

CHAPTER II

LITERATURE REVIEW

2.1 Passenger

Passengers are those who travel by vehicle. According to Damardjati (1992, p. 75) notion of the passengers are: Every person who transported or to be transported in the aircraft, or other conveyances, on the basis of the consent of the company or agency that organizes the transport. Meanwhile, Husick cited in Suwarno (2009, p. 77) adds that passengers are boatmen who use the aircraft exclusively for recreation. Furthermore, Suwarno (1999, p. 49) asserts some terms in the passenger during the flight. They are:

1. International passengers, passengers who use the services of an international flight,
2. Domestic passengers, passengers using domestic flight services,
3. Transit passengers, passengers who will resume flights to the destination with the same plane,
4. Transfer passengers, passengers who will resume flights to the destination with different aircraft / change planes.

Based on the explanation above, It concluded passenger is the person who travels from one place to another place by the certain vehicle, such as by bus, boat, train or aircraft.

2.2 Services

Hospitality industry is one of the components in the tourism industry. Service is a performance for the hospitality industry. It focuses on the people who generate the service such as customers, suppliers, government officials, media people, and etc. Tjiptono in Kotler (2002, p. 6) states that service is the action, which has the intangible character and does not yield the ownership of the product and produce the service that can correlate and it is not the physical product. Furthermore, Sugiarto

(2000, p. 18) states that service is an action done to fulfill requirement of other consumers (guest, client, passenger, and others) what satisfaction rate can be felt by the person who serves and being served. Service represents the activities, and satisfaction offered to hospitality industry.

In addition, Andrew (2008, p. 7) mentions that service is the total experience that a customer gets from the performance of the people serving, when satisfying a need. Meanwhile, Yoeti (2004, p. 1) concludes that service includes all economic activities whose output is not a physical product or contraction is generally consumed at that time it is produced, and provides added value in forms (such as convenience, amusement, comfort, or health).

From those statements, it can be concluded that service is the intangible action, cannot be felt directly by the passengers, especially in terms of satisfaction. Service is the main point in every industry, especially for the hospitality industry that is related to many people every day. Eventually, service is given to make customers satisfied, and comfort. Service can be found everywhere, like hospital, school, bank, hotel, travel agent, restaurant, and transportation. Service can also be found in airlines industry.

2.3 Quality of service

Modernity with technological advances will result in competition very strict to acquire and retain customers. Quality service becomes a necessity that must be done so that the company able to survive and continue to earn the trust of customers. Consumption patterns and customer lifestyle demands that the company is able to provide services quality, the company's success in providing services quality can be determined by the quality service approach that has developed by Parasuraman, Bitner and Zenthaml (in Lupiyoadi, 2006, p. 181).

Service Quality is the extent to which the difference between expectations and the reality of the customer for the services they receive. Service Quality can determine by comparing the customer's perception of the services they actually receive the actual service they expect. Quality of service becomes the main thing seriously considered by the company, involving all the resources of the company.

The definition of quality services is centered on meeting the needs and desires customers as well as the delivery accuracy to compensate customer expectations. According to Wyckof (in Wisnalmawati, 2005, p. 155) customer satisfaction is the level of service quality the expected benefits and control over the level of excellence for meet customer desires. If the services are received in accordance with the expected, the perceived service quality is good and satisfying. If services are received exceed customer expectations, the quality of service perceived ideal. Conversely, if the services received is lower than expected, then service quality is considered poor Tjiptono (2005, p. 121).

Referring to the definition of the concept of service quality, quality of service and responsiveness is a reality of the services rendered company. Quality of service should start from the needs of customers and ended on customer perceptions (Kotler, 1997) in Wisnalmawati (2005, p. 156). This means that good quality is not based perceptions of the provision of services, but rather based on customer perceptions.

Quality of service refers to judgments about the customer core service, is the service provider itself or the whole organization service, most people are now beginning to show demand the excellent service, they are no longer just need a product that quality but they prefer to enjoy the convenience of service (Roesanto, 2000) in Nana Tasunar (2006, p. 44). Therefore, in formulate strategies and programs of service, the organization must be oriented to very attentive to the interests of customers and the quality dimension by Suratno and Purnama (2004, p. 74).

