

# **PENGARUH KUALITAS PELAYANAN UNIT INFORMASI DAN FASILITAS RUANG TUNGGU TERHADAP KEPUASAN PENUMPANG DI BANDAR UDARA HALIM PERDANA KUSUMA JAKARTA**

## **INTISARI**

Unit informasi dan ruang tunggu merupakan sarana penunjang yang sangat penting dalam memberikan pelayanan di bandar udara. Berdasarkan hasil observasi dan penelitian, kualitas pelayanan unit informasi dan fasilitas ruang tunggu di Bandar Udara Halim Perdanakusuma masih belum memenuhi harapan sehingga hal ini dapat berpengaruh terhadap kepuasan penumpang. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan unit informasi dan fasilitas ruang tunggu terhadap kepuasan penumpang di Bandar Udara Halim Perdanakusuma Jakarta.

Jenis penelitian ini termasuk penelitian kuantitatif. Metode pengumpulan data menggunakan kuesioner yang dilakukan secara online. Penelitian ini menggunakan sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan non probability sampling dengan pendekatan purposive sampling. Analisis data dan pengujian hipotesis menggunakan regresi linier berganda, Uji T, Uji F melalui SPSS for windows release 15.0.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas pelayanan unit informasi dan fasilitas ruang tunggu terhadap kepuasan penumpang. Hal ini ditunjukkan dengan nilai t hitung kualitas pelayanan unit informasi sebesar  $2,040 > 1,984$ , fasilitas ruang tunggu  $4,681 > 1,984$  dan kualitas pelayanan unit informasi dan fasilitas ruang tunggu sebesar  $1,993 > 1,984$ .

**Kata Kunci** : Kualitas Pelayanan, Unit Informasi, Fasilitas, Ruang Tunggu.

# **THE INFLUENCE OF INFORMATION UNIT SERVICE QUALITY AND WAITING FACILITIES ON PASSENGER SATISFACTION AT HALIM PERDANA AIRPORT, KUSUMA JAKARTA**

## **ABSTRACT**

The information unit and waiting room are very important supporting facilities in providing services at airports. Based on the results of observations and research, the service quality of the information unit and waiting room facilities at Halim Perdanakusuma Airport still does not meet expectations so this can affect passenger satisfaction. This study aims to determine the effect of service quality information units and waiting room facilities on passenger satisfaction at Halim Perdanakusuma Airport, Jakarta.

This type of research includes quantitative research. The data collection method uses a questionnaire which is conducted online. This study used a sample of 100 respondents. The sampling technique used non probability sampling with a purposive sampling approach. Data analysis and hypothesis testing using multiple linear regression, T test, F test through SPSS for windows release 15.0.

The results showed that there was a positive and significant influence between the quality of information unit services and waiting room facilities on passenger satisfaction. This is indicated by the value of t calculate the quality of information unit services of  $2,040 > 1,984$ , waiting room facilities  $4,681 > 1,984$  and the quality of information unit services and waiting room facilities of  $1,993 > 1,984$ .

**Keywords:** Service Quality, Information Unit, Facilities, Waiting Room.