



## Evaluation of Service Quality: Aviation Security, Customer Value and Airport Accessibility (Library Research)

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**Abstract:** Within the field of marketing management science, the paper assessing service quality: aviation security, customer value, and airport accessibility is a scientific literature review. The goal of this essay is to develop a hypothesis about the relationship between factors so that it can be utilized for future studies in the field of human resource management. The descriptive qualitative research methodology is applied. Relevant data from earlier studies was gathered for this study from academic web resources like Publish or Perish, Google Scholar, digital reference books, and Sinta journals. The findings of this paper are as follows: 1) Aviation security influences the evaluation of service quality; 2) Customer value influences the evaluation of service quality; and 3) Airport accessibility influences the evaluation of service quality.

**Keyword:** Evaluation of Service Quality, Aviation Security, Customer Value, Airport Accessibility

### INTRODUCTION

The assessment of service quality within the aviation sector holds significant importance and warrants careful consideration. When evaluating the quality of services offered by airlines and airports, it is crucial to consider various factors, including flight safety, customer value, and airport accessibility. In order to have a more profound understanding, it is important to conduct an extensive review of the existing literature. The literature review will encompass a comprehensive exploration of pertinent sources, such as scholarly journals, papers, and related publications, that delve into the assessment of service quality within the domains of aviation security, customer value, and airport accessibility.

When conducting an assessment of aviation security, it is imperative to take into account multiple facets. This encompasses various aspects such as airport security systems, procedures

for screening passengers and baggage, adherence to aviation safety regulations, and other issues pertaining to the safeguarding of passengers and crew members. Conducting research on aviation security entails examining current legislation and policies, as well as analyzing the most recent advancements and trends in aviation security technology and practices. This study aims to investigate the collaborative efforts between airlines and airport authorities in order to achieve and maintain high levels of security for all stakeholders engaged in the aviation business.

In addition to ensuring aviation safety, the primary emphasis in assessing service quality lies in the value proposition for clients. Customer satisfaction is impacted not alone by the level of comfort experienced during the journey, but also by a range of additional factors including punctuality, the quality of service provided by the flight crew, the amenities available at the airport, and the convenience of the booking and check-in procedures. The present literature review aims to examine a range of scholarly research and perspectives pertaining to the determinants that impact consumer perceptions of airline service quality. The present study encompasses an examination of the correlation between service quality and customer loyalty, as well as its influence on the brand image of the airline. In addition, an examination will be conducted on the endeavors undertaken by the aviation sector to enhance customer value through the implementation of service innovation and marketing tactics.

The assessment of service quality in the aviation business also encompasses the crucial factor of airport accessibility. This feature encompasses factors such as the convenience of airport accessibility, the presence of public transit options, the range of services provided for travelers with disabilities, and the effectiveness of the check-in and departure procedures. The literature evaluation will encompass an examination of rules and legislation pertaining to airport accessibility, alongside an analysis of the most effective strategies employed by airports across different nations. Furthermore, it will investigate the impact of variables such as regional transportation infrastructure, technological advancements, and airport layout on the degree of accessibility and passenger satisfaction.

By conducting a comprehensive analysis of existing literature on the assessment of service quality in relation to aviation security, customer value, and airport accessibility, the aim is to enhance our comprehension of the factors that impact the whole flight experience. The outcomes of this literature review can offer significant perspectives for airline corporations, airport authorities, and other relevant stakeholders in their endeavors to consistently enhance service quality and satisfy client demands. In addition, this literature review can serve as a foundation for future investigations in the realm of assessing service quality within the aviation sector, thereby facilitating a constructive impact on the overall advancement of the industry.

Based on the background of the problem, the problem formulation is obtained as follows: 1) Does airport security influence the evaluation of service quality?; 2) Does customer value influence the evaluation of service quality?; and 3) Does airport accessibility affect the evaluation of service quality?.

