



Influence Quality Employee Service and Performance To Satisfaction Batik Air customers at Soekarno-Hatta International Airport Period October–November 2023

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Abstract

Study This aim For test “ Influence Quality Employee Service and Performance To Satisfaction "Batik Air customers at Terminal 2D of Soekarno-Hatta International Airport for the period October-November 2023." Variable independent on research This is Quality Employee Service and Performance . Whereas variable dependent on research This is Satisfaction Customer . Testing hypothesis in research use SPSS method or Statistical Package for the Social Science . Data collection techniques use questionnaire application google forms For gather information respondents . Sample in research This is Batik Air customers at terminal 2D of Soekarno-Hatta International Airport for the period October-November 2023. Analysis results show that Quality Service (X1) and Employee Performance (X2) have influence positive and significant to Satisfaction Customer (Y). Coefficient value regression For Quality Service is 0.763 with mark significance of 0.05 shows that Quality Service in a way significant influence Satisfaction Customer . Likewise , employee performance own mark coefficient regression of 0.758, with mark significance of 0.05 which also shows influence significant to Satisfaction Customer . Coefficient determination ($r^2 = 0.802$) of the regression model show that 80.2% variation in satisfaction customer can explained by quality service and performance employee . Study This recommend that Batik Air terminal 2d airport international Soekarno Hatta needed Keep going increase quality service and performance employee For increase satisfaction customer .

Keywords : Quality Service , Employee Performance and Satisfaction Customer .



INTRODUCTION

Modernization What is happening now is triggering an increase in community needs , especially need in field transportation, Wrong the only one is transportation air Which occupy position Enoughimportant, Because No need me eat quite a long time moment moving people from one place to another. The effect of this company flight So the more develop, Good company flight local or foreign so that level the competition Also the higher it is. Companies must fulfil desire And need customer For face intense competition . Satisfaction customer become matter Which very important. A number of factor Which influence customer satisfaction , ie suitability quality of service provided with What Which promised, performance service Which Good, level trust customer, And perception customer.

Quality is completeness feature something product or service Which own ability For give satisfaction to something needs , Kotler And Keller (2016:143). According to Budiarti (2016) in Tjiptono And Chandra (2016:125) quality service can defined as size how much Good level service Which can given in accordance with expectation customer . Based on definition that , qualityservice Can materialized through fulfillment needs and desires customer as well as accuracy delivery For balancing hope customer . There are two factors main influence quality service according to Parasuraman in (Tjiptono & Chandra (2016:150) , service Which expected (*Expected Service*) And serviceWhich felt / perceived (*Perceived Service*).

Indicator quality service according to (Setyawati , Rifa'i, & Sasmito 2018:55) in (Maulidha, 2019:128) consisting of :

1. **Physical Evidence (*Tangibles*)** , consisting of from employees , physical and equipment communication .
2. **Responsiveness** , that is form help from employee form the initiativegiven to consumer with serve with service best For consumer .
3. **Speed** , just right target and Also give something Satisfaction
4. **Empathy (*Emphaty*)** , service that makes things easier something connection consumers , communications with both and consumers feel can attention and also needs in consumers want .
5. **Insurance (*Assurance*)** , covers knowledge , abilities , behavior positive and trustworthy employees from danger and risk .



LITERATURE REVIEW

1. HUMAN RESOURCE MANAGEMENT

Management Human Resources (HR) are branch from knowledge management which mean a process for manage and ensure HR can act and think as expected organization (Dr. H. Abdul Hakim, SE, 2014). Management HR can interpreted too as a process and effort For recruiting , develop , motivate , as well evaluate whole HR needed organization For reach the goal . (Dr. H. Masram , 2015) man For reach target individual, organization, and public (Sihombing et al., 2015).

