

INTISARI

Transportasi udara menjadi salah satu penunjang kegiatan pariwisata. Di masa pandemi Covid-19 saat ini, bandara sebagai operasional transportasi udara harus menyesuaikan pelayanannya untuk mengurangi penyebaran Covid-19 dan supaya pengunjung dapat merasa aman selama melakukan perjalanan. Sesuai dengan anjuran pemerintah melalui Surat Edaran Kementerian Perhubungan Direktorat Jenderal Perhubungan Udara Nomor SE 13 Tahun 2020, seluruh bandara di Indonesia dalam operasionalnya telah menerapkan protokol kesehatan Covid-19. Penelitian ini berusaha untuk memahami tingkat kepuasan pengunjung terhadap penerapan protokol kesehatan di Bandara Internasional Yogyakarta pada masa pandemi Covid-19 menggunakan metode *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Melalui kuesioner yang dibagikan kepada 156 responden yang terdiri dari pengunjung yang telah melakukan penerbangan dari YIA dalam kurun waktu bulan Juni – September 2022, didapatkan bahwa pengunjung telah merasa sangat puas. Keberadaan tempat cuci tangan dan *hand sanitizer* adalah dua atribut yang dianggap penting namun penerapannya masih kurang baik dan butuh ditingkatkan jumlah penerapannya.

Kata kunci: protokol kesehatan Covid-19, tingkat kepuasan, *Customer Satisfaction Index* (CSI), *Importance Performance Analysis* (IPA)

ABSTRACT

Air transportation is one of the supports for tourism activities. During the current Covid-19 pandemic, airports as air transportation operations must adjust their services to reduce the spread of Covid-19 and so that visitors can feel safe while traveling. In accordance with the government's recommendation through the Circular Letter of the Ministry of Transportation Directorate General of Civil Aviation Number SE 13 of 2020, all airports in Indonesia have implemented the Covid-19 health protocol in their operations. This research seeks to understand the level of visitor satisfaction with the implementation of health protocols at Yogyakarta International Airport during the Covid-19 pandemic using the *Customer Satisfaction Index* (CSI) and *Importance Performance Analysis* (IPA) methods. Through a questionnaire distributed to 156 respondents consisting of visitors who had made flights from YIA in the period June - September 2022, it was found that the visitors were very satisfied. The existence of hand washing stations and hand sanitizers are two attributes that are considered important, but their implementation is still not good and the number of applications needs to be increased.

Keywords: Covid-19 health protocol, level of satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA)