

Pengaruh Airport Experience Terhadap Passenger Satisfaction dan Behavioral Intentions (Studi Kasus: Bandara Internasional Yogyakarta) = The Influence of Airport Experience on Passenger Satisfaction and Behavioral Intentions (Case Study: Yogyakarta International Airport)

Zarra Isyana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920528971&lokasi=lokal>

Abstrak

Bandar udara sudah melakukan transformasi bisnis, dari yang dulunya hanya berfokus pada penyediaan fasilitas publik menjadi multi jasa yang berfokus pada kenyamanan penumpang pesawat udara dengan menghadirkan berbagai aktivitas, layanan, proses, dan teknologi yang pada akhirnya mampu menciptakan airport experience bagi penumpang. Oleh sebab itu, manajemen bandara mulai menerapkan konsep airport experience melalui penciptaan pengalaman yang diinginkan penumpang. Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor airport experience terhadap kepuasan penumpang dan niat mereka untuk mengunjungi kembali (revisit intention), serta menyebarkan informasi positif dari mulut ke mulut (positive word of mouth). Data penelitian didapatkan dari enam ratus tujuh puluh responden penumpang di Bandara Internasional Yogyakarta. Data tersebut dianalisis menggunakan pendekatan kuantitatif dengan metode Structure Equation Modelling. Hasil penelitian menunjukkan bahwa security, airport facilities, serviscap, sense of place, finding way, dan check in memiliki pengaruh positif terhadap kepuasan penumpang. Selain itu, kepuasan penumpang juga mempengaruhi secara positif niat mereka untuk mengunjungi kembali (revisit intention), serta menyebarkan informasi positif dari mulut ke mulut (positive word of mouth).

.....The airport has undergone a business transformation, from its previous focus solely on providing public facilities to becoming a multi-service provider by offering various activities, services, processes, and technologies that ultimately create an airport experience for passengers. As a result, airport management has begun implementing the concept of airport experience through the creation of desired passenger experience. The objective of study is analyse the factors of airport experience and its influence on passenger satisfaction, revisit intention, and positive word of mouth. A quantitative research approach was employed, and primary data collected from sample of 670 passengers at Yogyakarta International Airport through the use of online questionnaires. The research hypothesis tested using Structural Equation Modeling to determine whether the various factors related to airport experience have a positive influence on passenger satisfaction. The findings of the study indicate that security, airport facilities, serviscap, sense of place, finding way, and check-in have a positive influence on passenger satisfaction. Furthermore, passenger satisfaction also positively influences their intentions to revisit and their likelihood of spreading positive word-of-mouth information.