## **METHOD**

The aim of this research is to obtain a research hypothesis, which can later be used for further research. Literature Review Essays are written using Library Research and Systematic Literature Review (SLR) techniques. These methods were evaluated qualitatively and are available on academic web sources such as Mendeley and Google Scholar. A systematic literature review, or SLR, is the process of finding, assessing, and analyzing all accessible research data with the aim of addressing a specific research problem. In qualitative analysis, the literature review must be applied consistently with methodological assumptions. The exploratory nature of the research served as the main justification for conducting qualitative analysis, (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **Results**

The research's findings, taking into account the problem's background and formulation, are as follows:

### **Evaluation of Service Quality**

The evaluation of service quality is a methodical procedure that seeks to quantify and appraise the degree to which a service satisfies or surpasses client expectations and requirements. Within this framework, service quality encompasses not only technical elements like efficiency and dependability, but also encompasses wider characteristics such as satisfaction, safety, comfort, and customer confidence in service providers. The assessment of service quality typically entails gathering, analyzing, and receiving input from customers and other stakeholders to pinpoint areas for enhancement and to uphold consistently high service standards. Service quality evaluation encompasses not only the identification of areas for improvement, but also the formulation and execution of corrective measures aimed at enhancing the quality of services rendered. This may encompass enhancements to internal processes, training of employees, investment in novel technology, or modifications to policies in order to guarantee that service providers are capable of meeting or beyond consumer expectations. In general, the assessment of service quality holds significant importance in guaranteeing that service providers are capable of delivering an acceptable experience to their clientele. Service providers can enhance their service standards and maintain competitiveness in a highly competitive environment by gathering data, assessing client feedback, and identifying areas for improvement (Puspitasari, 2021).

The indicators or dimensions contained in the evaluation of service quality include: 1) Reliability refers to a service provider's capacity to deliver consistent and dependable service. This encompasses factors like as successful promise fulfillment, timely service delivery, and effective resolution of client problems or complaints; 2) Convenience relates to how comfortable and simple it is to use a service. This includes simplicity of navigation, straightforward payment methods, and ordering or reservation procedures; 3) Conformity to Customer Needs: This dimension emphasizes service providers' capacity to tailor their services to specific customers' needs, preferences, and expectations. This entails taking a tailored approach and tailoring services to the demands of each individual customer; and 4) Responsiveness refers to a service provider's ability and willingness to respond to client requests, inquiries, or complaints. This entails the ability to respond quickly and efficiently to clients (Dewata & Puspitasari, 2022).

Evaluation of service quality has been widely studied by previous researchers, including: (Nursya'adah & Kurniawan, 2019), (Widagdo, 2019), (Marina et al., 2018).

### **Aviation Security**

Airport security is a set of policies and procedures meant to safeguard passengers, airline personnel, airport infrastructure, and aircraft from potential threats such as terrorism, criminality, and other hazards. In this context, airport security encompasses not only the prevention of direct risks to aviation, but also the protection of airport assets and infrastructure in general. One of the most important parts of airport security is aviation safety. This includes rigorous security inspections on people, baggage, and cargo to prevent the admission of hazardous objects or materials that could jeopardize the flight. These inspections are typically carried out using scanning technologies such as X-ray machines for luggage and body scans for passengers to discover prohibited items. Overall, airport security is a critical component of the aviation sector, protecting passengers, flight crew, facilities, and aircraft from many possible dangers. Airport security can be maintained and improved by implementing

preventive measures, strict supervision, cooperation among various relevant parties, and efficient operational management, ensuring that the airport remains a safe and trusted place for all parties involved in the aviation process (Utama & Roellyanti, 2022).

The indicators or dimensions contained in airport security include: 1) Security Technology: The use of innovative and effective security technology is critical in improving airport security. This includes the use of scanning technology including X-ray machines, body scans, and bomb detection systems to prevent harmful objects from entering the airport; 2) Aircraft Security Procedures: These include preventive procedures used to protect the aircraft from potential threats, such as monitoring access to the aircraft, inspecting the aircraft before and after flights, and implementing extra security measures for international flights; 3) Monitoring and Surveillance: Continuous monitoring and surveillance of airport operations is critical to assuring security. This includes the use of surveillance cameras, detecting sensors, and security staff stationed strategically to monitor activity and detect potential threats; and 4) Crisis Management and Emergency Response: Airports must have a complete emergency response strategy in place and employees trained to manage any emergency or security issue that may happen. This includes educating employees to respond swiftly and efficiently in crisis circumstances, as well as working with authorities and external emergency services (Hartono et al., 2020).

