

# THE INFLUENCE OF AIRPORT EXPERIENCE ON PASSENGER SATISFACTION AND BEHAVIORAL INTENTIONS (CASE STUDY: YOGYAKARTA INTERNATIONAL AIRPORT)

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**Abstract.** The airport has undergone a business transformation, from its previous focus solely on providing public facilities to becoming a multi-service provider by offering various activities, services, processes, and technologies that ultimately create an airport experience for passengers. As a result, airport management has begun implementing the concept of airport experience through the creation of desired passenger experience. The objective of study is analyse the factors of airport experience and its influence on passenger satisfaction, revisit intention, and positive word of mouth. A quantitative research approach was employed, and primary data collected from sample of 670 passengers at Yogyakarta International Airport through the use of online questionnaires. The research hypothesis tested using Structural Equation Modeling to determine whether the various factors related to airport experience have a positive influence on passenger satisfaction. The findings of the study indicate that security, airport facilities, serviscap, sense of place, finding way, and check-in have a positive influence on passenger satisfaction. Furthermore, passenger satisfaction also positively influences their intentions to revisit and their likelihood of spreading positive word-of-mouth information.

**Keywords:** airport experience; service marketing; sociological dimension, psychological dimension; word of mouth

## I. INTRODUCTION

The airport has a crucial role in the transportation sector as one of the most vital infrastructures. The airport has carried out a transformation of the business from focusing only on the provision of public facilities to multi-service. It has focused on the comfort of aircraft passengers by presenting a range of activities, services, processes, and technologies that resulted in the concept of airport experience as a key concept for airport operators [1]. In an airport context, experience often refers to the passenger's experience. Airports must place a greater emphasis on providing experiences rather than simply providing services [2]. The increased competition and the growing importance of generating revenue and profits have led airports to prioritize the airport experience. Taking advantage of opportunities and preparing for challenges, airports around the world strive to be the best transit destination for passengers and airlines [3]. In its development, the airport transformation has nurtured the concept of how the airport experience can improve the traveler's experience, contributing to generating non-aeronautical revenue [4]. The existence of airport experience can also increase the satisfaction of travelers [5], [6], improve the competitiveness of the airport, and ultimately affect the choice of passenger transit places and airlines when other transit points are available in the region [7], [8]. The aviation and aerospace industries in Indonesia have experienced a substantial impact due to the outbreak of the COVID-19 pandemic in early 2020, especially for PT Angkasa Pura I. Yogyakarta International Airport, which was recently inaugurated on 28 August 2020, was one of the airports

managed by PT Angkasa Pura I that were directly affected by the COVID-19 pandemic. The airport, with a capacity of about 20 million passengers, has not been able to reach the target number of passengers. The number of passengers at Yogyakarta International Airport only reached 1.4 million by 2021 and 2.9 million by 2022. Yogyakarta International Airport is located in Temon District, Kuloprogo Regency, which is about 42 km away, and the travel time is about 90 minutes from Yogyakarta city. Aside from Yogyakarta International Airport, there are two other airports in this region: Adi Sutjipto Airport in Yogyakarta City and Adi Soemarmo International Airport in Surakarta. With the presence of connectivity and travel time not too far, users of services have the alternative of airports to travel to destinations in Yogyakarta and its surroundings. To keep the target of higher total passengers, Yogyakarta International Airport is expected to be a place for tourists to meet, interact, provide a travel experience, and increase traveler satisfaction. This airport has to increase its competitiveness as an airport choice for passengers and airlines.

Over the past two decades, a significant number of research studies have been conducted to better understand the airport experience. A considerable portion of these studies has emphasized the service quality of airports as a key indicator of passengers' overall experience [3], [6]. Furthermore, an extensive investigation was conducted that included various dimensions such as sociological, psychological, and service marketing aspects to examine passengers' airport experiences thoroughly. Therefore, the author suggests further analyzing the airport experience by studying its various dimensions (sociological, psychological, services marketing, and airport

service quality) within a single framework. Additionally, satisfaction is considered as the representation of the overall experience of passengers [9]. Three main research objectives were developed in response to the identified gaps for future research, i.e., the first is to analyze what airport experience factors affect Yogyakarta International Airport passengers, the second is to assess and explain how much the airport experience factors affect passenger satisfaction, the last is to find and assess the relationship between airport experience factors and behavioral intention, specifically revisiting intention and positive word-of-mouth intention on the passenger of Yogyakarta International Airport.

#### *Marketing of Public Services*

Van de Walle defined public services, or public utilities, as services provided by the government or governmental agencies to the population within their jurisdiction. Unlike the private sector, the delivery of public services has the task of ensuring universal access, often associated with the basic rights of the population, which distinguishes the context of these services from the private sector. One characteristic of public services is fairness, which involves fair and equitable treatment of all segments of the population. Private sector companies can choose which segments they want to target, but public services have limited options in targeting accessible and profitable segments. Public services are intended for all segments and must offer value to various stakeholders, not just users, making these services complex. Airports are one of the public services that also fall within the profit-oriented business sector, aiming to meet the needs of the population effectively. Thelle et al. provide evidence of airport competition and the importance of airport marketing. Airport competition is driven by various factors and involves a broader target audience, not just airlines and passengers but also airport workers, meeters and greeters, and the general public. Airport marketing is also considered crucial due to its impact on economic and social development in the surrounding area. Therefore, airport marketing conducted by both government-owned and private airports often has broader objectives than simply improving the well-being of the airport operator. Changes in the airport business environment provide greater impetus for airports to develop innovative, proactive, and aggressive marketing approaches.

#### *Experience in an Airport Context*

Caves & Pickard (2001) conducted a study on the navigation of experience within airport terminals, which marked the emergence of literature exploring the experience of air travelers. McIntosh et al. (1998) highlighted the negative psychological and physiological effects of airport anxiety on travelers, while Rowley & Slack (1999) examined the impact of passengers' emotional states on their shopping experiences. According to Adey (2007), airports offer a spectatorial experience of aircraft, capturing people's attention and charging fees for access to these spaces, frequently located near cafes, restaurants, and other concessions. Popovic et al. (2009) defined the activities and interactions of travelers within an airport as the airport experience. They classify these activities into necessary processes that must be completed within the airport terminal and discretionary activities that are not strictly controlled by architectural and engineering

considerations. Harrison et al. (2012) proposed a conceptual framework for the airport experience, considering perspectives from airport management, passengers, and the general public. Within the airport context, previous research has placed a strong focus on recognizing the importance of the airport experience and its wide-ranging implications for passengers. These implications include increased satisfaction, joy, and delight, which subsequently lead to a higher likelihood of passengers intending to revisit airports. Furthermore, these positive outcomes also extend to airport businesses, such as the generation of non-aeronautical revenues and the establishment of the airport as a preferred transit hub for passengers and airlines. In this context, the author combines the previous research and examines each airport experience element from service marketing, sociological, psychological, and airport service quality dimensions.

#### *Component of Airport Experience*

##### 1) Service Marketing Dimensions

To gain a competitive edge in the service sector, companies have shifted their strategic focus from a product-centric approach to one that prioritizes individual experiences. This shift was driven by the understanding that service experiences are shaped by how individuals interpret and respond to stimuli encountered during each interaction with the service provider. Different researchers have provided varying definitions of service experience. People describe it as interactions occurring between customers and various elements, including employees, the physical environment, and fellow customers. Others argue that it includes sensory, emotional, intellectual, and behavioral responses to stimuli related to the service. However, there is a prevailing consensus among the majority of researchers that service experience is a comprehensive assessment of customer interactions with stimuli related to the service and the subsequent emotional, cognitive, and behavioral reactions that result from those interactions.

##### 2) Psychological Dimensions

Researchers in the business and services field have not given much attention to the psychological dimensions of the Airport Experience, despite their significance. Only two studies have been found that specifically examine these aspects within the realm of service management and air transport management. Bogicevic et al. (2016) and Batouei et al. (2020) investigated the impact of passenger anxiety levels during air travel on overall satisfaction. Furthermore, Wattanacharoensil et al. (2016) conducted an extensive review of the literature and created a conceptual framework to encompass the airport experience, taking into three viewpoints: sociological, psychological, and services marketing management. Within their model, the psychological perspective is emphasized into account various factors, including perceptions of service fairness and airport anxiety among travelers.

##### 3) Sociological Dimensions

The sociological dimensions of the Airport Experience have been investigated in separate studies conducted by Park & Ryu (2019) and Taheri et al. (2020). In their respective research, Taheri et al. (2020) incorporated social factors into their models alongside the tangible elements of airports,

including their layout, ambiance, and overall physical environment. Their study specifically examined interactions between passengers and other passengers and airport staff, focusing on how these interactions influenced passenger dissatisfaction and instances of misbehavior when service failures occurred. Similarly, Park & Ryu (2019) investigated how physical and social airport service environments influence passengers' cognitive and emotional satisfaction. These factors collectively shape passengers' overall perception and image of the airport.

4) Airport Service Quality Dimensions

According to Herek (1987), airport service quality can be categorized as an idea or thought directly related to the reasons for passenger satisfaction or dissatisfaction, which is part of the airport experience. Passengers' behaviors and expectations related to the airport experience depend on the type of traveler, travel purpose, and other contextual aspects (Fodness et al., 2007). Therefore, the attributes of service quality should reflect the evaluation issues and service environment being studied (George et al., 2013; Yeh & Kuo, 2003). As discussed in the literature review, the dimensions of service quality vary in airports. Researchers analyzing service quality in airports have focused more on the physical environment (Bitner, 1992; Fodness et al., 2007; Jiang & Zhang, 2016; K. Park & Park, 2018) as directly perceptible attributes. The attributes of service quality in airports differ from other service industries.

Satisfaction

In the last ten years, several researchers have focused on developing a satisfaction measurement tool and examining the anticipation and outcomes of satisfaction, considering its significance for consumers [20]. In the existing literature, customer satisfaction has been described and conceptualized in diverse manners. Nonetheless, all these definitions and conceptualizations share a common understanding that satisfaction entails the achievement of a desired goal, which is sought by every service provider.

Behavioral Intentions

Behavioral intention refers to customers' tendency and willingness to interact with a product or service [22], [23]. A positive service experience generates intentions for favorable behaviors, such as making purchases, repeat usage, spreading positive word of mouth, supporting the product or service, exhibiting lower price sensitivity, and ultimately fostering customer loyalty [24], [25]. Conversely, an unfavorable experience may lead to behaviors like customer turnover or switching [26]. According to [27], A positive experience enhances the probability of customers revisiting the service in the future. The higher the quality of service, the higher the likelihood of customers frequenting, utilizing, or making repeat purchases [25], [28].

II. RESEARCH METHODS

Model Development

In this research, the author used the model developed by Batouei et al. (2020) to investigate how the airport experience influences customer satisfaction, which includes dimensions

related to sociology, psychology, and service marketing. The research also investigated how satisfaction subsequently affects revisit intentions and positive word of mouth. Isa et al. (2020) analyzed service quality factors and associated them with overall satisfaction in the airport industry [7], [31], [32] and part of the airport experience. The study identifies various passenger-oriented factors derived from the Airport Service Quality (ASQ) survey conducted by the Airport Service Council (ACI). These factors include access, airport environment, airport facilities, arrival services, check-in, wayfinding, passport control, and security. The study utilizes a conceptual model to elucidate how these eight service quality factors influence passengers' overall satisfaction. Isa et al. (2020) analyzed the perception of travelers over the quality of services at airports that influenced the overall satisfaction of users of international airport services in Kuala Lumpur. Therefore, as a reference model, the authors used the research models proposed by Batouei et al., (2020) and Isa et al. (2020) because of the similarity of construction in Batouei et al. (2020), i.e. on the servicescape factor with the airport environment in the study conducted by Isa et al. (2020). Moreover, the research model proposal no longer uses the airport environment in the airport service quality dimension. Similarly, passports in the research conducted by Isa et al. (2020) are not used because the subject of the study author is a domestic passenger at the international airport of Yogyakarta. The research model proposed by the author is structured based on these reference models. The visualization of the research model proposal is as follows:



Figure 1. Conceptual Model

Research Hypothesis

Based on the research model in this thesis, the researchers compiled sixteen hypotheses that showed the relationship between seventeen variables. Factors such as furniture design, facility quality, cleanliness, and the overall aesthetic of the environment play a significant role in shaping passenger satisfaction at airports [3], [7]. The ambiance of an airport plays a significant role in shaping visitors' experiences, with factors such as atmosphere, scents, lighting, air quality, and music contributing to their overall feelings of happiness

and their perception of the service scape. These elements have been the subject of extensive research and have been found to positively influence passenger perspectives on service quality and satisfaction. Additionally, the functional aspects of airport facilities and equipment have also been studied extensively and are known to contribute to passengers' overall satisfaction. From the material and data of the research, the author proposes the following hypotheses:

**H1. Servicescape has a positive influence on passenger satisfaction**

Antwi et al. (2020) explained that the willingness to help and the communication competence of employees during interactions at airport service points have a direct impact on the level of airport satisfaction, the perception of the airport's image, and the enhancement of passenger loyalty towards that particular airport. Likewise, according to Hong et al. (2020), passenger satisfaction with airport services is determined by the convergence of several factors, including the quality of physical service, the quality of interactive service, and the quality-of-service outcomes. Therefore, this research also suggests a hypothesis:

**H2. Service encounter has a positive influence on passenger satisfaction**

The specific impact of passenger retail experience within the broader airport experience remains unclear. To address this gap, the study aims to investigate the individual role of retail experience in shaping the overall experience of passengers at the airport. The author submitted the following hypothesis:

**H3. Retail experience has a positive influence on passenger satisfaction**

The key attribute of self-service technologies that significantly influence passenger decisions and satisfaction is their clear and user-friendly operation [34], [35]. Consequently, a positive experience with airport self-service technologies is anticipated to have a favorable impact on passengers' overall airport experience. The author submitted the hypothesis:

**H4. Self-service technologies have a positive influence on passenger satisfaction**

In terms of establishing a sense of place within an airport, various strategies are often employed, such as incorporating cultural artifacts, artworks, interior design, and wall paintings that reflect the local culture and destination [36], [37]. By immersing travelers in a culturally enriched environment, airports can enhance the overall experience of passengers, generating a positive and memorable impression. Therefore, the proposed hypothesis is:

**H5. The sense of place has a positive influence on passenger satisfaction**

In various service settings, social interaction has been recognized as a significant factor that can influence customers' attitudes and behaviors, particularly when the interaction is positive [38], [39]. Building upon this discussion, it is important to develop a more comprehensive comprehension of social interaction and its consequences in the aerospace domain, the study hypothesized:

**H6. Social interaction has a positive influence on passenger satisfaction**

In a research investigation examining the impact of airline service quality on passenger anxiety, Batouei et al. (2020) discovered that heightened levels of anxiety experienced at various stages of the flight journey, including pre-departure, post-departure, and while at the airport, can considerably diminish passengers' satisfaction with their overall travel experience. Similarly, Bogicevic et al. (2016) conducted a study specifically focusing on the airport context and confirmed a negative correlation between passengers' anxiety levels derived from the airport's servicescape and their satisfaction with the airport experience. Building upon prior research, Pham & Sun (2020) further highlighted the significant influence of customers' psychological states on shaping their consumer experience.

**H7. Anxiety has a negative influence on passenger satisfaction**

According to Su & Hsu (2013), the relationship between service fairness and satisfaction can be understood through the positive emotions that customers experience when they perceive fairness in the services provided. As a result, customers are more inclined to experience higher levels of satisfaction with the services they receive. Building upon this premise, the study aims to examine the influence of service fairness on overall passenger satisfaction at the airport, with the hypothesis:

**H8. Service fairness has a positive influence on passenger satisfaction**

Isa et al. (2020) present a framework that outlines the assessment of access at airports, which includes evaluating the availability and pricing of parking facilities as suggested by the Airport Service Quality (ASQ) survey developed by the Airport Council International (ACI). Using this framework, the study aims to investigate the influence of access on passengers' overall satisfaction with the airport. The objective is to investigate how factors like the accessibility and affordability of parking facilities influence passengers' satisfaction with their overall airport experience. This will be examined through the following hypothesis:

**H9. Access has a positive influence on passenger satisfaction**

Isa et al. (2020) present an overview of the framework proposed by the Airport Service Quality (ASQ) survey developed by the Airport Council International (ACI) for evaluating airport facilities. This framework encompasses the assessment of various elements including the accessibility and cleanliness of restroom facilities, as well as the comfort of the waiting area before boarding. The study aims to explore the impact of airport facilities on passengers' overall satisfaction at the airport. The researchers intend to examine how factors such as the accessibility, hygiene, and comfort of these facilities influence passengers' overall satisfaction with their airport experience, based on the hypothesis:

**H10. Airport facilities have a positive influence on passenger satisfaction**

According to SITA (2012), the check-in process is identified as the third most stressful aspect of airport travel. Additionally, it is regarded as one of the key functional processes within the airport passenger terminal [43]. Check-in encompasses various factors such as material requirements,

time constraints, and the level of stress experienced by passengers. A streamlined and efficient check-in process has the potential to alleviate passenger stress, as the waiting time directly influences satisfaction levels. The study aims to examine the influence of the check-in process on overall passenger satisfaction at the airport, focusing on how factors such as speed, convenience, and effectiveness impact passengers' overall experience and satisfaction, with the hypothesis:

