

Bandar Udara Internasional Soekarno-Hatta merupakan bandara hub utama di Indonesia yang melayani hampir seluruh rute tujuan domestik di Indonesia. Kinerja penerbangan di Bandar Udara Internasional Soekarno-Hatta, sedikit banyak akan menggambarkan kinerja penerbangan di Indonesia. Salah-satu aspek terpenting yang menjadi indikator keberhasilan adalah kinerja pelayanan penumpang. Untuk itu, penelitian terkait pelayanan penumpang angkutan udara ini perlu dilakukan. Penelitian ini bertujuan untuk menganalisis kualitas pelayanan penumpang angkutan udara, kepuasan penumpang angkutan udara, serta pelaksanaan regulasi pelayanan penumpang angkutan udara. Penelitian dilakukan pada Badan Usaha Angkutan Udara Niaga Berjadwal Dalam Negeri (BUAUNB) rute domestik kelas pelayanan minimum di Bandar Udara Internasional Soekarno-Hatta.

Penelitian dilakukan dengan pendekatan kuantitatif. Pemilihan sampel dilakukan melalui *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner dan observasi lapangan, serta data dianalisis dengan menggunakan *Metode Servqual* dan *Metode Customer Satisfaction Index (CSI)*.

Berdasarkan analisis *Servqual*, disimpulkan bahwa kualitas pelayanan penumpang masih belum baik. Nilai kualitas pelayanan penumpang Lion Airlines adalah  $Q=0,83$ ; Citilink  $Q=0,91$ ; dan Super Air Jet  $Q=0,89$ . Sedangkan, berdasarkan analisis CSI, disimpulkan bahwa penumpang telah puas dengan pelayanan Lion Airlines dengan nilai  $CSI=76,99\%$  dan Citilink Indonesia dengan nilai  $CSI=80,84\%$ , serta sangat puas dengan pelayanan Super Air Jet dengan nilai  $CSI=82,02\%$ . Kemudian, secara umum pelayanan penumpang telah dilaksanakan sesuai dengan PM 30 Tahun 2021, walaupun masih terdapat beberapa kekurangan, yaitu ketepatan jadwal penerbangan, kompensasi *delay*, dan layanan pengaduan penumpang. Peningkatan kinerja pelayanan maskapai penerbangan dapat dilakukan dengan cara memperbaiki ketepatan jadwal penerbangan, membenahi fasilitas layanan pengaduan penumpang, serta pemerintah perlu meningkatkan kegiatan sosialisasi peraturan dan pengawasan kegiatan penerbangan.

**Kata Kunci:** Kualitas Pelayanan, Kepuasan Pelayanan, *Customer Satisfaction Index*, *Servqual*

## ABSTRACT

*Soekarno-Hatta International Airport is the main hub airport in Indonesia which serves almost all routes to domestic destinations in Indonesia. Flight performance at Soekarno-Hatta International Airport will more or less describe flight performance in Indonesia. One of the most important aspects that indicate its success is the performance of passenger services. For this reason, air transport passenger service research needs to be carried out. This study aims to analyze the quality of air transport passenger service, air transport passenger satisfaction, and the implementation of air transport passenger service regulations. The research was conducted at Domestic Scheduled Commercial Air Transport Business Entity domestic route minimum service class at Soekarno-Hatta International Airport.*

*The research was conducted with a quantitative approach. The sample selection was carried out through purposive sampling. Data collection was carried out through questionnaires and field observations, and data were analyzed using the Servqual Method and the Customer Satisfaction Index (CSI) Method.*

*Based on the Servqual analysis, it was concluded that the quality of passenger service is still not good. The value of Lion Airlines passenger service quality is  $Q=0.83$ ; Citilink  $Q=0.91$ ; and Super Air Jet  $Q=0.89$ . Meanwhile, based on CSI analysis, it was concluded that passengers were satisfied with Lion Airlines services with a CSI value of 76.99% and Citilink Indonesia with a CSI value of 80.84%, and very satisfied with Super Air Jet services with a CSI value of 82.02. %. Then, in general, passenger services have been carried out by PM 30 of 2021, although there are still some deficiencies, namely flight schedule accuracy, delay compensation, and passenger complaint services. The performance of airline services can be improved by improving the accuracy of flight schedules, improving passenger complaint service facilities, and the government needs to increase the socialization of regulations and supervision of aviation activities.*

**Keywords:** Service Quality, Service Satisfaction, Customer Satisfaction Index, Servqual