2.4 Dimensions of Service Quality

Sunarto (2003, p. 244) identifies seven basic dimensions of quality are:

a. Performance

That is the absolute level of performance of goods or services on the key attributes that identified customers.

b. Employee Interaction

That is like the friendliness, respect, and empathy shown by the community that provide services or goods.

c. Reliability

That consistency of performance of the goods, services and stores

d. Durability

That is vulnerable and the general strength of the product's life

e. Timeliness and Comfort

That is how quickly the product is delivered or repaired, how quickly the product infomasi or services rendered.

f. Aesthetics

That is more on the physical appearance of the store and the goods or services the presentation of the appeal

g. Brand Awareness

Positive or negative impact in addition to the quality look, which know the brand or store name on an evaluation of the customer.

There are five dimensions of service quality stated by Parasuraman in Lupiyoadi (2006, p. 182), namely:

- a. *Tangibles*, or physical evidence that indicates a company's ability existence to external parties. Which meant that the appearance and the ability of the company's physical infrastructure and environmental conditions surrounding is clear evidence and the services provided.

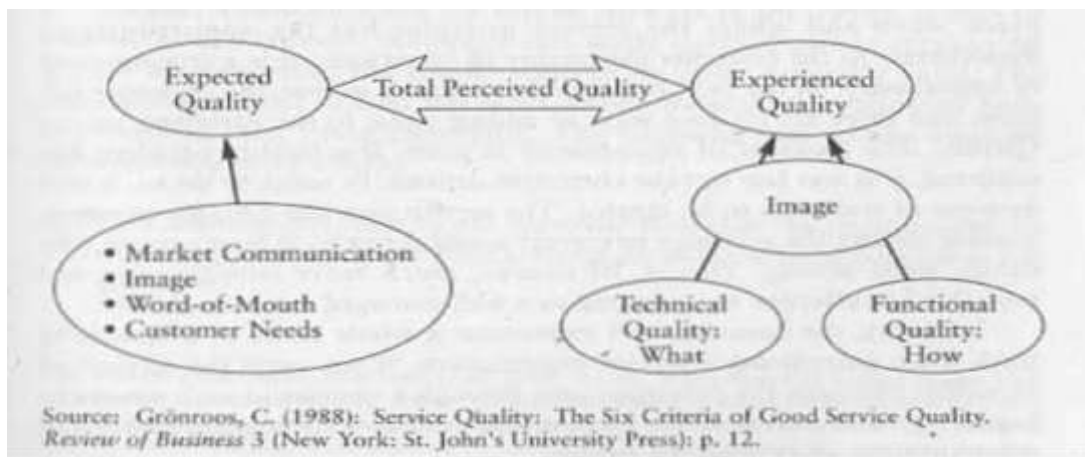
- b. *Reliability*, or reliability of the ability of the company to provide as promised service accurately and reliably.
- c. *Responsiveness*, or responsiveness is a willingness to help and provide fast and accurate service to customers, with clear information delivery.
- d. *Assurance*, or guarantees and certainty, namely knowledge, courtesy, and the ability of the company employees to foster trust the customers to the company. Consists of several components, among others communication, credibility, security, competence and courtesy.
- e. *Empathy*, which gives genuine concern and the individual or personally given to the customer by trying to understand customer desires. For example, companies must know the desire customer specifics of the physical form of the product or service to proper distribution.

Garvin in Tjiptono and Chandra (2005, p. 113) develops eight dimensions of quality, they are:

- a. Performance is the basic operating characteristics of the product core. For example, the shape and packaging can be more attractive customers.
- b. The characteristics or additional privileges (features), which is characteristic of secondary or complementary.
- c. Reliability, which is unlikely to be damaged or failing to wear.
- d. Compliance with specifications (conformance to specifications). That is as far as where design and operating characteristics meet the standards that have been previous set. As with any product or service that the customer received should conform to the shape of its kind to deal with.
- e. Endurance (durability), related to how long the product can be continue to be used. Usually the customer will be satisfied when the product is purchased not been damaged.
- f. Serviceability, includes speed, competence, comfort, easily repaired; satisfactory complaint handling.

- g. Aesthetics, namely product appeal to the five senses. For example, packaging product with bright colors, the condition of buildings and so forth.
- h. Perceived quality (perceived quality), the image and reputation of the product as well as corporate responsibility to it. As an example of a brand that is more known to the public (brand image) will be more trusted than the brands still new and not yet known.

Picture 2.1 Diagram of Perceived Quality



Meanwhile to Hutt and Speh in Nasution (2004, p. 47) state that quality service consists of three dimensions or principal components consisting of:

- A. Technical Quality, which is related to component output quality accepted by the customer. Can again be itemized :
- 1) Search quality, ie the quality of the customer can be evaluated before purchase, for example : price and goods.
 - 2) Experience quality, that quality can be evaluated only after the customer buy or consume a service or product. For example punctuality, speed of service, and neatness results.
 - 3) Credence quality, which is something that is difficult to evaluate the customer, although have been consuming a service.

