The airport has undergone a business transformation, from its previous focus solely on providing public facilities to becoming a multi-service provider that prioritizes the comfort of airline passengers by offering various activities, services, processes, and technologies that ultimately create an airport experience for passengers. Airport managers are under increasing pressure to provide desired Airport Experiences in the current competitive environment in order to draw in more travelers and airlines. This study will discuss the concept of airport experience by analyzing the influence of airport experience factors on passenger satisfaction and their intention to revisit, as well as spreading positive word of mouth. This study is planned to use a quantitative approach, with data obtained from primary sources using a questioner. Structure Equation Modelling method was performed to test the research hypothesis. The hypothesis will show if the factors of Airport Experience have positive effects on passenger satisfaction. Further, this passenger satisfaction is associated with their revisit intention and word of mouth. Previous research uses components of airport experience were measured from sociological, psychological, and services marketing perspectives and this research will add service quality dimension in a holistic approach. Based on the analysis about a thorough understanding of the most important aspects of the airport experience, the findings of this research expected to help airport management and marketers create strategies that will increase passengers’ satisfaction, revisit intention, and positive word-of-mouth. This research will be held at Yogyakarta International Airport which is the new airport in Indonesia with a capacity of around 20 million passengers, and has not yet achieved the expected passenger target. So, this research is to provide valuable insights to airport management and marketers for developing better strategies to create better airport experience in order to increase passenger’s satisfaction and behavioral intention.

**Keywords:** Airport Experience, Service Marketing, Sociological Dimension, Psychological Dimension, Service Quality, Satisfaction, Revisit Intention, Word of Mouth

**Introduction**

A airport is one of the most important infrastructures in the transport industry that has made a significant contribution to the country’s economy by hosting millions of passengers each year.
activities, and tourism sector in driving the momentum of national development. The Airport City concept has also changed the paradigm of airport development and management around the world. In this concept, the airport is aimed not only to provide aviation services but also to develop other non-aviation commercial facilities and services, with keeping in mind profitability (Kasarda, 2008). The airport has carried out a transformation of the business from focused only on the provision of public facilities to multi-service, which has focused on the comfort of aircraft passengers by presenting a range of activities, services, processes, and technologies that resulted in the concept of airport experience as a key concept for airport operators (Wattanacharoensil et al., 2016).

The paradigm shift of airport business is also driven because airport experience plays a role in the tourism aspect of a destination. An airport has been considered to represent a destination in a region in the minds of travelers. This is because the airport is the first and last place that travellers visit when they arrive or leave their destination (Bezerra & Gomes, 2019). Wattanacharoensil et al. (2016) explained that any negative experienced by travelers at the airport has the potential to affect the perception of their destination. In an airport context, experience often refers to the passenger’s experience. Airports must put greater emphasis on experience rather than simply providing services (Tuchen et al., 2020). Competition within the airport industry, and a stronger emphasis on revenue and profit generation, are amongst the key reasons for why the airport experience has become a key focus for airports. To take advantage of opportunities and prepare for challenges, airports around the world strive to be the best transit destination for passengers and airlines (Bezerra & Gomes, 2019). In its development, the airport transformation has nurtured the concept of how airport experience can improve the traveler’s experience, contributing to generating non-aeronautical revenue (Fasone et al., 2016). The existence of airport experience can also increase the satisfaction of travellers (Bogicevic et al., 2017; Hong et al., 2020), improve the competitiveness of the airport, and ultimately affect the choice of passenger transit places and airlines when other transit points are available in the region (Bezerra & Gomes, 2019; Kosiba et al., 2020). This is the airport experience concept that airport managers want to develop (Wattanacharoensil et al., 2017).