2. DEFINITION OF SERVICES

Services are A activities that have elements No tangible (*intangibility*) Which involve a number of interaction with consumer or with property in ownership , and No resulting in a transfer of ownership . Service is very difficult For differentiated with goods Because its nature No materialized , in other words services always related with goods . Every purchase goods always linked with service or service .

According to (Philip Kotler & Kevin Lane Keller, 2016) service or service can defined as all action or possible performance offered by one party to the other party basically No tangible and not produce ownership . Production carried out No related with product physique . With thereby from a number of definition above , services can defined as a process is not form that is carried out to customers , however can felt directly by the user or customer in a way simultaneously and get mark separately for customer in fulfil his needs

3. AIRPORT

Quoted from journal (Bani Setiani, 2015) , bookie air is area located in mainlandand/ or waters with boundaries certain Which used For aircraft air landing and taking off take off , up and down passenger , demolish load goods , And place displacement intra And between mode transportation , Which be equipped with facility safety And securityflight , as well as facility principal And facility support other . Bookie air besides used as terminal Then cross human / passenger , used Also for the last terminal cross goods .

4. SERVICE QUALITY

Quality service is matter important in something product or service Which generated by provider service or something company . Therefore That , quality servicevery influential to satisfaction customer or user service the . With Thus , quality service is something form activity purposeful company fulfil need consumer . Service in matter This can interpreted as service or *service* Which given to consumer Which in show me with method convenience , speed , relationship , demonstrated ability and friendliness through attitude and character For reach satisfaction Wages is compensation given by the giver Work to employee receiving it routine and permanent every month although No enter Work so wages will still accepted in a way full . customer . Quality service can be measured with method compare perception consumer or user service with service Which chill to quality service Which in give by company .

Quality is completeness feature something product or service Which own ability For give satisfaction to something needs , Kotler And Keller (2016:143). **Fandy Tjiptono** give understanding more carry on about quality after evaluate definition quality from various factor . According to Fandy Tjiptono definitions quality is as following :

1. In accordance with condition or demands .
2. Conformity For used .
3. Repair or improvement sustainable .
4. Free from damage or disabled .
5. Fulfil need customer since beginning and every moment .
6. Do all something in a way Correct since beginning , And
7. Something Which Can give fun to customer .

5. EMPLOYEE PERFORMANCE

Performance terms originate from the words *job performance* or *actual performance* (performance Work or performance actually achieved someone) (Dr. H. Abdul Hakim, SE, 2014) .

Performance or *performance* is work results that can be achieved by individuals or group of people in an organization, in accordance with their authority and responsibility For achieve organizational goals legally, does not violate the law and is in accordance with morals or ethics. (Dedi Rianto Rahadi, 2017)



Implementation management performance for para employee own objective as following : (Hartono & Dedi Rianto Rahadi, 2021)

1. Give employee understanding about What should they do and why they are must do it , and provide authority to make decisions.
2. Give opportunities to employee to increase Skills and expertise new.
3. Recognize challenges or obstacle performance improvements as well adequate resource requirements.
4. Employee get understanding which are more Good related his work and responsibilities his job .

6. CUSTOMER SATISFACTION

According to Priansa (2017:197) Satisfaction is feeling like or No like Which owned somebody based on comparison between reality Which accepted with hope Which owned . If goods And service Which purchasedby consumers fulfil the hope , then consumer will feel satisfied or happy , but If no , then consumer will feel No satisfied or No like .

Whereas According to Richard L. Oliver in (Tjiptono (2014:169) Satisfaction is form expression like or disappointment felt by someone with compare between performance (or results) the perceived product and its expectations . A passenger satisfied or no , it really depends on performance products (*Perceived Performance*) compared expectation passenger concerned and whether passenger interpret exists deviation or *gap* between performance and expectations the . If performance more low compared to expectations , then the consumer concerned will feel No satisfied . If performance The same with expectations , then He will satisfied . Whereas If performance surpass expectations , then consumers / passengers That will feel very satisfied or even happy (*Delighted*).

