

## Customer Satisfaction Level on the Quality of Services PT. Garuda Indonesia in Nabire District

**Letarius Tunjanan**

Universitas Satya Wiyata Mandala, Indonesia  
[letariustunjanan@gmail.com](mailto:letariustunjanan@gmail.com)

### Abstract

*PT. Garuda Indonesia is one of the airlines that offers quality services by prioritizing the safety and security aspects of flights operating in Nabire City with ticket prices that Garuda Indonesia in Nabire City is different from other cities. The price offered by PT. Garuda Indonesia in carrying out its operations does not run alone because the management and administration cooperate with PT Guna Indah Raya in terms of ticketing sales services and other services related to the operations of PT Garuda Indonesia. Research Objectives To find out how the efforts made by PT. Garuda Indonesia in improving the quality of services so that the level of customer satisfaction increases in Nabire Regency. To find out what factors affect PT. Garuda Indonesia in improving the quality of services so that the level of customer satisfaction increases in Nabire Regency. The method used in this research is descriptive. The results showed that PT. Garuda Indonesia always maintains the best flight quality for customers and the public. PT. Garuda Indonesia always provides convenience in ticketing services. Besides that, PT. Garuda Indonesia always pays more attention to customers and the public. Garuda Indonesia always provides convenience in ticketing services. Besides that, PT. Garuda Indonesia always pays more attention to customers and the public. Garuda Indonesia always provides convenience in ticketing services. Besides that, PT. Garuda Indonesia always pays more attention to customers and the public.*

### Keywords

service satisfaction; PT. Garuda Indonesia; nabire



## I. Introduction

The increasingly fierce business competition in the field of aviation, every company that requires marketing and service strategies to attract consumer confidence in each airline. Intense competition in the field of air transportation services currently occurs in many airlines that apply low-cost flights (Lost Cost Carrier). For the cost to remain successful, it is appropriate that each airline has the right strategy in targeting prospective passengers by selecting and determining the target market or selection of the intended community layer to match the services provided with the ticket prices sold and most importantly not neglecting flight safety. Seeing the business development of PT. Garuda Indonesia in the airline business lately is indeed worthy of thumbs up. According to Kotler, Philip and Kevin Lane Keller. 2007. This is because with the new programs released by PT. Garuda Indonesia. PT. Garuda Indonesia is currently implementing the Quantum Leap program and fleet development and revitalization is one of its main focuses. As a national airline with a red plate, what has PT. Garuda Indonesia to provide the best service for its customers has progressed. It was proven by PT. Omar, Hussein. 1997.

Garuda Indonesia has used several of its newest aircraft. Some of these aircraft have had their exteriors updated to refresh the airline's appearance. To apply the service concept

of PT. Garuda Indonesia is an Experience, so currently PT. Garuda Indonesia is still consistent with the discipline pattern of service personnel in providing services that comply with standards in every aspect as its basic foundation. This is proven by the presence of consumers PT. Garuda Indonesia is increasing from year to year and also in line with the rapid development of the aviation business in Indonesia. For this reason, in order to maintain customer satisfaction, PT. Garuda Indonesia always upgrades its service quality both nationally and internationally. All the things that have been done by PT. Garuda, DR Rudy and Fajar Laksono, 2012, Garuda Indonesia as mentioned above, basically to ward off negative assumptions about the world of aviation in Indonesia. Many factors affect customer satisfaction, one of which is price. Price is an important factor because price can be one of the main reasons consumers choose a product or service. Price is the only element that can generate revenue. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019). Price is also a flexible element because prices can change at any time. Price can also be a determinant of the company's success because price can determine how much profit is obtained from selling products or services. (Atmawati, R and M. Wahyuddin, 2007). Physical evidence can also show how well the appearance and capabilities of the facilities and infrastructure must be reliable. The physical appearance can be in the form of employee service and good and attractive communication will be able to provide color in service to consumers.

