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SKY-HIGH TRANSFORMATION: MEASURING TOURIST SATISFACTION IN AHMAD YANI AIRPORT'S NEW ERA

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Abstract:

This study aims to analyze the level of tourist satisfaction regarding the change in status of Jenderal Ahmad Yani Airport from an international to a domestic airport, as stipulated in the Decree of Minister Nomor KM 31 Tahun 2024. This change affects the airport's classification, including the elimination of direct flight routes to Singapore and Malaysia. To evaluate the level of tourist satisfaction, the study employs the Customer Satisfaction Index (CSI) method with a questionnaire that assesses various aspects of service, such as accessibility, check-in processes, security checks, and terminal facilities. The sample consists of passengers who have used the airport's services in the past year, using a purposive sampling technique. The data is analyzed statistically using instrument tests, classical assumption tests, and multiple linear regression. The results indicate that service quality and connectivity have a significant effect on tourist satisfaction. The change in the airport's status also impacts passenger traffic for tourism purposes. Prior to this change, the airport served international routes that supported visits from foreign tourists to Central Java. However, with the loss of direct international routes, international tourists must now transit at other airports such as Jakarta or Surabaya, which increases travel costs and time. Nevertheless, this change opens up opportunities to increase the number of domestic passengers, contributing to the growth of local tourism. Therefore, evaluating the need for new infrastructure and improving service quality are priorities to ensure the sustainable growth of the tourism sector.

Keywords: Tourist Satisfaction, Service Quality, Connectivity

INTRODUCTION

Air transportation is a mode highly favored by tourists because it offers convenience, time efficiency, as well as higher safety and security standards compared to other modes of transportation. To support the smooth running of this activity, infrastructure development, such as airports, is essential. Based on Undang-Undang Penerbangan Nomor 1 Tahun 2009, an airport is defined as an area with aviation safety and security facilities used for landing and take-off of aircraft, as well as a place for embarking and disembarking passengers and loading and unloading goods (SAPUTRA, 2020).

With increasing community mobility and technological developments, airports are expected to provide quality services and adequate infrastructure. Jenderal Ahmad Yani Airport is one of the strategic airports in Central Java that connects various cities in Indonesia. In the face of intense competition, customer satisfaction is a major factor, where convenience, cleanliness, information services, and staff friendliness also affect the passenger experience. A high level of satisfaction can enhance the reputation of the airport and attract more cooperation with airlines (Wibisono et al., 2022).



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However, the change in the status of Jenderal Ahmad Yani Airport from international to domestic raises concerns about its impact on foreign tourists and investment in Central Java. Prior to this change in status, the airport had international flight routes to Singapore and Malaysia. Currently, passengers must transit in Jakarta or Surabaya for international flights, which is considered inefficient and increases travel costs. The following data shows the level of visits by airport service users during the period 2020-2024:

Table 1. Data shows the level of visits by airport service users during the period 2020-2024

Year	Number of Service Users
2020	1.370.727
2021	884.976
2022	1.634.739
2023	2.110.182
2024	2.274.804

Source: In journey Airport Semarang Branch Office

Through this research, it is important to evaluate the need for new infrastructure to support the increase in the number of domestic passengers and ensure that the change in status remains in accordance with national regulations. In addition, attention to service quality should be a priority to meet the expectations of tourists while encouraging the growth of the local tourism sector. Improving services at the airport also has the potential to strengthen the region's reputation as a leading sustainable tourism destination (Yuliana, 2011). In accordance with Undang-Undang Kepariwisata Nomor 10 Tahun 2009, the development of transportation infrastructure is very important in increasing the tourism appeal of an area.

Based on the background of the problem above, it can be concluded that the problem formulations in this study are:

- a) How does service quality affect tourist satisfaction?
- b) How do facilities affect tourist satisfaction?
- c) How does accessibility affect tourist satisfaction?
- d) How does connectivity affect tourist satisfaction?