PT Angkasa Pura I is an airport management company that has been providing airport business services in Indonesia since 1962. PT Angkasa Pura I has managed fifteen airports in Indonesia, some of which are located in strategic cities located in major business centers such as Makassar, Surabaya, Balikpapan, Semarang, Banjarmasin, and Jayapura, as well as major tourist destinations such as Bali, Yogyakarta, Manado, Kupang, Lombok, Surakarta, and Ambon. The COVID-19 pandemic that occurred in early 2020 has had a significant impact especially on the aviation and aerospace industries in Indonesia. There was the implementation of health protocols that resulted in operational restrictions of flight, plus the application of the Pemberlakuan Pembatasan Kegiatan Masyarakat Policy (PPKM) impacted on decreasing in the number of aircraft passengers especially in the airport.
managed by PT Angkasa Pura I. According to the annual report of PT Angkasa Pura I, if compared with the record of 2019, in 2020 there was a 60% decrease in air traffic statistics for passenger traffic. For passenger traffic in 2022 it decreased by 13% compared to 2021.

One of the airports managed by PT Angkasa Pura I that was directly affected by the covid-19 pandemic was Yogyakarta International Airport, which was recently inaugurated on August 28, 2020. The airport, with a capacity of about 20 million passengers, has not been able to reach the target number of passenger. The number of passengers at Yogyakarta International Airport only reached 1.4 million by 2021 and 2.9 million by 2022. Yogyakarta International Airport is located in Temon district of Kulopurogo, which is about 42 km away or travel time about 90 minutes from Yogyakarta city. In addition to Yogyakarta International Airport, there are another airport in this region, which are Adi Sutjipto Airport in the center of Yogyakarta city and Adi Soemarmo Solo Airport which is 61 km away or can be reached 108 minutes from Yogyakarta city. With the presence of connectivity and travel time not too far, users of services have the alternative of airports to travel to destinations in Yogyakarta and its surroundings. As one of the airports implemented based on the concept of Airport City, the existence of Yogyakarta International Airport is expected to be an economic driver of the region and a representative airport for tourists. Yogyakarta International Airport as a new airport also seeks to create airport experience by developing facilities, retail areas, artwork, art and cultural galleries, and entertainment for the users of airport services. Thus, the airport is expected to be a place for tourists to meet, interact, provide traveler experience, increase non-aeronautical income, increase traveler satisfaction and the competitiveness of Yogyakarta International Airport as an airport choice for passengers and airlines.

Over the past two decades, numerous studies have been conducted to provide insight about Airport Experience. The majority of these studies have viewed the airport’s Services Quality, as the reflection of passengers’ Airport Experience (Bezerra & Gomes, 2020; Hong et al., 2020). On the previous research, Batouei et al. (2020) also have comprehensively examine the airport experience of passengers from three dimensions, there are sociological, psychological, and services marketing dimension (Batouei et al., 2020). Therefore, author encouraged to analyze further evaluated travelllers’ Airport Experience by studying its multiple dimensions (i.e., sociological, psychological, and services marketing, and Airport Service Quality) in one single framework. To do so, a holistic conceptual framework, based on the previous literature, is developed. Subsequently, by considering satisfaction as a reflection of the overall experience of passengers (Lemon & Verhoef, 2016). Empirical research is done to determine the effects of each Airport Experience component on traveler satisfaction. The effects of
satisfaction on travelers' intentions to revisit and spread positive word-of-mouth (WOM) also examined in this study since the intention to do so are seen to be the ultimate aims for service operation.

This article begins with an introductory that deals with background, objectives, and the systematics of writing. The second review contains literature reviews and references as the theoretical foundations used by researchers in conducting discussions and analyses related to airport experience, service marketing, satisfaction, and behavioral intentions. The last review explains the research methods carried out by the researchers. This research method describes the research design used by researchers in conducting research, the source of data obtained as well as the way to collect data, the type of data that is primary data gained through research questionnaires, the location and time of research, research instruments, research variables and hypotheses.

**Theoretical Framework**

**Experience in an Airport Context**

When Caves and Pickard (2001) examined the navigation of experience in airport terminals from an ergonomic perspective, literature that explains the experience of air travelers started to emerge. McIntosh et al. (1998) argued the detrimental psychological and physiological impacts of airport anxiety on travelers, whereas Rowley and Slack (1999) examined how passenger’s emotional states affect their shopping experiences. Airports in the opinion of Adey (2007) are the destinations for the spectatorial experience of aircraft, focusing people's attention towards the airfield while charging money to access these spaces and positioning them within close proximity to cafe’s, restaurants, and other concessionaries.

