



ABSTRACT

Jakarta City Check-In Terminal Marketing Strategy Based On Soekarno-Hatta Airport Customer Satisfaction Analysis

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Indonesia aviation industry experienced huge boom as more people are flying on commercial planes, however customer service level decreased due to efficiency. Coupled with high density in Soekarno-Hatta Airport, business opportunity kicked in for City Check-In Terminal (CCT). The Purpose of this study are: (1) Market segmentation analysis based on Demographic and Psychographic, (2) Customer satisfaction analysis on services in Soekarno-Hatta airport, (3) Customer perception analysis on services in CCT, and (4) Recommendation on CCT marketing strategy. Data was based on convenience sampling, a sampling technique in which a sample is selected on the basis of convenience and ease. The analysis was conducted using Descriptive analysis, Cluster, Cochran, CSI and IPA.

Based on Customer Satisfaction Index (CSI) analysis of customer satisfaction in check-in services-which will be used as service indicator in CCT, yields satisfaction index value equal to 79.35% means that consumer has satisfied. Customer perception of product attributes in CCT services are: (1) clean and neat check-in service counter, (2) convenient waiting room, (3) departure/arrival information, (4) neat and attractive staff outlook, (5) strategic location, (6) availability of public facilities (praying room, toilet, etc), (7) convenient access to CCT, (8) ease during check-in, (9) fast and save luggage service, (10) fast services, (12) courtesy, (13) professionalism, and (14) clear and accurate information.

Keyword : *Customer satisfaction, City Check-In Terminal, Cluster Analysis, Cochran Analysis, Customer Satisfaction Index (CSI), Importance Performance Analysis*

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