Research Objectives. The objectives of this study are as follows:

- a) To analyze the effect of service quality on tourist satisfaction
- b) To analyze the effect of facilities on tourist satisfaction
- c) To analyze the effect of accessibility on tourist satisfaction
- d) To analyze the effect of connectivity on tourist satisfaction

The benefit of this research is to find out how satisfied airport service users are with the quality of service and facilities at Jenderal Ahmad Yani Airport. It is hoped that the management of Jenderal Ahmad Yani Airport can use this as an evaluation material and a basis for infrastructure development planning and marketing strategies in order to meet the expectations and satisfaction of tourists in the long term. Thus, the results of this study can be the basis for policies taken by airport managers to continue to improve services, pay attention to infrastructure needs, and enhance the passenger experience, especially in the face of the current airport status change.

Transformation. According to the Big Indonesian Dictionary (KBBI), transformation means a change that can be in the form of shape, nature, or function. This includes various types of changes that can occur in a social, cultural, or functional context. From the point of view of Josef Prijotomo



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(2015), the word transformation in Indonesian can be equated with the word "pelican," which means a change from the original object to the resulting object. Meanwhile, Anthony (Antoniades, 1990) argues that transformation is a gradual process of change so as to reach the ultimate stage; changes are made by responding to the influence of external and internal elements that will direct changes from previously known forms through a process of repeatedly duplicating or multiplying.

Airport. Based on Annex 14 from ICAO (International Civil Aviation Organization), an airport is a defined area on land or water intended either wholly or partially for the arrival, departure, and movement of aircraft (Setiani, 2015). Referring to the Minister of Transportation Regulation of 2010 concerning the National Airport System, an Airport is an area on land or water with certain boundaries that is used as a place for aircraft to land and take off, embark and disembark passengers, load and unload goods, and a place for intra and inter-mode transportation transfers, which is equipped with aviation safety and security facilities, as well as other basic and supporting facilities. In accordance with Law No. 1 of 2009 concerning Aviation, an airport is an area equipped with aviation safety and security facilities as well as basic facilities.

Tourist Satisfaction. According to Kuswadi (2006), satisfaction is a feeling of pleasure or disappointment that arises after comparing the results obtained with the desired expectations. Kotler and Keller (2009) define satisfaction as a feeling that arises as a result of a comparison between perceived performance and desired expectations. If performance does not meet expectations, customers will feel dissatisfied. Conversely, if performance meets or exceeds expectations, customers will feel satisfied. Meanwhile, Sangadji and Sopiah (2013) argue that tourist satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance of a tourism product with their expectations.

METHODS

This research uses quantitative methods to collect data. Where there are two variables, namely the independent variable, which includes Service Quality (X1), Facilities (X2), Accessibility (X3) and Connectivity (X4) and the dependent variable, namely Tourist Satisfaction (Y). The research population consists of all passengers who have used airline services at Jenderal Ahmad Yani Airport, with a sample of 200 respondents selected by purposive sampling. Data collection was conducted over one month, from January to February 2025, and tested a conceptual model consisting of 26 questions (Dewi & Hidayat, 2025). The following are four hypotheses that will be tested:

- a) H1: Service quality has a positive effect on tourist satisfaction
- b) H2: Facilities have a positive effect on tourist satisfaction
- c) H3: Accessibility has a positive effect on tourist satisfaction
- d) H4: Connectivity has a positive effect on tourist satisfaction

Data was obtained through questionnaires distributed via Google Forms and analyzed using the Customer Satisfaction Index (CSI) method and the Likert scale as a tool for finding the data needed and knowing and evaluating the results of satisfaction (Ajeng et al., 2024).

RESULT AND DISCUSSION

Validity and Reliability Test. The validity test aims to verify the validity of the research instrument (such as a questionnaire) in measuring the variables studied appropriately. A question item can be considered valid if the significance is < 0.05 or count (Pearson correlation coefficient) $>$ table (0.1166).



