

The Influence of Aviation Security Personnel's Hospitality on Passenger Satisfaction at Sultan Thaha Jambi Airport

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Article Info	ABSTRACT
Article History: Submitted: July 7, 2025 Revised : July 11, 2025 Accepted : July 21, 2025	<i>This study examines the influence of aviation security personnel's hospitality on passenger satisfaction at Sultan Thaha Jambi Airport, motivated by the increasing number of passengers post-COVID-19 pandemic and observations of occasional unfriendliness and non-SOP compliant appearance of officers. The research aims to determine the impact of aviation security personnel's hospitality on passenger satisfaction and to identify aspects of hospitality that need improvement. Employing a quantitative approach with a questionnaire survey, primary data was collected from 97 passenger respondents at SCP 2 Sultan Thaha Jambi Airport through simple random sampling. Data was analyzed using SPSS, including validity, reliability, classical assumption tests, simple linear regression analysis, and hypothesis testing. The results indicate that aviation security personnel's hospitality has a positive and significant influence on passenger satisfaction, with a regression coefficient of 0.461 and a correlation coefficient of 0.398. However, aviation security personnel's hospitality only explains 15.8% of the variation in passenger satisfaction, while 84.2% is influenced by other factors. Tangible aspects, such as the physical appearance of officers and the condition of the inspection environment, were identified as areas most in need of improvement. In conclusion, aviation security personnel's hospitality plays a crucial role in passenger satisfaction, and improvements in tangible aspects are highly recommended to enhance the overall passenger experience.</i>
Keywords: Aviation Security, Hospitality, Passenger Satisfaction, Service Quality	

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INTRODUCTION

Airports are not only an important infrastructure for transportation development. However, it is also a strategic advantage for national security and sovereignty. Airports in Indonesia are usually classified by aircraft class, passenger density level, and facility level, such as pioneer, regional, national, and international airports [1].

Sultan Thaha Jambi Airport is one of the main airports in Jambi Province which has a strategic role in supporting community mobility as well as economic growth and tourism in the region. The airport is located in Paal Merah District, Jambi City. The airport is named after Sultan Thaha Syaifuddin, a national hero from Jambi known for his struggle against Dutch colonialism in the 19th century.

The graph data below shows the trend of the number of passengers at Sultan Thaha Airport Jambi which began to increase again after the COVID - 19 pandemic. Along with the recovery of public confidence to travel by air and the reopening of tourist destinations. This consistent increase shows that Sultan Thaha Jambi Airport has successfully recovered from the impact of the pandemic, and is playing an important role in supporting the recovery of the tourism and economic sectors.

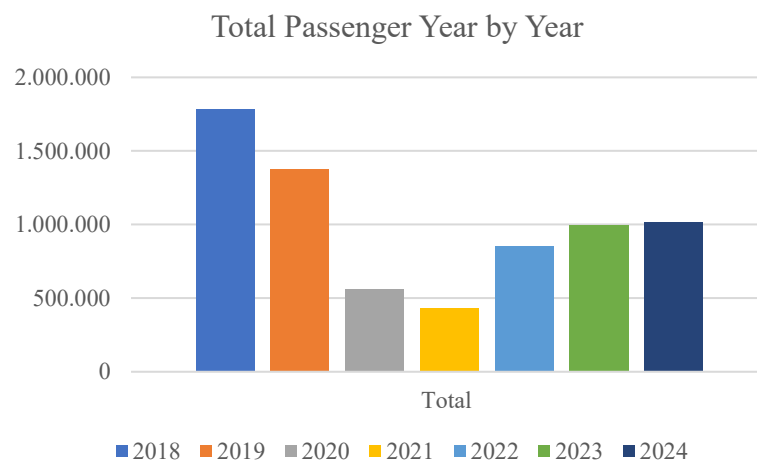


Figure 1 Traffic Data of Sultan Thaha Airport Jambi Year 2018 – 2024 [2]

Therefore, along with the increasing passenger density, this airport requires superior security services. Airport security services are carried out by aviation security personnel or commonly referred to as Aviation Security (Avsec). Providing perfect service must be provided by aviation security personnel so that prospective passengers and visitors who are at the airport feel comfortable and add to the airport's image for the better. Where according to Kotler and Keller [3] that customer satisfaction is the result of a product obtained through a performance that causes feelings of pleasure or disappointment with the results of the product. In research conducted by Kusuma Dewi and Istiyani [4] it is known that there is a significant relationship between the quality of service of flight security personnel and passenger satisfaction at I Gusti Ngurah Rai Airport in Bali. And according to Yusran and Ibrahim [5] of the 96 respondents, it was found that 71.1% of the variation in passenger satisfaction was explained by the service quality of flight security personnel. These results emphasize the importance of improving the quality of service of flight security personnel to increase passenger satisfaction at the airport.