**H11. Check-in has a positive influence on passenger satisfaction**

The concept of arrival services is based on the Airport Service Quality (ASQ) framework developed by the Airport Council International (ACI) [30], [44]. Utilizing this framework, the study aims to investigate the influence of arrival services on passengers' overall satisfaction at the airport. The researchers will develop hypotheses to examine the relationship between the quality of arrival services and passengers' satisfaction levels, with a particular focus on variables such as comfort, convenience, and the timeliness of baggage delivery.

**H12. Arrival services have a positive influence on passenger satisfaction**

The development of the "find way" component is based on the Airport Service Quality (ASQ) framework developed by the Airport Council International (ACI) (Isa et al., 2020). This component focuses on factors such as the ease of locating different areas within the airport, the availability of a flight information display system, and the walking distance within the terminal. Expanding on this framework, the study aims to investigate the influence of the find way experience on passengers' overall satisfaction at the airport. The researchers will establish hypotheses to explore the relationship between the quality of the find way experience and passengers' satisfaction levels.

**H13. Finding a way has a positive influence on passenger satisfaction**

Security factors are integral components of the Airport Service Quality (ASQ) dimension [30]. This dimension encompasses various aspects of the security process at airports, including the assistance and friendliness displayed by security officers, the thoroughness and professionalism of security personnel, the waiting time during security inspections, and passengers' perception of safety and security. Drawing upon this framework, the author puts forward the following hypothesis to investigate the impact of security factors on passengers' overall satisfaction at the airport.

**H14. Security has a positive influence on passenger satisfaction**

Bezerra & Gomes (2020) conducted research in the airport context and found that extremely satisfied passengers are more likely to prefer a specific airport for their future travel requirements, even when there are other airports accessible in the same city or region. Additionally, these contented passengers are more inclined to recommend the airport to others. Building upon these findings, the study aims to assess the overall airport experience of passengers by measuring their satisfaction levels and evaluating the impact of each component of the airport on their satisfaction.

Additionally, the study posits that passenger satisfaction is derived from the airport experience and is likely to foster intentions to revisit the airport in the future, as well as stimulate positive word-of-mouth recommendations about the airport. Therefore, the author proposes the hypothesis that:

*Instrument and Data Collection*

This research focused on primary data collected through the questionnaire. The target population for this research consisted of passengers who had already obtained their tickets or boarding passes. To collect primary data, a self-administered questionnaire was utilized, employing Google Forms as the platform. Respondent's answers will be expressed on a five-point Likert scale (where 1 = very disagree and 5 = very agree). The minimum number of respondents as per the research sample is 5x the number of indicators or a minimum of 665 sample respondents. The sample collected for this research exceeded this minimum requirement. Permission was obtained to survey Yogyakarta International Airport (YIA). Data was collected from 670 passengers at Yogyakarta International Airport who were in the waiting room for domestic departure from 20 March to 4 April 2023. This time frame was chosen to ensure a broad range of passengers were included. Passengers were approached conveniently, and upon obtaining their consent, they were asked to complete the questionnaire, which was designed in Bahasa Indonesia. The majority were female (56%), and the most common age range was 18-25 years (56%). The majority of respondents were employed in the private sector (36%), followed by students (34%). This is also supported by the dominant percentage of respondents using economy class for their flights. The main purpose of travel for the majority of respondents was for vacation. The research utilized Partial Least Square Structural Equation Modeling (PLS-SEM) in the form of Structural Equation Modeling (SEM), chosen for its suitability in analyzing causal and tiered models. The data analysis was conducted using Smart PLS software, chosen due to the study's exploratory nature and the presence of formative constructs [45]. Following the initial phase of evaluating the reliability and validity of the measurement models, the subsequent step in PLS-SEM involved analyzing the structural model. This stage focused on examining the relationships and causal effects among the constructs in the model, providing valuable insights into the underlying theoretical framework.