- B. Functional quality, which is component associated means with quality delivery of a service.
- C. Corporate image, that of profit, reputation, public image, and attractiveness a specialized company.

From the opinions of experts about the dimensions of service quality, it can be concluded that some dimensions are credible with qualified that a service is likely to have customer satisfaction. The dimensions are: Tangibles or physical evidence, Reliability Responsiveness or reliability or responsiveness, assurance or guarantee/certainty, empathy or concern.

2.5 Passenger Service

One effort to create a competitive advantage that can be done by the company is to develop good passenger service. Passenger service is not just a competitive advantage, in many industries passenger service is the cornerstone that makes an industry can survive in a world increasingly fierce competition.

According to Ni (2012, p. 83). There are three parts of passenger services: trip planning before travel, passenger service during the travel and extension service after travel. Before travel, passenger need to get information of schedule, transfer, price, and the weather condition, geography, history and culture etc along the road.

Moreover, Ni (2012, p. 85) states that many self-service facilities and active manual service work together in station to meet requirements for personalized, self-help, and special passenger service. Firstly, the passenger service system have a more extensive and close contact to various systems both inside and outside rail, and exchange real time information and provide efficient services to each other; Secondly, the rail network operation should support various passenger transit mode in terms of the practical situation, such as station independent management, station

cluster management, centralized management of Railway bureaus, and hybrid management according to the difference of lines. Thirdly, high business correlation has higher demand on automated operation. Fourthly, because of the construction of large number of modern station and the use of self-service equipment, the station assets integrated management should be promoted.

In addition, Ehrenfeld (2010, p. 159) states that

pre flight means the activity of the staffs to ensure that the equipment is ready and in optimal operating conditions-before passengers are allowed to board or enter in to operating room. Furthermore, in flight is the service which is done, served, or shown during an air travel. Post flight is the activity to the passenger who just landed. The service is begun after the passengers arrive at the destination station until baggage claim .

2.6 Flight delay

Flight delay is one of the problems often experienced by airline passengers, in nasty weather or because of damage to the aircraft. Wikipedia (2013), flight delay is at the time when an airline flight takes off or lands later than its scheduled time http://en.wikipedia.org/wiki/Flight_cancellation_and_delay. The [Federal Aviation Administration](#) (FAA) considers a flight to be delayed when it is 15 minutes later than its scheduled time and How do the flight delays calculated? A flight is counted as "on time" if it operated less than 15 minutes later then scheduled time shown in the carriers' Computerized Reservations Systems (CRS).

According to THE LAW OF THE REPUBLIC OF INDONESIA NUMBER 1 IN 2009 ON FLIGHT. The delay is the differences time between the time of departure or arrival of the scheduled and departure or arrival time of realization.

2.6.1 The Causes of Flight Delays

The airlines report the causes of delays in four broad categories, first is Air Carrier it happens because of the cancellation or delay was due to circumstances within the airline's control, such as maintenance or crew problems, aircraft cleaning, baggage loading, and fueling.

Second is extreme weather. Significant meteorological conditions (actual or forecasted) that, in the judgment of the carrier, delays or prevents the operation of a flight such as tornado, blizzard or hurricane.

Third, Delays and cancellations attributable to the national aviation system that refer to a broad set of conditions, such as non-extreme weather conditions, airport operations, heavy traffic volume, and air traffic control.

Fourth, A previous flight with same aircraft arrived late, causing the present flight to depart late, and the last caused by evacuation of a terminal or concourse, re-boarding of aircraft because of security breach, inoperative screening equipment and/or long lines in excess of 29 minutes at screening areas.

2.6.2 Disadvantages of Flight Delays

The purpose of people to using an air plane is to save travel time. This can be met if the airline aircraft dispatching appropriate in accordance with the schedule imposed. Sometime departure delays caused by various reasons such as: damage to aircraft disturbance, yet the arrival of aircraft at the airport from other airports, weather disturbances, and so on. This delay resulted in a loss of aircraft users, because they can't reach the destination on time.