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Table 2. Validity Test Results

Variable	Sig. (2-tailed)	Pearson Correlation	Description
KL1	0,000	0,536	Valid
KL2	0,000	0,422	Valid
KL3	0,000	0,568	Valid
KL4	0,000	0,605	Valid
F1	0,000	0,600	Valid
F2	0,000	0,586	Valid
F3	0,000	0,624	Valid
F4	0,000	0,600	Valid
A1	0,000	0,618	Valid
A2	0,000	0,686	Valid
A3	0,000	0,680	Valid
A4	0,000	0,621	Valid
K1	0,000	0,703	Valid
K2	0,000	0,717	Valid
K3	0,000	0,755	Valid
K4	0,000	0,765	Valid
KP1	0,000	0,299	Valid
KP2	0,003	0,212	Valid
KP3	0,000	0,428	Valid
KP4	0,000	0,336	Valid
KP5	0,000	0,262	Valid
KP6	0,000	0,357	Valid
KP7	0,000	0,311	Valid
KP8	0,000	0,267	Valid
KP9	0,000	0,293	Valid
KP10	0,000	0,322	Valid

Source: Data Processed 2025

Reliability Test. The reliability test aims to measure the level of reliability and consistency of the measurement results of an instrument. This test is carried out by comparing the Cronbach's Alpha value from the data analysis results with the specified criteria. An instrument is declared reliable if the Cronbach’s Alpha of Item Deleted > 0.60.

Table 3. Reliability Test Results

Reliability Statistics				
Cronbach's Alpha			N of Items	
,678			26	
Item-Total Statistics				
Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KL1	114,37	18,861	,278	,665
KL2	114,46	19,624	,107	,679
KL3	114,42	18,568	,351	,658
KL4	114,41	18,536	,304	,662
F1	114,38	18,500	,361	,657
F2	114,38	18,702	,298	,663

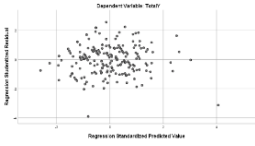


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F3	114,33	18,474	,387	,656
F4	114,34	18,822	,292	,663
A1	114,36	18,394	,399	,654
A2	114,36	18,161	,456	,649
A3	114,38	17,914	,501	,645
A4	114,34	18,538	,360	,658
K1	114,37	18,031	,475	,647
K2	114,38	18,025	,453	,648
K3	114,36	18,020	,457	,648
K4	114,40	17,756	,503	,643
KP1	114,32	20,411	-,063	,692
KP2	114,30	20,412	-,062	,691
KP3	114,36	20,130	-,009	,689
KP4	114,34	20,366	-,055	,692
KP5	114,37	19,981	,030	,685
KP6	114,36	19,473	,140	,676
KP7	114,32	19,442	,152	,675
KP8	114,41	20,769	-,140	,701
KP9	114,45	20,047	-,002	,690
KP10	114,48	20,049	-,004	,691

Source: Data Processed 2025

Table 4. Classic Assumption Test Results

Data Testing	Analysis Results	Conclusion
Normality Test	Obtained from the Monte Carlo Method, the significance test value Sig. (2-tailed) ($0.223 < 0.05$).	It is concluded in this regression model that the data is normally distributed, and the assumption of normality is met.
Multicollinearity Test	<p>The tolerance value obtained for the Service Quality Variable (X1) is $0.685 > 0.10$. The variance Inflation Factor (VIF) value for the Service Quality Variable (X1) is $1.460 < 10$. The tolerance value obtained for the Facility Variable (X2) is $0.672 > 0.10$. Variance Inflation Factor (VIF) value for the Facility Variable (X2) $1.488 < 10$. The tolerance value obtained for the Accessibility Variable (X3) is $0.514 > 0.10$. Variance Inflation Factor (VIF) value for the Accessibility Variable (X3) $1.944 < 10$. The tolerance value obtained for the Connectivity Variable (X4) is $0.573 > 0.10$.</p> <p>Carried out using the Scatterplot Test.</p>	There is no correlation in the regression model, so the data does not show symptoms of multicollinearity.
Heteroscedasticity Test		This means that there are no symptoms of heteroscedasticity because the points on the scatterplot are randomly scattered.

Source: Data Processed 2025



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Multiple Linear Regression Analysis Test. In the Multiple Linear Regression Analysis Test, this study uses the data transformation method.

