CHAPTER VI
CONCLUSIONS AND RECOMMENDATION

This chapter contains of the research conclusions and suggestions that is arranged for the company and the academicians.

6.1 CONCLUSIONS

The conclusions to this research are described as follows:

1. With no exact number of population (passengers) identified, pre-sampling is done and minimum sampling required is with 185 respondents.

2. The respondents are 50% male and 50% female minimum age of 17 and come from various background of: occupation, airport usage frequency per year and international airport visited.

3. The most important attributes thought by the customer is “Baggage Security Assurance” scoring 4.505 followed with “A trustworthiness of airport employee” and “An availability of smoking area in every terminal” in the second and third place. While the least importance considered by the passengers is an “availability of gym facility”

4. The data shows that Juanda international airport is at best in their “A clean and tidy airport employee's uniform”, “Airport employee ability to point / guide out every facility location” and “Airport employee knowledge on local area of interest”.

5. There is a gap or difference between the performance level and expected performance level. This condition shows that the current condition are not satisfactory enough based on the customer preferences. The highest expected performance is “Museum availability”, “An availability of gym facility”, “an
availability of well known international restaurant chain” and “A proper retail / food pricing in airport” in the top 4.

6. The highest average of sales point is the attributes included in “Productivity”. The productivity attributes consist of the availability of praying room, meeting room, beauty salon, postage and banking service, business centre and quiet room.

7. Resulted from the tabulation of sales point multiply with importance level and improvement ratio, the highest raw weight is “a spacious room to avoid crowd and passenger density” (score = 12.965), “an availability of postage service” (score = 11.486) and “waiting room bench / chair comfort ability” (score = 11.180) in the first three places.

8. The first two technical measures priority determined by grey model is “training on employees tourism spot” (score = 4.1937) and “Provide a complete and proper tourism information booth” (score = 2.4399).

9. The merging technical responses of training towards company within 8 training attributes (Training on employee knowledge towards airport facility location, Training on employees tourism spot, Training and surveillance towards employee, Training on employee work spirit, Training on employee work ethics, Training on employees hospitality, Training on employee courtesy, Training and setting an effective and efficient response procedure) resulted 1.0774 in value point score.

10. The top 11 final ranks based on Pareto’s Principle is used as an improvement plan. The technical responses are: Provide hotel information booth, Provide a different uniform for employees, Provide full window, Provide beauty salon and recliner lounges, Provide a complete and proper tourism
information booth, Merging attributes (training), Provide smoking room, Putting baggage claim service near the gate, Add flight information display, Provide shuttle bus and Provide quiet room.

6.2 RECCOMENDATION
Below are the recommendations for the Airport management:

1. After the flight safety priority procedure has been accomplished, the airport management should consider service excellence factors that significantly related with passenger convenience inside the airport.

2. In order to increase competitive advantages, the airport management should manage and maintain the facility very well. Listening to the voice of customer, analyzing the needs, demand and trend of the customer continuously.

3. The management should do the projection or value analysis regarding the improvement plan, so the first improvement plan priority is the one with the highest contribution.
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