Airport security has been widely studied by previous researchers, including: (Astuty et al., 2023), (Lubis & Bunahri, 2023), (Yunislamiaty & Fatmayati, 2023).

### **Customer Value**

Customer value refers to the benefits or advantages that consumers receive as a result of their connection with a product or service. This value encompasses not just monetary variables such as the price paid by customers, but also product or service quality, customer experience, contentment, and trust. In other words, customer value represents the extent to which customers believe their investment in a product or service is justified by the advantages achieved. Overall, customer value reflects a variety of characteristics that influence a customer's view of the benefits obtained via their connection with a product or service. Companies that focus on quality, satisfaction, price, brand image, and other elements that influence consumer value can establish strong customer connections and boost their long-term market performance (Subekti, 2019).

The indicators or dimensions contained in customer value include: 1) Trust and Reputation: The trust and reputation of a company or brand are essential factors in determining customer value. Customers place a higher value on brands or firms that they trust and have a solid reputation for providing high-quality products or services; 2) Customer Satisfaction: Customer satisfaction is a key metric for determining customer value. It indicates how satisfied customers are with their experience with a product or service, as well as whether the product or service meets or exceeds their expectations; 3) Customer Loyalty: Customer loyalty measures how inclined customers are to continue with a brand or company's products or services for an extended period of time. Customer loyalty demonstrates the value customers have on the brand or firm; and 4) Understanding of Customer Needs: This dimension emphasizes the service provider's capacity to comprehend and respond to each customer's unique needs, preferences, and expectations. This includes taking a tailored approach and tailoring services to the demands of each customer (Ariyono, 2018).

Customer value has been widely studied by previous researchers, including: (Subekti, 2019), (Ariyono, 2018), (Arfifahani, 2018), (Fakhrudin & Suci, 2022), (Nabila & Aisah, 2023).

### Airport Accessibility

Airport accessibility refers to the ability and availability of convenient and efficient access for all parties engaged in air travel, such as passengers, aircraft crew, and airport personnel. This notion encompasses a variety of factors, ranging from ease of entry to the airport and terminal to the availability of services and amenities for passengers with limited mobility. In other words, airport accessibility measures how accessible an airport is to all users without unnecessary barriers, making air travel more inclusive and comfortable for all. Aside from that, technical considerations play an essential role in increasing airport accessibility. This involves the use of information and communication technology to deliver services like self-check-in, regular flight announcements, and real-time flight status updates. Airports may use this technology to improve operational efficiency and create a more seamless passenger experience. Overall, airport accessibility is critical to ensuring that air travel is accessible to all without unnecessary barriers. Airports can provide an inclusive and inviting atmosphere for all users by focusing on airport accessibility, the provision of facilities and services for passengers with special needs, terminal navigation, and the use of technology. Efforts to increase airport accessibility not only demonstrate the airport's dedication to fairness and inclusion, but they can also benefit the whole aviation industry by enhancing customer satisfaction and market share (Sumardi & Jumlad, 2022).

The indicators or dimensions contained in airport accessibility include: 1) Ease of Access to Airport Facilities: This dimension takes into account the availability of facilities and services that make it easier to access various airport facilities, such as check-in counters, departure gates, waiting spaces, and food or retail areas. This ease of access ensures that travelers have access to all of the airport's facilities; 2) Access for Passengers with restricted Mobility: This indicator measures the availability of facilities and services for passengers with special needs or restricted mobility, such as special wheelchair lanes, easily accessible toilets, and comfortable waiting places. Airports that prioritize the requirements of passengers with limited mobility exhibit a high level of accessibility; 3) Transportation Access: This indicator comprises the availability of public transportation options such as trains, buses, taxis, and ridesharing services that may bring passengers to the airport from various locations in the surrounding area. The ease of getting to the airport via various public transit choices is a significant consideration when evaluating airport accessibility; and 4) Ease of Navigation: This dimension comprises the provision of clear and easily available information about how to navigate the airport terminal. This includes clear signage, informative terminal maps, and prompt customer information services to make customers feel more confident and at ease when utilizing the airport (Akhriadi et al., 2016).