However, in the time span of November 12, 2024 - December 24, 2024 during the author's On The Job Training (OJT) in the Avsec unit, the author found several times officers who were less friendly to passengers and appearances that were not in accordance with the Standard Operating Procedure (SOP), and even found four incidents of disputes with passengers. This situation indicates a significant national urgency related to the professionalism of aviation security officers, because the lack of service or known as hospitality from aviation security personnel is feared to affect the level of passenger satisfaction with the airport. When compared to the standards of other airports, both at home and abroad, this kind of negative incident has the potential to damage the airport's image and affect public perception at large. Therefore, based on this observation, the researcher took the title "The Influence Of Aviation Security Personnel's Hospitality On Passenger Satisfaction At Sultan Thaha Jambi Airport".

Based on this background, the purpose of this study is to determine how the hospitality of flight security personnel affects passenger satisfaction at Sultan Thaha Jambi Airport and to find out what aspects must be improved from flight security personnel to increase passenger satisfaction. The temporary answers to this research are :

H_o = There is no influence between the aviation security personnel's hospitality on passenger satisfaction at Sultan Thaha Jambi Airport.

H_a = There is an influence between the aviation security personnel's hospitality on passenger satisfaction at Sultan Thaha Jambi Airport.

METHODS

Data collection was conducted in January 2025 at Sultan Thaha Jambi Airport. This study adopts a quantitative approach, in which data are collected from populations and samples selected through random sampling methods. The data obtained will serve as a research instrument, then be analyzed quantitatively or statistically to verify the hypothesis that has been formulated. The primary data collection process is conducted through a questionnaire survey method, where information directly from respondents will be collected and further processed using the Statistical Package for the Social Sciences (SPSS)[6]. Data collection was carried out using questionnaires and observations of passengers making flights and having passed SCP 2 at Sultan Thaha Jambi Airport in January 2025. The number of samples used was 97 respondents using the probability sampling method. In the probability sampling technique, each member of the population has an equal opportunity to be selected as part of the sample [7]. Determination of the number of samples was carried out using the Slovin formula, which is as follows:

$$n = \frac{N}{1+N \cdot e^2} \quad (1)$$

Description :

n = number of samples required

N = *population size*

e = *margin of error* (10%)

Based on data from Sultan Thaha Jambi Airport, where the total number of passengers in 2024 is 1.018.319 passengers with a daily average of 2.783 passengers. So as to find out the number of samples to be used, namely:

$$n = \frac{2.783}{1+2.783 \cdot (0,1)^2}$$

$$n = \frac{2.783}{1+2.783 \cdot 0,01}$$

$$n = \frac{2.783}{28,83}$$

$$n = 96,53139091 \approx 97$$

Based on these calculations, the number of samples required for the implementation of this study is around 97 respondents. The use of a margin of error of 10% is used in consideration of the small amount of time for conducting research and is expected to be able to ensure that the sample taken can represent the entire population with the appropriate level of accuracy.

According to Nasution, research instruments are tools used by researchers to collect information [8]. For this study, researchers used a closed questionnaire instrument by utilizing a Likert scale in the answer options. The scale in the range of 1 - 5 is used in order to be able to facilitate the measurement of respondents' perceptions so as to provide a clearer picture of the various aspects of service contained in the questionnaire. The hospitality aspects studied using SERVQUAL which according to Lupiyoadi [9] has 5 dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. The distributed questionnaire contains 10 statements representing the aviation security personnel's hospitality variable (X) and 10 statements representing the passenger satisfaction variable (Y).

Before analyzing the data, the data that has been obtained is first tested for data quality with validity and reliability tests. Then data analysis is carried out using the simple linear regression analysis

method using SPSS. Simple linear regression is a statistical method used to model the relationship between one dependent variable and one independent variable [10]. So that simple linear regression analysis is used to determine the simultaneous effect of flight aviation security personnel's hospitality variables (X) on passenger satisfaction variables (Y) which have previously tested the assumptions of normality, heteroscedasticity, and linearity. And to test the hypothesis, several tests were carried out, namely the correlation coefficient test and the determination test (R^2).

RESULT AND DISCUSSION

After collecting data and processing data using SPSS, researchers get the following results :

Data Quality Test

To determine the validity of the questionnaire, the researcher conducted an instrument validity test. The instrument validity test must be carried out in research conducted at Sultan Thaha Jambi Airport. The instrument validity test in this study is as follows :

1. Validity Test

The results of the validity test for the research variables with a significance level of 5% on 30 respondents are shown below:

Table 1 Variable X Validity Test Result

Statement	Calculated r	r table	Status
X1	0,421	0,361	Valid
X2	0,532	0,361	Valid
X3	0,699	0,361	Valid
X4	0,467	0,361	Valid
X5	0,498	0,361	Valid
X6	0,669	0,361	Valid
X7	0,443	0,361	Valid
X8	0,694	0,361	Valid
X9	0,771	0,361	Valid
X10	0,621	0,361	Valid

The calculated r value for each statement to be tested is positive and greater than the r table value at the 5% significance level. Therefore, it can be concluded that all statements derived from the aviation security personnel's hospitality variable are valid and can be used for analysis.