Besides that For increase something satisfaction customers are really needed study For prove There is or No hope that becomes A satisfaction for customer , with exists matter like That so expected company capable give satisfaction to consumer or passenger . following There is a number of principle - principle satisfaction consumers , among other:

1. A satisfaction consumer is component the important one
2. Always listen consumer
3. give guarantee to consumer
4. Employee is part most importantly in satisfaction customer



5. Understand hope consumer
6. Leadership is example for satisfaction customer
7. Learn factors which influence satisfaction customer
8. Consumer Which loyal is consumer Which Want to complete
9. Choose consumer with appropriate And Also can build his satisfaction

RESEARCH METHODS

Research design is framework work used For do research . Research design give procedure For get necessary information For compile or finish problem in study . Research design survey done For obtain information from respondents through samples studied (Sugiyono 2020:52) . Design in research This using a survey was conducted aim obtain information from respondents through sample studied . Study This use type study descriptive quantitative . Research methods quantitative is method study with design specific research systematic , planned and structured based on philosophy positive (Sugiyono , 2020). Research methods based on philosophy positive , used For research on populations and samples specific , data collection uses instrument research , data analysis quantitative with objective For test hypothesis that has been set .



RESULTS AND DISCUSSION

Hypothesis 1: Yes The Influence of Service Quality on Customer Satisfaction
Simple Linear Regression Analysis of X1 Against Y

$$Y : 3.676 + 0.521 X1$$

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,676	1,039		,001
	Quality Service	,521	,029	,874	,000

a. Dependent Variable: Satisfaction Customer

Equality simple linear regression the interpret that every increase 1 unit in variable X1(Quality Service) of 1 unit , then will followed increasing variable Y (Satisfaction Customers) of 0.521.

Based on the results obtained from the regression coefficient above, a regression equation can be created to estimate the Customer Satisfaction variable which is influenced by the Service Quality variable as follows. $Y=3.676 + 0.521$

Based on the calculations obtained above, namely, the calculated t value = 17.769 > 1,985 t table , it can be concluded that Ho is rejected and Ha is accepted. Then it can be concluded that the hypothesis states that there is a significant influence between the Service Quality variable on Customer Satisfaction.



Hypothesis 2: There is Influence of Employee Performance To Satisfaction Customer
Simple Linear Regression Analysis of X2 Against Y

Y : 2.165 + 0.752 X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,165	1,139		1,901	,060
	Employee performance	,752	,043	,871	17,523	,000

a. Dependent Variable: Satisfaction Customer

This simple linear regression equation means that every 1 unit increase in the value of the variable X 2 (Employee Performance) by 1 unit will be followed by an increase in Y (Customer Satisfaction) by 0.752 .

Based on the results obtained from the regression coefficient above, a regression equation can be created to estimate that the Customer Satisfaction variable is influenced by the Employee Performance variable as follows. $Y=2.165 + 0.752$

Based on the calculations obtained above, namely, the calculated t value = 17.523 > 1,985 tTable , it can be concluded that Ho is rejected and Ha is accepted. Then it can be concluded that the hypothesis which states that there is a significant influence between the Employee Performance variable on Customer Satisfaction is accepted.

Hypothesis 3: There is Influence By Simultaneous Quality Employee Service and Performance to Satisfaction Customer

Analysis Multiple Linear Regression X1 and X2 Against Y

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,913	1,037		1,844	,068		
	Quality Service	,282	,061	,474	4,631	,000	,195	5.126
	Employee performance	,385	,088	,446	4,354	,000	,195	5.126

a. Dependent Variable: Satisfaction Customer

Equality multiple linear regression above has the meaning that the constant value is 1.913 . This shows that, the value of Service Quality (X_1) and Employee Performance (X_2) is equal to Zero (0), then the value of Customer Satisfaction (Y) is 1.913 with the assumption that the other variables have a fixed value .