Popovic et al. (2009) referred the activities and interactions that travelers have in an airport as Airport Experience. These crucial activities are divided into necessary processes that must be completed in the airport terminal and discretionary any activities that are not affectively controlled by calculative architecture and terminal engineering. A conceptual framework for the airport experience was also put forth by Harrison et al. (2012) from the three crucial perspectives of airport management, passenger, and public. The perspective of airport management, according to these writers, analyzes Airport Experience from an objective standpoint and uses numerical assessment to ensure performance, highlighting distinctions between these three perspectives. The passenger's point of view is more subjective than the driver's and is influenced by individual expectations. The public perspective, which can be reflected in survey responses.

In the context of airports, existing studies have abundantly and unanimously emphasized on the importance of airport experience and its various outcomes for passengers (i.e. increased satisfaction, joy, and pleasure, which would lead to their heightened intentions to revisit an airport), for airport businesses (e.g. generation of
non-aeronautical revenues, being selected as the transit hub of choice for passengers and airlines. One of the most common streams of research includes those studies with the primary focus on service quality aspects of airports and passenger’s satisfaction and behavioural intentions as outcomes of those service quality aspects. In this context, author combine the previous research and examine each Airport Experience elements from service marketing, sociological, psychological, and airport service quality dimensions.

**Component of Airport Experience**

**Service Marketing Dimensions**

In order to gain a competitive advantage over its competitors, companies operating in the service sector begin to shift their strategic focus from a product or company-oriented perspective to an individual-experienced perspective (Pine & Gilmore, 1998). In service business environment, experience is shaped by individual interpretation of stimuli and their response to such stimuli at each service contact point. (Lemon & Verhoef, 2016). Some researchers describe service experience as customer interaction with the company and its elements such as employees, physical environment, and other customers (Berry et al., 2002; Meyer & Schwager, 2007; Voss, et al., 2008), while others argue that service experience is a sensory, emotional, intellectual, and behavioral response to interaction of service-related stimuli. However, generally, most researchers agree that the holistic concept of service experience is an assessment of customer interaction with service-related stimuli and subsequent emotional, cognitive, and behavioral responses. (Schmitt et al., 2015; Verhoef et al., 2009).

In recent decades, airports have begun to adopt marketing and service management from a business perspective to maximize traveler satisfaction. (Bogicevic et al., 2013). Various efforts have been made in the airport terminal area to influence the traveller’s experience to a certain extent. Therefore, a lot of research has been carried out on aspects of airport service marketing that are grouped into four main categories: physical setting/service environment (servicescape), service encounter, retail experience, and consumer/passenger-related technologies such as self-service technology. (Wattanacharoensil et al., 2016).

**Psychological Dimensions**

Despite their importance, the psychological aspects of Airport Experience have received less attention from scholars in the business and services area. Authors could identify two studies that have been conducted in services management and air transport management fields, the studies of Bogicevic et al. (2016) and Batouei et al. (2019), both of which examined the influence of service quality dimensions on passenger’s anxiety level during air travel, its subsequent effect on satisfaction. Through a systematic literature review, Wattanacharoensil et al. (2016) developed a framework that exhibited passenger’s Airport Experience from three perspectives, namely sociological, psychological, and services marketing management. In their model, the psychological perspective
included service fairness perceptions and airport anxiety of travellers.

Sociological Dimensions

Examples of researches examining sociological aspects of Airport Experience are the studies of Park and Ryu (2019) and Taheri et al., (2020). In their studies, Taheri et al. (2020), alongside the physical aspects of airports (e.g. layout, atmosphere, and the overall physical environment of airports), included the social aspects of Airport Experience like passenger to passenger and passenger to staff interactions in airports to their models, and subsequently examined their effects on passenger dissatisfaction and misbehaviour during a service failure situation. Similarly, Park and Ryu (2019) simultaneously examined the effects of airports’ physical and social servicescapes on passenger’s cognitive and affective satisfaction, which consequently lead to the formation of airport image in their minds.