Airport accessibility has been widely studied by previous researchers, including: (Soehardi et al., 2021), (Jamil, 2022), (Ramadhani & Ahyudanari, 2020).

### Relevant Previous Research Results

The process of creating research hypotheses involves reviewing relevant publications, which involves discussing past research findings and identifying parallels and contrasts with the research proposal. This is illustrated in Table 1:

**Tabel 1. Hasil Penelitian Terdahulu Yang Relevan**

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Nissa & Awan, 2022)	Comfort and safety factors influence passenger satisfaction and service quality at Supadio Pontianak international airport	The influence of security on service quality	The influence of comfort on passenger satisfaction at Supadio	H1

				Pontianak international airport	
2.	(Lubis & Bunahri, 2023)	Facilities and security factors influence consumer satisfaction and service quality at airports	The influence of security on the quality of service at airports	The influence of facilities on consumer satisfaction	H1
3.	(Fakhrudin & Suci, 2022)	Perceptions of price and customer value influence the quality of service and customer loyalty of Lion Air airlines	The influence of customer value on service quality	The influence of price perceptions on Lion Air airline customer loyalty	H2
4.	(Subekti, 2019)	Customer value and passenger loyalty influence the quality of service at Radin Inten II Lampung airport	The influence of customer value on service quality	The influence of passenger loyalty on service quality at Radin Inten II Lampung airport	H2
5.	(Akhriadi et al., 2016)	The influence of passenger loyalty on service quality at Radin Inten II Lampung airport	The influence of airport accessibility on service quality	The influence of airport accessibility on the choice of air transportation mode	H3
6.	(Ramadhani & Ahyudanari, 2020)	Airport accessibility influences changes in land use and service quality at Yogyakarta, Kulon Progo international airport	The influence of airport accessibility on service quality	Airport accessibility influences changes in land use	H3

**Discussion**

The subsequent analysis of this article is derived from the problem formulation, research findings, and prior research:

**1. The Influence of Airport Security on Service Quality Evaluation**

Airport security, which includes security technology, aircraft security procedures, monitoring and surveillance, crisis management, and emergency response, has a significant impact on service quality evaluation, including reliability, comfort, suitability to customer needs, and responsiveness. Advanced security technologies enable the adoption of tight security measures, hence increasing trust and reliance in the service provider's capability. Meanwhile, effective monitoring and supervision ensures the safety of passengers and airport facilities, improving comfort and meeting consumer expectations. When an emergency scenario or security concern arises, good crisis management and emergency response can improve service providers' responsiveness while also ensuring passenger safety and comfort.

Airport security technology such as X-ray machines, body scanning, and explosive detection systems have a direct impact on service quality evaluations, particularly in terms of reliability. Using this technology, airports can verify that security processes are followed consistently and effectively, boosting passenger confidence in the service provider's ability to offer a safe service. For example, with modern scanning equipment in place, passengers have greater confidence that all precautions have been taken to prevent dangerous materials from entering the aircraft, which contributes to the perception of the service provider's dependability.

Furthermore, strong aviation security procedures, such as baggage inspections, body checks, and tight security in aircraft access zones, have a beneficial impact on service quality ratings. With these measures in place, travelers feel safer and more protected while flying, increasing their comfort and faith in service providers. Furthermore, travelers believe that their security concerns are being recognized and prioritized, which increases consumer compliance.

Effective monitoring and supervision of airport activities helps to evaluate service quality. Airports that use a sophisticated monitoring system can swiftly detect potential threats or emergency events and respond accordingly. This provides additional protection for passengers and airport facilities, increasing consumer comfort and confidence in the service provider. For example, the placement of surveillance cameras throughout the airport adds to passengers' sense of security and boosts the perception of customer compliance, particularly for those who feel vulnerable or susceptible to security concerns.