Every 1 unit increase in the value of the Service Quality variable (X_1) by 1 unit will be followed by an increase in the Customer Satisfaction variable (Y) by 0.282 with the assumption that the Employee Performance variable (X_2) is in a constant state.

Every 1 unit increase in the value of the Employee Performance variable (X_2) by 1 unit will be followed by an increase in Customer Satisfaction (Y) of 0.385 with the assumption that the Service Quality variable (X_1) is in a constant state.

F Test Table

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	679,854	2	339,927	196,284	,000^b
	Residual	167,986	97	1,732		
	Total	847,840	99			
a. Dependent Variable : Satisfaction Customer						
b. Predictors: (Constant), Employee Performance , Quality Service						

Based on table SPSS *output* is obtained Fcount amounting to 196,284 and so on determine F table . The F distribution table is searched at $\alpha = 0.05$ with degrees free Nk , namely $100 - 2 = 98$, then obtained Ftable **3.09** (can seen in distribution f table). So you can concluded If Fcount more big than Ftable that is **196,284 > 3.09** and value significant $0.000 < 0.05$, so can interpreted that there is significant influence between Quality Employee Service and Performance to Satisfaction Customer.

CONCLUSIONS AND IMPLICATIONS

CONCLUSION

Based on results from research entitled " **Influence Quality Service and Employee performance To Satisfaction Customer Batik Air Terminal 2D Airport Soekarno-Hatta October – November period 2023**" that is as following :

1. Based on testing variable Quality Service (X1) to Satisfaction Customer (Y). Got it average recapitulation value highest , namely 4.48 for variable Quality Service (X1), with statement " Officer can explain with clear every information or questions to customers " (X1 Number 2). Based on results that , then can concluded there is influence positive and showing unidirectional relationship . Satisfaction Batik Air customers are very influenced by quality services provided by employees .
2. Based on testing Employee Performance variable (X2) towards Satisfaction Customer (Y). Got it average recapitulation value highest , namely 4.44 for Employee Performance variable (X2), with statement " Employees own not quite enough answer and be enthusiastic high work " (X2 Number 6). Based on results that , then can concluded there is influence positive and showing unidirectional relationship . Satisfaction Batik Air customers turned out to be very influenced by performance PT employees . Water batik .
3. Based on average recapitulation value highest For variable Satisfaction Customers (Y), namely 4.43 with the statement " I have desire For recommend service " (Y Number 4). Based on results that , then can concluded that hypothesis can accepted there is influence Variable X against Y variable simultaneous . Influential positive and significant variable Quality Service (X1) and Employee Performance (X2) towards Satisfaction Customer (Y). This matter show that satisfaction Batik Air customers are influenced by quality service and performance PT employees . Water batik.



IMPLICATIONS

Based on observations and facts obtained in study this , then possible implications /suggestions writer submit is as following (this suggestion at a time answer Formulation Problem in a way sequential)

1. Based on testing variable Quality Service (X1) to Satisfaction Customer (Y). Got it average recapitulation value Lowest that is of 4.27 for variable Quality Service (X1), with statement “ Officer willing help without requested customer ” (X1 no 4). Author's advice should company add Standard Operational Procedures (SOP) in the form of employee help customer without dimita If if see confused customers .
2. Based on testing Employee Performance variable (X2) towards Satisfaction Customer (Y). Got it average recapitulation value Lowest that is of 4.34 for Employee Performance variable (X2), with statement “ Employees responsible answer on given work and do it with good ” (X2 no 1). Author's advice preferably , the company should do so supervision to employees at the time Work in the field in a way periodically .
3. Based on average value recapitulation lowest , ie of 4.31 for variable satisfaction customer (Y), with the statement “I feel satisfied with attitude the officer who gave it solution or recommendations on each problem passengers ” (Y no 5). The author's suggestion is that the company should provide training to purposeful employees For increase insight and skills employees so they can give solution on each problem passenger .



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