Airport Service Quality Dimensions

Service quality has been widely studied for various businesses, including the airport. The studies on service quality appear to focus on the service quality perception for a particular business and determine how the resulting behavior is essential for that business (Liu & Lee, 2016). The definition of service quality revolves around comparing expectations about the service with perceptions of how the service was performed (Chao et al., 2013; Grönroos, 1984; Parasuraman et al., 1991, 1985, 1994). Passengers play an essential role in assessing airport service quality. The service quality of the airport is measured through the perception of airport users (Yeh & Kuo, 2003). Users play an essential role in defining and evaluating the services of an airport (Lubbe et al., 2011), so surveying passengers is one of the most critical tools in studying airport services. As the primary purpose of service provision is to satisfy passengers, a passenger survey can be the best way to determine their satisfaction, which reflects the service quality accordingly. The present research measured airport service quality through the passengers’ perception based on six factor (access, airport facilities, arrival check in, process, finding your way, and security) suggested by Isa et. al (2020) adopted from the ASQ survey by ACI (Airport Council International).

Satisfaction

Over the past decade, a number of researchers have developed a measure of satisfaction and analyzed both the anticipation and the consequences of content due to its benefits to consumers (Ariffin & Yahaya, 2013). The definition and conceptualization of customer satisfaction varies across the literature. However, all definitions and conceptualizations agree that the concept of satisfaction implies the existence of a goal that every service provider wants.

Every sort of business including airports is starting to think about how to better satisfy the customers. Satisfaction is linked to service quality, which may have an impact on how a location or airport is experienced overall. Passengers who are happy with the service may decide to use the airport in the future. Since that passenger satisfaction levels represent the amount
of the gap between what is provided and what is received, they play a significant role in key performance indicators for the management of airports (Yeh & Kuo, 2003). Like to other sectors, airports must prioritize customer happiness. Based on the passenger’s perceptions and assessments of the airport services they have utilized, the current study gauge customer satisfaction.

**Behavioral Intentions**

Behavioral intention describes the customer’s tendency and intention to engage with a product or service (Cronin et al., 2000; Rezaei et al., 2017). A positive service experience will create intentions for profitable behavior as customers will make purchases or re-use, engage in spreading positive word of mouth, support product or service, price sensitivity, and eventually become loyal to the company (Ladhari, 2009b; Zeithaml et al., 1996). Instead, the intention of unfavorable behavior, for example, the customer switched (Bigovic & Prasnikar, 2015). Burton et al., (2003) explained that the experience would drive customers back to the service in the future. The higher the quality of the service, the greater the chances they will visit, use, or re-buy (Prentice, 2013; Zeithaml et al., 1996).

The behavioural intention, including an intention to visit and recommend, has been examined by many researchers. The intention is the likelihood to act, and when there is an opportunity, intention results in behaviour (Tang et al., 2017). Hence, it is the action that a person intends to behave in a particular condition. Behavioural intention can affect the cost and revenues of the firm since it can be turned into actual behavior. In this research, author will examine two behavioral intentions, the intention to revisit and spread positive Word of Mouth (WOM).

**Method**

**Model Development**

In this proposal, the authors adapted the research model conducted by Amir Batouei et al. (2020) that tested the impact of Airport Experience consisting of Sociological Dimensions, Psychological Dimension, and Service Marketing Dimension on customer satisfaction where satisfaction affects revisit intentions as well as positive word of mouth. The reference model for this study is presented in the image below:

![Reference Model](source.png)

Source: Batouei et al. (2020)

In the Batouei et al. (2020) study, the Airport Experience component was measured from Sociological Dimensions consisting of sense of place and social interaction. The second dimension is the Psychological Dimensions, which consists of anxiety and service fairness, and the third is the Service Marketing Dimension, consisting of servicecape, service encounter, retail experience, and
self-service technologies. The three dimensions of the Airport Experience influenced the formation of revisit intention, and spread positive word of mouth for Kuala Lumpur International Airport.