Table 2 Variable Y Validity Test Result

Statement	Calculated r	r table	Status
Y1	0,496	0,361	Valid
Y2	0,367	0,361	Valid
Y3	0,549	0,361	Valid
Y4	0,761	0,361	Valid
Y5	0,424	0,361	Valid
Y6	0,711	0,361	Valid
Y7	0,747	0,361	Valid
Y8	0,866	0,361	Valid
Y9	0,798	0,361	Valid
Y10	0,590	0,361	Valid

The calculated r value for each statement to be tested is positive and greater than the r table value at the 5% significance level. Therefore, it can be concluded that all statements derived from the passenger satisfaction variable are valid and can be used for analysis.

2. Reliability Test

The results of testing the reliability of the instrument on the results of the questionnaire distributed to 30 people using SPSS are as follows:

- The Cronbach's Alpha value for variable X is 0.788 which indicates that it is very reliable. Therefore, it can be concluded that the aviation security personnel's hospitality variable has a reliable answer construct, so that research can be continued.
- The passenger satisfaction variable has a Cronbach's Alpha value of 0.832 which indicates that it is very reliable. Therefore, it can be concluded that the passenger satisfaction variable has a very reliable answer construct, so the research can be continued.

Descriptive Analysis

Measurements on the variable aviation security personnel's hospitality were carried out with 10 statements with the following results :

Table 3 Description of Hospitality Quality of Aviation Security Personnel

No	Statement	Score										Total Score
		5		4		3		2		1		
		F	%	F	%	F	%	F	%	F	%	
1	X1	57	58,76%	26	26,80%	11	11,34%	1	1,03%	2	2,06%	426
2	X2	50	51,55%	35	36,08%	35	36,08%	4	4,12%	1	1,03%	504
3	X3	57	58,76%	23	23,71%	23	23,71%	7	7,22%	1	1,03%	461
4	X4	47	48,45%	33	34,02%	33	34,02%	8	8,25%	1	1,03%	483
5	X5	61	62,89%	27	27,84%	27	27,84%	3	3,09%	0	0%	500
6	X6	54	55,67%	27	27,84%	27	27,84%	7	7,22%	0	0%	473
7	X7	75	77,32%	20	20,62%	20	20,62%	0	0%	1	1,03%	516
8	X8	56	57,73%	22	22,68%	22	22,68%	6	6,19%	0	0%	446
9	X9	58	59,79%	25	25,77%	25	25,77%	7	7,22%	0	0%	479
10	X10	67	69,07%	30	30,93%	30	31%	0	0%	0	0%	545
Actual Score												4833
Ideal Score												4850

The above results will be used to categorize metrics that describe the quality of aviation security personnel's hospitality. Where X1 and X2 represent tangible aspects, X3 and X4 represent reliability aspects, X5 and X6 represent responsiveness aspects, X7 and X8 represent assurance aspects, X9 and X10 represent empathy aspects. The results above can be categorized for each aspect into tangible aspects with a score of 930, reliability aspects with a score of 944, responsiveness aspects with a score of 973, assurance aspects with a score of 962, and empathy aspects with a score of 1024. The value is obtained from the summation of the variable scores included in one aspect, for example the value of the tangible aspect is obtained from summing the scores of X1 and X2. So it can be seen that the aspect that gets the highest score is the empathy aspect with a score of 1024 and the aspect that gets the lowest score is the tangible aspect with a score of 930.

Simple Linear Regression Analysis

To find out how much influence the aviation security personnel's hospitality variable (X) and the passenger satisfaction variable can be seen from the following simple linear regression test :

Table 4 Simple Linear Regression Analysis Result

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	23.476	4.780		4.911	.000
Personnel's Hospitality	.461	.109	.398	4.227	.000

a. Dependent Variable: Passenger Satisfaction

It can be seen from the table above, the coefficients in column B show a constant 23.476 while the x value is 0.461. So that the regression equation is obtained as follows:

$$Y = a + bX \quad (2)$$

$$Y = 23.476 + 0,461X$$

Description:

Y = Passenger satisfaction

a = Constant

b = Simple regression coefficient

X = Personnel's hospitality

The results of the simple linear regression analysis reveal that there is a positive influence between personnel's hospitality and passenger satisfaction. In the equation above, Y represents passenger satisfaction and X is the level of personnel's hospitality. The regression coefficient of 0.461 indicates that every one unit increase in Personnel's Hospitality significantly predicts an average increase of 0.461 units in Passenger Satisfaction, confirming a positive unidirectional relationship. Meanwhile, the constant value of 23.476 indicates the estimated level of Passenger Satisfaction if Personnel's Hospitality is zero.