Table 5. Multiple Linear Regression Analysis Test Results

Variable	Coefficient	Standard Error	T Statistic	Probability	F
Constanta (C)	52,858	0,639	82,682	0,000	
Service Quality (X1)	0,381	0,044	8,641	0,000	
Facilities (X2)	0,001	0,043	0,032	0,974	
Accessibility (X3)	0,087	0,047	1,868	0,063	
Connectivity (X4)	0,097	0,038	2,578	0,011	
R squared	0,437				
Prob (F-statistic)	0,000				39,648

Source: Data Processed 2025

Regression Equation. Based on the multiple linear regression equation above, it can be interpreted as follows:

1. Constant = 52.858. This shows that if the Service Quality Variable (X1), Facilities (X2), Accessibility (X3), and Connectivity (X4) are considered constant or have a value of zero, then the Tourist Satisfaction value (Y) is 52.858.
2. Service Quality Regression Coefficient (X1) = 0.381. This shows that the Service Quality Variable (X1) has a positive effect on Tourist Satisfaction (Y). Every increase in the Service Quality Variable (X1) of 1 unit will increase Tourist Satisfaction (Y) by 0.381 units, assuming the Facilities Variables (X2), Accessibility (X3), and Connectivity (X4) are constant.
3. Facilities Regression Coefficient (X2) = 0.001. This shows that the Facilities Variable (X2) has a positive effect on Tourist Satisfaction (Y). Every increase in the Facilities Variable (X2) of 1 unit will increase Tourist Satisfaction (Y) by 0.001 units, assuming the Service Quality Variables (X1), Accessibility (X3), and Connectivity (X4) are constant.
4. Accessibility Regression Coefficient (X3) = 0.087. This shows that Accessibility (X3) has a positive effect on Tourist Satisfaction (Y). Every increase in the Accessibility Variable (X3) of 1 unit will increase Tourist Satisfaction (Y) by 0.087 units, assuming the Service Quality Variables (X1), Facilities (X2), and Connectivity (X4) are constant.
5. Connectivity Regression Coefficient (X4) = 0.097. This shows that the Connectivity Variable (X4) has a positive effect on Tourist Satisfaction (Y). Every increase in the Connectivity Variable (X4) of 1 unit will increase Tourist Satisfaction (Y) by 0.097 units, assuming the Service Quality Variables (X1), Facilities (X2), and Accessibility (X3) are constant.

F Test (Simultaneous). The resulting F-statistic value is $39.648 > F$ -table value of 2.42, or a significance level of $0.000 < 0.05$, which means that there is a significant simultaneous effect between the independent variables Service Quality (X1), Facilities (X2), Accessibility (X3) and Connectivity (X4) on the dependent variable Tourist Satisfaction (Y).

Coefficient of Determination (Adj R²). The resulting Adjusted R Square value in the coefficient of determination test (R²) is 0.437 or 44%. This shows that the Service Quality (X1), Facilities (X2), Accessibility (X3) and Connectivity (X4) Variables contribute an influence on Tourist Satisfaction (Y) of 44%. While the remaining 56% is influenced by other factors not examined in this study.

T-test (Partial). Here are the results of testing using the t-test:



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1. Proof of Hypothesis 1. The proof of hypothesis 1 resulted in a t-statistic of the Service Quality Variable (X_1) = 8.641 > t-table = 1.65259 or a significance of $0.000 < 0.05$, which means that there is a significant influence between Service Quality (X_1) partially on Tourist Satisfaction (Y).
2. Proof of Hypothesis 2. The proof of hypothesis resulted in t-statistic of the Facilities Variable (X_2) = 0.032 < t-table = 1.65259 or a significance of $0.974 > 0.05$, which means that there is no significant influence between Facilities (X_2) partially on Tourist Satisfaction (Y).
3. Proof of Hypothesis 3. The proof of hypothesis 3 resulted in a t-statistic of the Accessibility Variable (X_3) = 1.868 > t-table = 1.65259 or a significance of $0.063 > 0.05$, which means that there is no significant influence between Accessibility (X_3) partially on Tourist Satisfaction (Y).
4. Proof of Hypothesis 4. The proof of hypothesis 4 resulted in a t-statistic of the Connectivity Variable (X_4) = 2.578 > t-table = 1.65259 or a significance of $0.011 < 0.05$, which means that there is a significant influence between Connectivity (X_4) partially on Tourist Satisfaction (Y).