Isa et al. (2020) analyzed service quality factors and associated them with overall satisfaction for the airport industry (Eboli and Mazzula, 2009; Bogicevic et al., 2013; Bezerra and Gomes, 2015) and part of airport experience. The study outlines several factors from the passenger perspective that drive overall passenger satisfaction adopted from the Airport Service Quality (ASQ) survey by Airport Service Council (ACI): access, airport environment, airports facilities, arrival services, check in, finding your way, passport, and security. The study builds on a conceptual model that explains the impact of the eight service quality factors on the overall satisfaction of passengers. Isa et al. (2020) analyzed the perception of travelers over the quality of services at airports that influenced the overall satisfaction of users of international airport services in Kuala Lumpur, with the reference model as shown in the picture.

Therefore, the authors adopted the research model Batouei et al. (2020) and the study Isa et al., (2020) as a reference model. Because of the similarity of construction in the Batouei et al. study (2020), i.e. on the servicecape factor with the airport environment in the study Isa and al. (2020) then in the research model proposal no longer use the Airport environment on the Airport Service Quality Dimension. Similarly with passports on the study Isa et al. (2020) is not used because the subject of the study author is a domestic passenger at the international airport of Yogyakarta. The research model that will be proposed by the authors in this study is structured based on these reference models. The visualization of the research model proposal is as follows:

**Research Hypothesis**

Based on the research model on this thesis, the researchers compiled sixteen hypotheses that showed the relationship between seventeen variables. Furniture design, quality of facilities, environmental hygiene, and the overall appeal of the space are also considered to be influential in creating
passenger satisfaction at the airport (Bezerra & Gomes, 2019; Bezerra & Gomes, 2020). The atmosphere is also considered important, where the atmosphere, smells, lighting, air quality, and music can contribute to how visitors feel happy and consider servicescape. (Park & Ryu, 2019; Taheri et al., 2020). All these elements combined with the functional aspects of facilities and equipment at the airport and have been researched significantly can improve passenger perceptions of quality and satisfaction of service (Ali et al., 2016). Based on the material and data of the study, the author proposes the following hypotheses:

**H1. Servicescape has a positive impact on passenger satisfaction**

Antwi et al. (2020) explained that the willingness to assist and the communication competence of employees at the time of interaction at the airport service point is directly related to the level of satisfaction of the airports, the image of the airports, and the increase of passenger loyalty to that airport. Similarly, Hong et al. (2020) explained that passenger satisfaction with airport services is the result of a combination of quality of physical service, quality of interactive service, plus quality of service outcomes. Therefore, this study also suggests a hypothesis:

**H2. Service encounter has a positive impact on passenger satisfaction**

The specific role of passenger retail experience in the overall airport experience is not clearly known. Therefore, to overcome these shortcomings, retail experience will be allocated separately. The study attempted to examine the role of passenger retail experiences on their overall experience at the airport. The author submitted the following hypothesis:

**H3. Retail Experience has a positive impact on passenger satisfaction**

The specific role of passenger retail experience in the overall airport experience is not clearly known. Therefore, to overcome these shortcomings, retail experience will be allocated separately. The study attempted to examine the role of passenger retail experiences on their overall experience at the airport. The author submitted the following hypothesis:

**H4. Self-service technologies have a positive impact on passenger satisfaction**

In other service environments, social interaction has been found to be
influential in attracting positive customer responses, namely attitudes and behaviors when the interaction is positive. (Lee at al., 2014; Lin at al., 2020). Based on the discussion, in an effort to provide further understanding of social interaction and its outcomes in the context of aerospace, the study hypothesized:

