

# **PENGARUH KUALITAS PELAYANAN PETUGAS LOST AND FOUND PADA MASKAPAI LION AIR TERHADAP KEPUASAN PENUMPANG DI BANDAR UDARA INTERNASIONAL ADI SOEMARMO BOYOLALI**

Oleh : Dwi Setiarini

## **INTISARI**

Penanganan bagasi penumpang merupakan salah satu wujud dari pelayanan perusahaan penerbangan yang diberikan oleh petugas Lost and Found sebagai unit yang melayani masalah penanganan bagasi penumpang, baik bagasi yang hilang, tertukar, tertinggal maupun rusak. Penanganan bagasi harus ditangani secara baik dengan memperhatikan keamanan, ketepatan, kecepatan, ketelitian dan pemberian kompensasi jika ada penumpang yang mengalami masalah pada bagasinya. Tujuan dari penelitian ini antara lain : (1) Mengetahui apakah pelayanan petugas Lost and Found pada maskapai Lion Air berpengaruh terhadap kepuasan penumpang di Bandar Udara Internasional Adi Soemarmo Boyolali. (2) Mengetahui seberapa besar pengaruh pelayanan petugas Lost and Found terhadap kepuasan penumpang pada maskapai Lion Air di Bandar Udara Internasional Adi Soemarmo Boyolali.

Responden dalam penelitian ini adalah penumpang maskapai Lion Air yang pernah merasakan pelayanan dari petugas Lost and Found di Bandar Udara Internasional Adi Soemarmo Boyolali. Pengumpulan data menggunakan metode kuantitatif dengan melakukan studi pustaka, penyebaran kuesioner kepada responden dan dokumentasi. Pengambilan sampel dilakukan dengan menggunakan metode purposive sampling yaitu penumpang yang pernah merasakan pelayanan dari Lost and Found maskapai Lion Air di Bandar Udara Internasional Adi Soemarmo Boyolali. Teknis analisis data adalah dengan melakukan uji validitas dan reliabilitas, uji regresi linier sederhana, analisis statistik deskriptif serta pengujian hipotesis dengan melakukan uji parsial (t) dan uji determinasi ( $R^2$ ).

Berdasarkan hasil penelitian dan pembahasan yang telah dilakukan menunjukkan bahwa  $H_0$  ditolak dan  $H_a$  diterima yang artinya terdapat pengaruh antara variabel X terhadap variabel Y atau dengan kata lain terdapat pengaruh antara kualitas pelayanan petugas Lost and Found terhadap kepuasan penumpang di Bandar Udara Internasional Adi Soemarmo Boyolali. Pengaruh variabel X (kualitas pelayanan) sebesar 58,2% terhadap variabel Y (kepuasan), dan 41,8% lainnya dipengaruhi oleh faktor lain di luar variabel X (kualitas pelayanan).

**Kata kunci :** Kualitas Pelayanan, Lost and Found, Lion Air, Purposive Sampling, Kepuasan Penumpang.

# **THE EFFECT OF LOST AND FOUND SERVICE QUALITY AT LION AIR AIRPORT ON PASSENGER SATISFACTION AT ADI SOEMARMO BOYOLALI AIRPORT**

By: Dwi Setiarini

## **ABSTRACT**

Handling passenger baggage is a form of airline service provided by Lost and Found officers as a unit that serves passenger baggage handling problems, whether lost, exchanged, left behind, or damaged. Baggage handling must be handled properly by paying attention to security, accuracy, speed, accuracy, and compensation if a passenger has problems with their luggage. The objectives of this study include: (1) To find out whether the Lost and Found service quality on Lion Air has an effect on passenger satisfaction at Adi Soemarmo Boyolali International Airport. (2) Knowing how much influence Lost and Found services quality have on passenger satisfaction on Lion Air airlines at Adi Soemarmo Boyolali International Airport.

Respondents in this study were Lion Air passengers who had experienced the service of Lost and Found officers at Adi Soemarmo Boyolali International Airport. Collecting data using quantitative methods by conducting literature studies, distributing questionnaires to respondents, and documentation. Sampling was carried out using the purposive sampling method, namely passengers who have experienced the services of the Lion Air Lost and Found airline at Adi Soemarmo Boyolali International Airport. The data analysis technique is to test the validity and reliability, simple linear regression test, descriptive statistical analysis, and hypothesis testing by performing a partial test (t) and a test of determination (R<sup>2</sup>).

Based on the results of the research and discussion that has been conducted, it shows that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, which means that there is an influence between variable X on variable Y or in other words there is an influence between the service quality of Lost and Found officers on passenger satisfaction at Adi Soemarmo International Airport, Boyolali. The influence of variable X (service quality) is 58.2% on variable Y (satisfaction), and 41.8% is influenced by other factors outside variable X (service quality).

**Keywords:** Service Quality, Lost and Found, Lion Air, Purposive Sampling, Passenger Satisfaction.