Influence of Service Quality on Tourist Satisfaction. Regression and partial analysis show that the regression coefficient is positive, indicating that the quality of service at Jenderal Ahmad Yani Semarang Airport has a positive impact on tourist satisfaction. The better the quality of service, the more satisfied the passengers of Jenderal Ahmad Yani Airport. This finding is in line with research by Lustyana and Salsabila (2020), Saputro and Prayudhista (2022), and Astutik and Roellyanti (2021), which confirms that service quality contributes positively to tourist satisfaction. This evidence is supported by a positive Service Quality Variable coefficient (0.381), a hypothesis test significance of less than 0.05 (0.000), and a t-statistic value (8.641) that exceeds the t-table (1.65259). Therefore, good service quality at Jenderal Ahmad Yani Airport plays an important role in creating tourist satisfaction.

Influence of Facilities on Tourist Satisfaction. In the second hypothesis conducted on the Facilities Variable, the results obtained show that the t-statistic value of 0.032 is smaller than the t-table value of 1.65259. In addition, the t-test results show that the significance level of 0.974 exceeds the specified threshold of 0.05 ($0.974 > 0.05$). This indicates that the Facilities Variable partially has no significant effect on passenger decisions. In a previous study conducted by Endang & Cholidah (2017) entitled "The Effect of Facilities and Service Quality on Tourist Satisfaction at Rajekwesi Terminal Bojonegoro," it was found that facilities did not have a significant effect on tourist satisfaction at Rajekwesi Terminal Bojonegoro. The results of this study conclude that facilities do not significantly affect satisfaction. Meanwhile, simultaneously, facilities and service quality have a significant effect on tourist satisfaction. Nevertheless, service quality and connectivity have been shown to have a significant influence on tourist satisfaction, indicating that in some contexts, other factors may be more dominant than facilities.

Influence of Accessibility on Tourist Satisfaction. The results of the hypothesis testing show that Accessibility (X_3) has a significance value of 0.063, which is greater than 0.05, and a t-statistic value of 1.868, which is greater than the t-table value of 1.65259. Thus, it can be concluded that the Accessibility Variable (X_3) does not have a significant effect on Tourist Satisfaction (Y). From the existing findings, hypothesis testing indicates that in certain contexts, accessibility is not always a dominant factor in influencing tourist satisfaction. Several other studies highlight that although accessibility is important, there are times when service quality and other factors are more influential on tourist satisfaction compared to accessibility itself.

Influence of Connectivity on Tourist Satisfaction. Based on the results of hypothesis testing regarding the relationship between the variable of ease of connectivity and the attractiveness of the



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airport, it shows that the parameter coefficient is positive. This means that ease of connectivity has a positive influence on the attractiveness of the airport, which is proven by the t-statistic of the Connectivity Variable (X_4) = 2.578 > t-table = 1.65259 or a significance of $0.011 < 0.05$, which means that there is a significant influence between Connectivity (X_4) partially on Tourist Satisfaction (Y). This shows that the higher the value of ease of connectivity, the greater the positive and significant influence given to the company. This finding is in line with previous research conducted by Gunawan and Rully Medianto (2016), which shows a positive relationship between ease of connectivity and the high flow of passengers from and to the airport. Service users feel that ease of connectivity increases the effectiveness and efficiency of travel, both in terms of time and cost.

CONCLUSION

Based on the results of the analysis, it can be concluded that service quality and connectivity at Jenderal Ahmad Yani Semarang Airport have a significant influence on tourist satisfaction. These findings indicate that efforts to improve service quality, such as staff responsiveness and ease of access to information, as well as improved connectivity, both through the addition of flight routes and ease of transportation to and from the airport, will have a positive impact on passenger satisfaction.

However, this study also found that the facility and accessibility variables, although showing a positive influence, were not statistically significant. This indicates that other factors are more dominant in influencing tourist satisfaction, such as service quality and connectivity.

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