**H6. Social interaction has a positive impact on passenger satisfaction**

In an empirical study on the impact of airline service quality and its impact on passenger anxiety levels, Batouei et al. (2019) emphasized that high levels of anxieties during flight, in the pre-departure, post-deploy stages, and while at the airport, can significantly reduce passenger satisfaction with their travel experience. Similarly, Bogicevic et al. (2016) in the airport context confirmed a negative correlation between the passenger level of anxiety that comes from airport servicescape with the satisfaction of airport experience. In line with previous research, Pham and Sun (2020) on the important role played by customer psychological conditions in shaping their consumer experience, this study hypothesizes that in the airport context also:

**H7. Anxiety has a negative impact on passenger satisfaction**

Su and Hsu (2013) argue that the relationship between service fairness and satisfaction arises because the perception of services fairness raises positive emotions in customers and prevents the formation of negative emotions such as feeling jealous or discriminated. As a result, customers tend to experience a higher level of satisfaction with the services they receive. Based on this, the study will test the impact of service fairness on overall passenger satisfaction at the airport, with the hypothesis:

**H8. Service Fairness has a positive impact on passenger satisfaction**

Isa et al. (2020) describes the construction for access adopted by Airport Service Quality (ASQ) Airport Council International (ACI) in relation to the elements of availability and value or tariff for parking facilities. Based on this, the study will test the impact of access on overall passenger satisfaction at the airport, based on the hypothesis:

**H9. Access has a positive impact on passenger satisfaction**

Isa et al. (2020) describes the construction of airport facilities adopted by Airport Service Quality (ASQ) Airport Council International (ACI) related to the accessibility and hygiene elements of the toilet area and the comfort of the waiting area before boarding. Based on this, the study will test the impact of airport facilities on overall passenger satisfaction at the airport, based on the hypothesis:

**H10. Airport facilities have a positive impact on passenger satisfaction**

The check-in process is the third most stressful part of airport travel (SITA, 2012) and is considered by some to be the most important functional process in the airport passenger terminal (Park & Ahn, 2003) because sub-check-in involves material, time, and level of stress. A quick check-in process can reduce the stress passengers experience because the time customers spend waiting is directly related to their satisfaction. The study will test the
impact of the check-in process on overall passenger satisfaction at the airport, with the hypothesis:

**H11. Check-in has a positive impact on passenger satisfaction**

Construction on arrival services is adopted from Airport Service Quality (ASQ) Airport Council International (ACI) as described in Isa et al. (2020) and (Munoz et al., 2020) among others. Comfort of luggage claim area, baggage delivery service at arrival, and the availability of trolley. Based on this, the study will test the impact of arrival services on overall passenger satisfaction at the airport, based on the hypothesis:

**H12. Arrival services have a positive impact on passenger satisfaction**

Isa et al. (2020) described the construction of the find way adopted by Airport Service Quality (ASQ) Airport Council International (ACI) related to the elements of ease of finding location inside the airport, the availability of flight information display system, and walking distance in the terminal. Based on this, the study will test the impact of finding way on overall passenger satisfaction at the airport, based on the hypothesis:

**H13. Finding a way has a positive impact on passenger satisfaction**

Security factors are included in the Airport Service Quality (ASQ) dimension which includes the construction related to the assistance and hospitality of security officers, the rigour of security officials, the waiting time during security inspections, and the feeling of safety and safety of passengers. (Isa et al.,2020). Therefore, the author proposes the following hypothesis:

**H14. security has a positive impact on passenger satisfaction**

In the context of airports, Bezerra and Gomes (2020) have researched that when passengers are very satisfied with the airport service, passengeri will be more likely to choose that airport for their future landing place, even if there are other airports available in the city or region. These passengers also tend to recommend the airport to others. Based on the discussion, the study will measure the overall airport experience of passengers based on their satisfaction by evaluating the impact of each component of the airport. In addition, the study suggests that passenger satisfaction comes from the airport experience and will positively encourage the formation of revisit intention and spread positive word of mouth about the airports. Therefore, the author proposes the hypothesis that:

