can be drawn from the results of this study are as follows:

1. Service Time with Passenger Satisfaction has a positive and significant relationship and is included in the category of very strong correlation. It is based on the results of the Pearson Product Moment Correlation test showing that the Pearson Correlation value and the Sig. (2-tailed) value during the implementation of PM 178 of 2015 were 0.893 and $0.000 \leq 0.05$. While during the implementation of PM 41 of 2023, the Pearson Correlation value and the Sig. (2-tailed) value from this test were 0.911 and $0.000 \leq 0.05$.
2. Service Time is stated to have an effect on Passenger Satisfaction at Yogyakarta International Airport, both during the implementation of PM 178 of 2015 and during the implementation of PM 41 of 2023. It is based on the results of a simple linear regression test which shows a significant value of $0.000 \leq 0.05$ in both implementation periods of the Ministerial Regulation. Then the hypothesis of Service Time having an effect on Passenger Satisfaction during the implementation period of PM 178 of 2015 and during the implementation period of PM 41 of 2023 is proven by the results of the t-test which shows a calculated t value $\geq$ t table.
3. After the Elimination of Service Time Standards in airport service regulations at Yogyakarta International Airport, there has been an increase in passenger satisfaction. It is evidenced by the t-value (2.849) in the results of the Independent Sample T-Test (Table 8) which shows that passenger satisfaction during the implementation of PM 41 of 2023 is better than passenger satisfaction during the implementation of PM 178 of 2015.

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