Furthermore, competent crisis management and emergency response are essential for ensuring that airports respond promptly and appropriately to emergency situations or security concerns. When a crisis happens, such as a terrorist attack or other security event, an airport's ability to respond promptly and efficiently can make a significant difference in passenger safety and comfort. Passengers will evaluate service providers' responsiveness based on their ability to correctly handle emergency circumstances and give required help to affected passengers.

Thus, airport security, which includes security technology, aircraft security protocols, monitoring and surveillance, crisis management, and emergency response, has a considerable impact on service quality assessment. Airports can improve the air travel experience for all passengers by maintaining high security standards and timeliness in their services.

Airport security influences the evaluation of service quality, this is in line with research conducted by: (Astuty et al., 2023), (Lubis & Bunahri, 2023), (Yunisliamiaty & Fatmayati, 2023).

## **2. The Influence of Customer Values on Service Quality Evaluation**

The impact of customer value, which includes trust and reputation, customer satisfaction, customer loyalty, and understanding customer needs, is significant in the evaluation of service quality, which includes reliability in service provider capacity, comfort, suitability to customer needs, and responsiveness. Customers' impressions of service providers' reliability can be improved by building trust and a solid reputation. Customer satisfaction indicates how effectively the service meets their expectations and needs, influencing perceptions of comfort and suitability. Client loyalty enhances the relationship between customers and service providers, while a thorough awareness of client demands ensures a more effective and sympathetic response to those needs, all of which influence service providers' responsiveness.

The trust and reputation of a company or brand have a significant impact on the assessment of service quality. Customers that have a high level of trust in a brand or organization are more likely to expect regular and reliable service, which leads to higher opinions of the service provider's dependability. A high reputation also raises positive expectations about service quality in general, which can influence views of convenience and fit to demands. Airports with a solid reputation for security and customer service, for example, are perceived as more convenient and more equipped to meet client needs.

Customer happiness is the primary factor in determining service quality. Customers who are satisfied with the services given are more likely to rate reliability, convenience, and fit for their needs highly. Client happiness is also tied to the service provider's responsiveness, as great service is frequently followed by a prompt and effective response to client requests or complaints.

Customer loyalty improves the relationship between customers and service providers, which can influence service quality ratings. Customers who are loyal to a brand or company are more likely to rate reliability, comfort, and appropriateness to needs higher. Customer loyalty also enables service providers to develop stronger relationships with their clients, resulting in a better understanding of their needs and more effective responses to their inquiries.

A thorough grasp of consumer demands is critical to providing a more effective and empathetic response to those needs. Understanding consumers' tastes, interests, and issues

allows service providers to personalize their offerings to specific needs, boosting the perceived fit. This also has an impact on service reliability, since suppliers who understand their customers' needs are more likely to provide consistent and dependable service.

Overall, the impact of customer value, which encompasses trust and reputation, customer satisfaction, customer loyalty, and understanding customer needs, is significant in determining service excellence. These characteristics influence a service provider's dependability, convenience, appropriateness, and responsiveness, emphasizing the need of focusing on and understanding customer value in order to improve the customer experience and overall service quality.

Customer value influences the evaluation of service quality, this is in line with research conducted by: (Subekti, 2019), (Ariyono, 2018), (Arfifahani, 2018), (Fakhrudin & Suci, 2022), (Nabila & Aisah, 2023).

### **3. The Influence of Airport Accessibility on Service Quality Evaluation**

Airport accessibility has a significant impact on service quality evaluation, particularly in terms of reliability of service provider capacity, comfort, suitability to customer needs, and responsiveness. Airport facility accessibility guarantees that passengers have easy access to various services and facilities within the airport, which can improve perceptions of service providers' dependability and convenience. Friendly access for passengers with limited mobility demonstrates the airport's commitment to diversity and can help it better meet customer needs. The ease of transit to and from the airport, as well as navigation within the airport, have a considerable impact on the service provider's responsiveness and adaptability to client needs.