*Assessment of Measurement Model*

The measurement of the model was conducted to assess the suitability of the indicators for measuring the desired constructs and the internal consistency of these indicators. Measurement models are analyzed by conducting convergent and discriminant validity analyses. Convergent validity analysis is used to demonstrate that respondents can understand the statements about all variables in this study in line with what the researcher also understands. Convergent validity analysis means that a set of indicators represents a latent variable and underlies the formation of that latent variable. On the other hand, discriminant validity analysis is used to show that respondents are not confused or influenced by statements on other latent variables when answering questions/statements from a specific variable, particularly in interpreting the

indicator statements of that variable. According to Hair et.al (2017) rule of thumb in the analysis of convergent validity is *Outer Loading* should be greater than 0,7 and *Average Variance Extracted (AVE)* should be greater than 0,5. For discriminant validity the result of *Fornell Lacker* should be higher than the point in another variable. Based on the results of Smart PLS, it is found that all the Outer Loadings of each indicator have values higher than 0.7. Therefore, the evaluation of the outer model for Convergent Validity using Outer Loadings has been fulfilled. Next, the convergence validity test is conducted by examining the values of Average Variance Extracted (AVE), as shown in the following table.

Table 1. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Servicecape	0,622
Service Encounter	0,790
Retail Experience	0,854
Self Service Technologies	0,849
Sense Of Place	0,776
Social Interaction	0,920
Anxiety	0,720
Service Fairness	0,742
Access	0,784
Airport Facilities	0,809
Arrival Services	0,875
Check In	0,794
Finding Way	0,860
Security	0,804
Satisfaction	0,826
Intention To Revisit	0,882
Intention To Spread WOM	0,806

The Average Variance Extracted (AVE) values for all variables are higher than 0.5. Therefore, the evaluation of the outer model for Convergent Validity using AVE has also been fulfilled. The research proceeds with the analysis of discriminant validity using SmartPLS. The AVE (Average Variance Extracted) values, representing the average extracted variance, should be greater than the correlations involving the respective latent variables in order to meet the discriminant validity test (Kock & Lynn, 2012).

### III. RESULT AND DISCUSSION

As observed from Table 2. it can be seen that the variables Airport Facilities, Check-In, Finding Way, Security, Sense of Place, Servicecape, Intention to Revisit, and Intention to Positive WOM have t-statistics values greater than 1.645 and p-values smaller than 0.05.

Table 2. Hypothesis Analysis

Hypothesis	T Statistics	P Values	Decisions
Servicecape > Satisfaction	2.226	0.026	Supported
Service encounter > Satisfaction	1.383	0.167	Not Supported
Retail Exp > Satisfaction	1.453	0.147	Not Supported
Self Service Technologies > Satisfaction	0.177	0.860	Not Supported
Sense of place > Satisfaction	3.006	0.003	Supported
Social Interaction > Satisfaction	0.399	0.690	Not Supported
Anxiety > Satisfaction	1.617	0.106	Not Supported
Services Fairness > Satisfaction	1.268	0.203	Not Supported
Access > Satisfaction	1.263	0.207	Not Supported
Airport Facilities > Satisfaction	3.232	0.001	Supported
Arrival Services > Satisfaction	0.994	0.320	Not Supported
Check in > Satisfaction	2.424	0.016	Supported
Finding way > Satisfaction	2.537	0.011	Supported
Security > Satisfaction	4.111	0.000	Supported
Satisfaction > Revisit Intention	36.023	0.000	Supported
Satisfaction > Positive WOM	22.907	0.000	Supported

After data processing and analysis presented in Table 1, the following are the results of hypothesis testing, which can be summarized as follows:

- The factors of airport experience that have a positive influence on satisfaction at Yogyakarta International Airport, based on the order of significance, are security (service quality dimension), airport facilities (service quality dimension), sense of place (sociological dimension), finding way (service quality dimension), check-in (service quality dimension), and servicecape (service marketing dimension).
- The factors of airport experience in the service quality dimension have the most positive influence on overall satisfaction at the airport, except for the access and arrival service factors, which do not have a positive influence on passenger satisfaction.
- In the service marketing dimension, the servicecape variable has a positive influence on passenger satisfaction, while the service encounter, retail experience, and self-service technologies variables do not have a positive influence on passenger satisfaction.
- In the sociological dimension, the Sense of place variable has a positive influence on passenger satisfaction, while Social Interaction does not have a positive influence on passenger satisfaction.
- None of the factors from the psychological dimension have an influence on overall satisfaction, as neither the anxiety variable has a negative influence on passenger satisfaction nor the services fairness variable has a positive influence on passenger satisfaction.
- Passenger satisfaction has a positive influence on their intention to spread positive word of mouth (WOM) and has a positive influence on passengers' intention to use the airport services again (revisit intention) in the future

