

## ABSTRACT

A high demand of air transport in Indonesia challenges the airport operator to provide a high quality service for the airline, ground handling and for the most important for the passenger. The airport has an important role, either providing a public service or commercial business. Today, it is widely accepted that the customers (passengers) become main key how the company evaluating their service performance.

This study has two folds. First is measuring satisfaction against the overall service performance used multiple regression analysis. Second is analysing service quality of each passenger's requirements based on the importance and satisfaction data. A gap analysis and Quality Function Deployment (QFD) were used in this work.

The results showed that the ambience of the terminal building highly positive correlation to overall service performance. It contains four passenger's need item which is the cleanliness was rated the highest correlation to overall performance among the others. Gap analysis and QFD resulted top three priorities of technical service requirement (HOWs) that should be considered by airport management, i.e. (1) information service standards, (2) cleaning service at the airport and (3) security system.

Keywords: *Passenger's perception, Airport service quality, Quality Function Deployment (QFD)*

## INTISARI

Tingginya permintaan transportasi udara di Indonesia menantang operator bandara untuk memberikan layanan berkualitas tinggi untuk maskapai penerbangan, ground handling dan untuk yang paling penting bagi penumpang. Bandara memiliki peran penting, baik yang menyediakan layanan publik atau sebagai unit bisnis. Peran pelanggan (penumpang) merupakan kunci utama bagaimana perusahaan mengevaluasi kinerja layanan.

Penelitian ini memiliki dua sisi. Pertama adalah mengukur kepuasan terhadap kinerja pelayanan secara keseluruhan digunakan analisis regresi berganda. Kedua adalah menganalisis kualitas layanan dari kebutuhan masing-masing penumpang berdasarkan tingkat kepentingan dan kepuasan. Dimana analisis gap dan *Quality Function Deployment (QFD)* digunakan dalam pekerjaan ini.

Hasil penelitian menunjukkan bahwa suasana gedung terminal memiliki korelasi positif terhadap kinerja layanan secara keseluruhan. Suasana terminal terdiri dari empat kebutuhan penumpang dimana kebersihan memiliki korelasi tertinggi dengan kinerja keseluruhan antara lain. Gap analysis dan *QFD* menghasilkan tiga prioritas persyaratan teknis (*HOWs*) yang harus dipertimbangkan oleh manajemen bandara, yaitu (1) standar pelayanan informasi, (2) *cleaning service* di bandara dan (3) sistem keamanan.

Kata kunci: *Persepsi penumpang, Kualitas pelayanan bandara, Quality Function Deployment (QFD)*