The ease of access to airport facilities has a significant impact on service quality rating, particularly in terms of the reliability of service provider capacity. Passengers want airport facilities to be simply accessible and efficient, with no substantial impediments or delays. When passengers have guaranteed access to airport amenities, they feel confidence that the service provider has enough capacity to regularly meet their needs, which improves views of service reliability. For example, when facilities like as check-in counters, boarding gates, and waiting spaces are easily accessible, passengers believe that the service provider is well prepared to assist them, which increases trust in the service provider's dependability.

Friendly access for passengers with limited mobility has a significant impact on service quality evaluation, particularly in terms of customer appropriateness. Passengers with limited mobility frequently confront unique problems when navigating airports and using available facilities. When airports provide amenities like dedicated lanes, lifts, or wheelchairs to help travelers with limited mobility, it not only makes them more comfortable, but it also provides an inclusive and inviting environment for everyone. This also boosts the perception of compliance to consumer expectations, since passengers believe the service provider has evaluated and accommodated their needs.

Easy transportation to and from the airport has a considerable impact on service quality assessment, particularly in terms of responsiveness. Passengers expect a variety of transportation options that will allow them to travel to the airport without encountering substantial hurdles. When airports provide convenient transportation options, such as train service, airport buses, taxis, or ridesharing services, passengers feel supported and valued by service providers. It also fosters a friendly environment for travelers arriving from various regions, enhancing service providers' perceived responsiveness to consumer needs.

The ease of navigation within the airport is also a significant aspect in determining service quality, particularly in terms of comfort and fit to client needs. Passengers demand clear and easily accessible information on airport navigation, allowing them to go from one area to another without difficulties. Passengers feel more at ease and confident navigating airports with good signage, comprehensive terminal maps, and prompt customer information services. This



also boosts the perception of compliance to customer expectations, as they believe the airport has addressed their need for clear and well-organized information.

Airport accessibility influences the evaluation of service quality, this is in line with research conducted by: (Soehardi et al., 2021), (Jamil, 2022), (Ramadhani & Ahyudanari, 2020).

### Conceptual Framework

Based on the problem formulation, relevant previous research and the results and discussion of the research above, including:

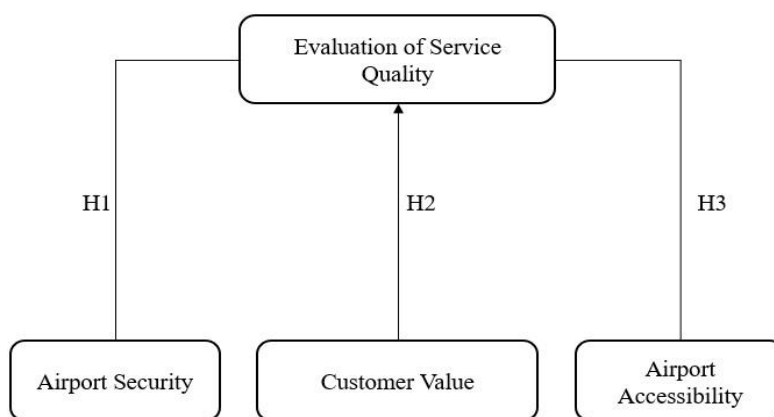


Figure 1. Conceptual Framework

Based on Figure 1 above, airport security, customer value and airport accessibility influence the evaluation of service quality. Apart from the three independent variables that influence the dependent variable, there are other variables that influence the evaluation of service quality, including:

- 1) Aeronautical and Non-Aeronautical Income: (Sari et al., 2018), (Agustian et al., 2023), (Pambudi et al., 2022).
- 2) Customer Complain: (Kawi, 2018), (Wahyuni et al., 2023), (Marta, 2019).
- 3) Customer Satisfaction: (Manalu et al., 2023), (Lubis & Bunahri, 2023), (Sulistiyono & Olivia, 2015), (Jumawan & Susanto, 2022), (Putra et al., 2020), (Sihombing et al., 2022).

### CONCLUSIONS

The research conclusions were derived from the backdrop of the problem, problem formulation, preceding study, outcomes, and subsequent analysis:

1. Airport security influences the evaluation of service quality.
2. Customer value influences the evaluation of service quality.
3. Airport accessibility influences the evaluation of service quality.

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