**H15. Passenger satisfaction has a positive impact on their intention to spread positive word of mouth (WOM)**

**H16. Passenger satisfaction has a positive impact on airport revisit intention**

Sample and Data Collection

Data collection is carried out to obtain the sources of information necessary to meet the purposes of the research. This research will focus on primary data collected through the questionnaire. Primary data is data that comes directly from the original source, which in this research are passengers at
Yogyakarta International Airport who are in the waiting room of the airport. The target population in this research is the passenger at Yogyakarta International Airport who already had the ticket or boarding pass. The primary data collection process was carried out using a self-filling questionnaire using Google Form which is distributed directly at the airport waiting room. The sampling method used in this study is nonprobability sampling, namely purposive sampling. The purposive sampling is a favored non-probability sampling technique for situations where subjective information about respondents is unobtainable (Neuman, 2013). Respondent criteria as research subjects were selected based on the following requirements:

a. Respondents is a passenger of Yogyakarta International Airport
b. The minimum number of respondents as the research sample is minimum of 200 sample respondents
c. Respondents were selected according to the length of time the sampling research for the survey was carried out ranging from 1-2 months.

**Survey Design**

Primary data in this study will be collected through a questionnaire containing a list of questions used as a tool for collecting research data. Respondent answers will be expressed in a five-point Likert scale (where 1 = very disagree and 5 = very agree). The questionnaire will be distributed directly on site to all passengers at Yogyakarta International Airport who are in the waiting room of domestic departure from work days and weekends in an effort to accommodate various users of the service. Passengers were approached well and after obtaining consent, they were asked to fill out a questionnaire designed in Indonesian language. Here is a design of the questionnaire that will be distributed to respondents to obtain the information needed in the research.

a. Preliminary
   Contains self-introduction of the researcher and the purpose of filling out the questionnaire.

b. Data Respondent
   This section contains questions to respondents related to demographic characteristics such as name, gender, occupation, and age. Travel behavioral questions are also included in this section with questions related to the name of the airline used, flight classes, travel destinations, frequencies of flights, reasons for traveling, and other questions relating to the overall variable.

c. The body of the questioner
   There are core questions that will be divided into seven sections for each dimension of this research model, namely related service marketing dimension, sociological dimensions, psychological dimension, airport service quality dimension, satisfaction, revisit intention, and positive word of mouth.

**Analysis**

In the initial phase, a wording test will be performed on questions in the questionnaire to ensure that the translation of the question is correct and the respondent can understand the meaning of the questions well. This
wording test will be done by asking questions to 10 people. After obtaining a set of questions that are unambiguous and will be easily understood by the respondents, the pre-test will be carried out by spreading the questionnaire to twenty people who will subsequently test the validity and reliability of the data collected.

The validity test of pre-test data is used to determine to what extent measurements can represent the characteristics of the variable being analyzed, while the reliability test is performed to see to how much measurement can provide consistent results when repeated measures are performed. (Malhotra, 2010). The research will use SPSS (Statistical Program for Social Studies) software to measure validity and reliability using Kaiser-Meyer Olkin Measure of Sampling Adequacy (KMO). To be valid, the value of the matrix component must be greater than 0.5 (Malhotra, 2010). Next to test reliability or consistency, Cronbach’s Alpha parameters will be used. In order to be valid, the Cronbach’s Alpha value must exceed 0.6 (Malhotra, 2010).

Structural Equation Modeling (SEM) is used in this study because this method suitable for analyzing causal models and tiered models. Data analysis will be done using partial least squares structural equation modeling (PLS-SEM) using SmartPLS due to the exploratory character of the study and the presence of formative constructs (Hair, Risher, Sarstedt, & Ringle, 2019). SmartPLS software considered able to handle very complex, flexible, and optimal relationships in predicting model accuracy. In order to estimate large models with several constructs, indicator variables, and structural routes without imposing distributional assumptions on the data, many researchers find the PLS-SEM method to be particularly intriguing. After doing the first stage, assessment of the reliability and validity of measurement models, the second stage in PLS-SEM is to analysis the structural model.

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