Some of the findings of this research aligned with previous studies, while others showed different results. These discrepancies could be attributed to differences in location and research subjects. Previous studies included both domestic and international passengers as research subjects, whereas this research specifically focused on domestic passengers. The utilitarian and functional nature of core airport services might explain why factors related to the airport service quality dimension, such as airport facilities, security, check-in, and finding ways, were more significant compared to service marketing, psychological, and sociological factors. This suggests that travelers still prioritized the airport for air travel processes and purposes, as well as the services and facilities directly related to those purposes, which had a greater impact on their satisfaction. This passenger satisfaction, in turn, influenced their intention to revisit the airport in future journeys (revisit intention). Additionally, passenger satisfaction at the airport motivated them to recommend Yogyakarta International Airport to others through positive word of mouth.

This research provides an understanding of how factors of the airport experience ultimately affect passenger satisfaction. By capturing passengers' perceptions of their airport experience and measuring the most influential factors

on satisfaction, it offers insights into the services that airport passengers expect, particularly at Yogyakarta International Airport. The followings are some managerial implications that companies can consider when developing programs and services to enhance passenger satisfaction.

- a. Security has the highest influence on passenger satisfaction. Therefore, airport management should pay special attention to security personnel to ensure that passenger and baggage screening processes are conducted effectively, meticulously, and with helpful and friendly staff.
- b. Airport facilities and servicescape are significant factors that have a considerable impact on passenger satisfaction. Airport management should prioritize attention to the airport's design, artwork, cleanliness, lighting, air quality, signage, layout, ambiance, and furniture. Airport management should consider the availability and comfort of these facilities during the airport's construction and design phase.
- c. In contrast to previous studies, the sense of place factor has a significant influence at Yogyakarta International Airport. Located in Kulonprogo Regency of the Special Region of Yogyakarta, which is rich in Javanese culture, the terminal's appearance reflects the local identity. Yogyakarta International Airport management can incorporate performances or artistic displays at the airport, allowing passengers to experience the region's unique characteristics while in the terminal.
- d. Another significant factor is finding a way, where airport management should ensure timely and accurate flight information through the flight information display system. Providing signage or directional markers to facilitate passenger navigation and considering additions such as travelers or buggy cars to shorten walking distances within the terminal can also be considered.
- e. The significant impact of the check-in factor at the airport indicates that the airport should provide consistent services with fast and efficient processes, treating all passengers with courtesy and respect. Airport management can also enhance the quality and speed of check-in services through the adoption of mobile check-in technology and self-check-in counters, which have seen rapid advancements.

This research has several limitations that need to be considered when generalizing its findings. The data was collected from domestic passengers at Yogyakarta International Airport. For future research, it is recommended to sample both domestic and international passengers and compare the results. The importance of airport experience factors in passenger satisfaction also depends on the level of service quality and processes provided at that time. Future studies are needed to test the conceptual framework in other airports with different levels of facilities, processes, and services. Airport services can overlap with ground handling services or airline services, making it difficult to distinguish between them and their separate influences on the passenger experience. Differences in the passenger experience at the airport can also occur due to variations in airlines or flight classes used. Therefore, future research can analyze the relationship between flight types (e.g., low-cost carriers, full-

service, economy class, or business class) and airline brands with airport experience.

#### IV. CONCLUSION

In conclusion, this study has pinpointed the critical elements affecting Yogyakarta International Airport travelers' levels of satisfaction. The primary factors influencing satisfaction are safety, airport amenities, sense of location, navigation, check-in, and servicescape. In order to determine customer satisfaction, the service quality dimension in particular, airport amenities, security, navigation, and check-in—is quite important. While elements from the psychological dimension, such as fear and services fairness, do not significantly affect passenger happiness, the servicescape variable in the service marketing dimension favorably impacts passenger contentment. The likelihood that a passenger would return to the airport and recommend it to others is positively correlated with their level of happiness. By concentrating on security personnel, airport infrastructure, servicescape, and developing ways, these findings provide useful advice for airport management to increase passenger happiness. The feeling of place must also be addressed if the entire passenger experience is to be improved. The study's sample of domestic travelers is acknowledged to have certain limitations, and it is advised that future research include foreign travelers as well as examine other airline types and airport surroundings for a more thorough understanding

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