

CHAPTER 1

INTRODUCTION

1. Introduction

In the era of globalization, products or services that competing in the market is much more and various because of market openness. So, there is competition between producers to meet the needs of customer, because basically the purpose of business is to create customer satisfaction. One of the actions to satisfy the customer is to provide service to the customers properly.

Service is how to provide and meet the customers according to their needs. According to Moenir (2002, p. 26-27) “*Pelayanan sebagai kegiatan yang dilakukan oleh seorang atau sekelompok orang dengan landasan tertentu dimana tingkat pemuasannya hanya dapat dirasakan oleh orang yang melayani atau dilayani, tergantung kepada kemampuan penyedia jasa dalam memenuhi harapan pengguna.*” “A service is like the activity who did by someone or groups based on where the satisfaction level felt by who serves or to be served, depending on the capability of server to fulfill customers hope”.

A service basically is a series of activity. Because, the process of service is continues and without interruption including all of living organization in society. The process intended the connection to fulfill needs between service receiver and service provider. Moenir (2002, p. 16) further stated that “*Proses pemenuhan kebutuhan melalui aktivitas orang lain yang berlangsung inilah dinamakan pelayanan.*” The process of fulfilling the needs of others through activities that take place is called a service.

From the definition above the writer can conclude that a service is the activities which can be perceived through relationship between service receiver and service provider who use tools like organization or corporate institutions.

Talk about service here are some of the understanding and definition of Quality of Service. "*Kualitas adalah suatu kondisi dinamis yang mempengaruhi produk, jasa, manusia, proses dan lingkungan yang memenuhi atau melebihi harapan*". According to Tjiptono quality is a dynamic condition that affects the products, services, people, processes and environments to meet or exceed expectations (2001, p. 12). "*Jadi definisi kualitas pelayanan dapat diartikan sebagai upaya untuk memenuhi kebutuhan dan keinginan konsumen dan akurasi pengiriman dalam menyeimbangkan harapan konsumen*". So the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and delivery accuracy in balancing consumer expectations based on Tjiptono (2007, p. 24).

From the definitions about quality of service it the writer can be concluded that the quality of service is any activity undertaken by the company in order to meet consumer expectations.

Quality of service is also needed in the hospitality industry and have an obligation to fulfill that, one of is in field on flight.

According to Ilyas (2012, p. 6) "*Penerbangan adalah segala sesuatu yang berkaitan dengan penggunaan wilayah udara, pesawat udara, bandar udara, angkutan udara, keamanan dan keselamatan penerbangan, serta kegiatan dan fasilitas penunjang lain yang terkait. (Pasal 1 Angka 1 UU Nomor 15 Tahun 1992 Tentang Penerbangan)*". Flight is everything associated with the use of airspace, aircraft, airports, air transport, flight safety and security, as well as activities and other related support facilities. (Article 1 paragraph 1 of Law Number 15 Year 1992 on Flight).

Quality of service on flight industry is very important, because on flight industry there are many issues concerning services, one of the issues is a flight delay condition. A flight delay condition is when an airplane flight takes off or lands later than the time schedule.

When flights are delayed, passengers may be entitled to compensation due to rules obeyed by every flight company, but the writer found out that some of the flight companies are able to follow the rules. There are lots of reasons why they do not obey the regulation for service delay. Delay has become a day-to-day problem in the world flying all over the world and also in Indonesia.

The writer observed that many complaints from the users of air transport services who feel aggrieved over the lack of satisfactory service at the time of a delay. And also, most of the passengers do not know the real regulation and compensation of delay. However, the delay is not only the fault of the airline but also it is caused by many factors, there are technical factors which can not be avoided for example: weather, and airport conditions.

Based on the explanation above, the writer will discuss the report entitled “Service Quality on Delay Condition at Sriwijaya Air.”

2. Research Formulation and Research Limitation

2.1 Research Formulation

Sriwijaya air is one of the airlines in Indonesia. Sriwijaya Air offers the affordable ticket prices, especially for the middle class. This factor because a lot of customers who choose Sriwijaya air as their transportation for the travel, but with a lot of customers, Sriwijaya air forgets the quality of services to customers. There are many problems of service at Sriwijaya air such as: delay conditions and compensation which the often not in accordance with the regulations, the notification delay conditions are not in accordance with procedures, frequent occurrence of loss of goods in the aircraft baggage and airline gate is often the change over adjusted for aircraft parking, this problem is often found in Sriwijaya air

2.2 Research Limitation

By seeing those problems coming from the Sriwijaya air, the writer would like to give a topic limitation. The writer tends to describe the quality of service on the delay condition at Sriwijaya air.

3. Research Question

The problem to be discussed in this paper is analysis of service quality on delay condition at Sriwijaya Air.

The details of problems above are:

1. What is the most frequently factors that caused flight delays in the Sriwijaya Air airline?
2. How is the quality of service at Sriwijaya Air to the passengers on delayed condition ?

4. Operational Definition

4.1 Analysis

On the writer's point of view, Analysis is an activity to find out what the problems are common in the Sriwijaya air airline, this activity is carried out of gradually and observe the situation directly to the condition of the Sriwijaya air. In addition to finding out the source of the problem, this activity also aims to find the data associated with issues of quality service on delay condition at Sriwijaya air.

4.2 Service Quality

On the writer's point of view, service quality means a comparison of expectations with performance. In this case, service quality had a relation with the delay condition, the service quality of Sriwijaya air is very less, expectation do not match reality: for example, the notification delay condition did not conform to the

procedures and compensation to customers who have been waiting over 2 hours is not done.

4.3 Flight Delay

On the writer's point of view, flight delay means the problems of the aircraft or bad weather conditions so that the flight was delayed. This problem often occurs in Sriwijaya air, with the number of passengers this condition will be disrupting the passengers plus service quality of Sriwijaya air is very bad at all. These situations will be the most hated time by the passengers of Sriwijaya air.

5. Research Purposes

The purpose of this report is to give some information for reader about service quality on delay condition at Sriwijaya Air.

The details of the purpose are:

1. To know some factors that causes flight delays most frequently occurred at the Sriwijaya Air.
2. To know the quality of service at Sriwijaya Air to the passengers on delayed condition.

6. Benefits

There are some benefits of this report are:

1. For institution
Giving information and knowlegde to the students of Sriwijaya State Polytechnic about the flight delay, factors that causes the flight delay, service quality on delay condition and the government reguulation about flight delay.
2. For employees of Sriwijaya Air company.

Giving input to the company airline of Sriwijaya Air at SMB II International Airport Palembang about the good service on delay condition based on the government regulation.

3. Giving information for the readers about the factors that causes delay and the real compensation to the passengers get when they are in delay condition.