Hypothesis Test

1. Correlation Coefficient Test

The following are the results of the correlation coefficient test using SPSS

Table 5 Correlation Test Results

		Personnel's Hospitality	Passenger Satisfaction
Personnel's Hospitality	Pearson Correlation	1	.398**
	Sig. (2-tailed)		.000
	N	97	97
Passenger Satisfaction	Pearson Correlation	.398**	1
	Sig. (2-tailed)	.000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the calculated results using the SPSS application which can be seen in the table below, the r value is 0.398. Thus, it is stated that there is a weak to moderate positive relationship between Aviation Security Personnel's Hospitality with Passenger Satisfaction. This indicates that the better the level of hospitality provided by officers, the higher the level of satisfaction felt by passengers.

2. Determination Test

The following are the results of the determination test using SPSS

Table 6 Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398 ^a	.158	.149	5.448

a. Predictors: (Constant), Personnel's Hospitality

b. Dependent Variable: Passenger Satisfaction

Based on the table above, aviation security personnel's hospitality affects passenger satisfaction by 15.8%, seen from the R Square value. Meanwhile, other factors not included in this research variable affect passenger satisfaction by 84.2%.

The results showed that aviation security personnel's hospitality at Sultan Thaha Jambi Airport had a positive influence on the level of passenger satisfaction with an rxy price of 0.398. Furthermore, the results of the significance test by comparing the calculated r price is greater than the r table price using a significance level of 5%, so that the effect is declared significant.

Based on the results of the study using the coefficient of determination test (R^2) which is used to determine how much the independent variable contributes to the dependent variable. The results showed an *adjusted* R^2 value of 0.158 or 15.8%. This means that aviation security personnel's hospitality affects passenger satisfaction by 15.8%. Where the remaining 84.2% is influenced by other factors not examined in this study. Simple liner regression analysis shows that aviation security personnel's hospitality has a positive and significant effect on passenger satisfaction, with a positive regression coefficient which indicates that if there is an increase in aviation security personnel's hospitality, it will increase passenger satisfaction.

Then for the results of the research hypothesis test shows that the null hypothesis (H_0) in this study is rejected and the alternative hypothesis (H_a) is accepted, because based on the correlation coefficient test, it shows that the better aviation security personnel's hospitality, the higher the satisfaction felt by passengers. And with the coefficient of determination test, it is known that there are factors other than the *hospitality* of flight security personnel that affect passenger satisfaction by 84.2%, such as airport facilities, comfort, punctuality, and services from other airport officials. Further research is needed to identify and measure the influence of these other factors on passenger satisfaction.

From the results of the data processing that has been done, there are shortcomings in the *tangible* or physical evidence aspect, as evidenced by the lowest score of 930 with X1 scores of 426 and X2 of 504. This shows that the physical appearance of personnel is still lacking, such as not wearing attributes properly and the inspection environment, such as there are still bottles of drinks and food near the *x-ray*. The decline in scores on tangible aspects or physical evidence, which is indicated by the appearance of untidy personnel such as not wearing attributes properly and an unsterile inspection environment with bottles of drinks and food near the *x-ray* area, directly damages the image of personnel and weakens the perception of security in the eyes of the public. It erodes public trust in the professionalism and dedication of officers, creates an impression of a lack of rigor and serious oversight, and may ultimately indicate potential vulnerabilities in the security system as a whole.

CONCLUSION

Based on the research that has been conducted, it can be concluded that aviation security personnel's hospitality (X) has a significant influence on passenger satisfaction (Y) with a correlation value of 0.158, which indicates the rejection of H_0 and acceptance of H_a . In addition, the tangible aspect or physical evidence, especially the physical appearance of personnel, is the area that needs the most improvement because it obtained the lowest score of 930 compared to other aspects. It is important to note that these findings are limited to Sultan Thaha Jambi Airport and only to aviation security personnel's hospitality. Therefore, further research is highly recommended to expand the scope of the study to different locations and contexts, as well as adding other variables such as airport facilities, comfort, punctuality, and services from other airport officials in order to gain a more comprehensive understanding of passenger satisfaction. Furthermore, different methodological approaches such as

mediation analysis to identify intermediary variables, or moderation analysis to test the variation of hospitality effect based on passengers' flying experience, are also recommended to enrich the findings.

ACKNOWLEDGMENTS

With gratitude, we have successfully completed this article. Although not perfect, hopefully it can enrich the treasure of aviation science and be useful for those who read it.

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