According to Ilyas (2012, p. 12) there are a lot of disadvantages of flight delays

The impact of flight delays is not only resulted in loss of time but has already led to cost overruns and financial losses, and the most disadvantaged are the passengers themselves, research data reveals that the highest losses in the part of the passengers, reaching U.S. \$ 16.7 billion, following a loss of U.S. Airlines \$ 8.3 billion, loss requirement (lost demand) U.S. \$ 3.9 billion. Total losses are directly related to the flight delay was U.S. \$ 28.9 billion and even have an impact on the cost of GDP (Growth Domestic Product) of U.S. \$ 4 billion, bringing the total cost related to the delayed flight to reach U.S. \$ 32.9 billion.

2.6.3 How to Handle Flight Delays

When a flight delay interrupts your travel plans, it's normal to be disappointed. This is especially true if the delay affects your next flight connection or endangers an important personal meeting or business obligation. Flight delays can result from several factors including adverse weather conditions and equipment failure. Delay times vary depending on how quickly the airline crew can adjust to unforeseen circumstances. Learning to cope with these travel hassles is essential to enjoying your trip.

According to Lo (2014, p. 22) there are some steps of how to handle flight delays they are:

Step 1

Refrain from lashing out at airport employees or other passengers. Keep a positive attitude during the delay as making a scene won't get you faster service. Focus your attention on listening to updated delay information. Take note of offers to provide food vouchers, alternate travel arrangements and lodging.

Step 2

Remain accessible during the delay. Stay near the departure kiosk to ensure you can hear all flight updates clearly. Follow the instructions of the kiosk personnel, including leaving legible name and contact information in cases of extended delays. Keep your cell phone on and within reach to avoid missing important updates.

Step 3

Keep yourself busy to avoid getting restless or angry. Converse with other passengers to pass time and possibly make new contacts. Take a stroll through the airport to survey restaurants and souvenir shops. Buy a magazine or crossword puzzle book to keep your mind productive and occupied.

Step 4

Alert loved ones and colleagues of your flight delay in a calm manner. It may be best to wait until you know full details before calling anxious contacts. Explain that you will make timely updates as you learn new information. Relay new flight, arrival and lodging information quickly to defuse panic. Consider notifying one key person and having him contact others with your new schedule. This allows you to pay attention to the kiosk personnel and to make better travel decisions.

Step 5

Secure lodging and transportation as soon as it's needed. If the flight delay is extended, it's important to act quickly to compete for affordable rooms. Ask the kiosk personnel if complementary or discount lodging rates are available due to the delay. Ensure you have accurate flight information before departing the kiosk to avoid missing your new flight.

Step 6

Stay one step ahead of other passengers. Although the airline may offer to place you on a later flight, there may be heavy competition for seats. Keep your options open by contacting other airlines for travel information. Compare your options to choose the best fit for your budget and schedule.

2.7 Flight Delay Compensation

The operating air carrier must provide care and assistance in the event of such delays. This must consist of information such as a written notice setting out the rules for assistance in line with the Regulation. In addition, a sign must be displayed at the check-in area referring to air passenger rights under the Regulation, meals and refreshments shall be offered free of charge and in reasonable relation to the waiting time, hotel accommodation shall be provided where a stay of one or more nights becomes necessary, as well as transport between the hotel and the place of accommodation, and passengers shall be offered free of charge two telephone calls, telex or fax messages, or emails.

Based on The government regulation has been stated through *Keputusan Menteri Perhubungan RI* number 25 in year 2008 (KM NO 25 2008) about flight delay compensation in case of air transport operation. Here are the compensation that passagers will get:

- 30 – 90 minutes late, passagers will get only snack and drinks
- 91 – 180 minutes, passagers will get snack, drinks, meals and swithing to another airlines if it needs dan possible.
- More than 180 minutes, Airlines must give compensation for Rp. 300.000,-
- If passagers cancel the flight because of flight delay or flight cancelation. The airline must give the money return 100% to passagers.

Furthermore, The Regulation of the Transfortation Minister number PM77 2011 about the responsibilities of air transport carrier section 10 said that If the delay

is more than four hours. The company must compensate the passengers for Rp. 300.000 per passenger.

When flights are delayed, passengers may be entitled to compensation due to rules obeyed by every flight company. Whether a delay comes within the terms of the Regulation depends upon the distance of the route involved and the delay itself must be at least 2 hours. The Regulation shall apply to delays of two hours or more in the case of flights of 1500km or less, delays of three hours or more in the case of all intra-Community flights of more than 1500km, and of all other flights between 1500km and 3500km, delays of four hours or more in the case of all other flights.

The airlines have their own standard operation procedures in giving the service to the passengers typically on delay situation, the passenger get special services. The writers are going to focus on the special services during the delay situation at Sriwijaya Airlines.