In addition, the level of completeness of the facilities and infrastructure and the technology used is also very influential on service to consumers. In this case the extent to which the company facilitates communication facilities as an effort to provide convenience in service is an inseparable thing. (Cjiptono, Fandy, 2007) Fulfillment of promises (on time, consistent, speed and service) in service will also greatly affect the credibility company. Responsiveness is also one of the factors that indicate policies in helping and providing fast and appropriate service to consumers. The form of concern can be done through the achievement of information and explanations or through actions that can be felt by a consumer. Assurance is a knowledge and friendliness of employees as well as the ability to carry out tasks spontaneously and can guarantee good work so as to generate consumer trust and confidence. With their level of knowledge, they will show a level of trust for consumers, such as a friendly attitude, polite and friendly, which shows their concern for consumers (Anwar Prabu Mangkunegara, 2009). Empathy is providing individual or personal assurance to consumers and trying to understand the desires of consumers. One form of empathy is the nature of caring for the problems faced by consumers, listening and communicating individually, all of which will show the extent of the level of service provided. In this case the quality has a close relationship with the level of customer satisfaction. A quality provides an impetus to consumers to establish a strong relationship with the company.

Thus the company can increase customer satisfaction where the company maximizes pleasant consumer experiences and minimizes unpleasant consumer experiences (Drs, H. Malayu Hasibuan, 2019 revised edition). The reason that underlies the selection of objects

in this study is that PT. Garuda Indonesia is one of the airlines that offers quality services by prioritizing aspects of flight safety and security at competitive ticket prices. The price offered by PT. Garuda Indonesia is in accordance with the quality of service provided so that flight service users get satisfaction when flying with Garuda Indonesia. However, this is especially the case in Nabire Regency, PT Garuda Indonesia in carrying out its operations does not run alone because the management and administration cooperate with PT Guna Indah Raya in terms of ticketing sales services and other services related to the operations of PT Garuda Indonesia. PT. Hasibuan, Malay, 1995. Guna Indah Raya is a private organization engaged in ticket sales services while its operations are carried out by PT. Garuda Indonesia.

Thus, the authors currently limit the research problem to:

- 1) How PT. Garuda Indonesia in carrying out its operations by looking at the level of customer satisfaction, one of which is the services provided by PT Garuda Indonesia.
- 2) How PT. Garuda Indonesia can show the maximum quality of service to customers, including one of them is with the existing price level.

Based on the description that the author has described above, the author intends to conduct research with the title Consumer Satisfaction Levels Against Service Quality PT. Garuda Indonesia in Nabire Regency.

## **II. Research Method**

Research Objectives according to Abdul Halim Usman (1985:29) is the question of what we want to achieve? The objectives of this research are:

1. To find out how the efforts made by PT. Garuda Indonesia in improving the quality of services so that the level of customer satisfaction increases in Nabire Regency.
2. To determine the effect of ticket prices set by PT. Garuda Indonesia on the level of customer satisfaction in Nabire Regency.
3. To find out what factors affect PT. Garuda Indonesia in improving the quality of services so that the level of customer satisfaction increases in Nabire Regency.

### **Research Use**

The results of the research that the author did are expected to provide the following uses:

#### **Theoretical Uses**

The results of this study are expected to enrich knowledge, especially in the field of service quality.

#### **Practical Use**

##### **a. For Research Objects**

As a consideration in evaluating the service strategy that has been carried out, it is right on target or still needs to be evaluated further.

##### **b. For Researchers**

Increase knowledge and be able to apply to the world of work about the importance of services that affect the level of customer satisfaction PT. Garuda Indonesia in Nabire Regency.

##### **c. For Other Researchers**

As reference material and information for other researchers who want to do further research, especially those related to services, prices and customer satisfaction.

## 2.1 Overview of Research Sites

PT. Guna Indah Raya was founded in 2000. PT Guna Indah Raya works in the field of Air Transport / Tour and Travel and Cargo Service. PT. Guna Indah Raya is led directly by Mr. Yudy Setiawan Prawitha. With a total of 38 employees. PT Guna Indah Raya in its operation cooperates with PT Garuda Indonesia in terms of ticket sales.

## 2.2 Population Situation in Nabire District

Nabire Regency is one of the names of the city as well as the capital of the district, namely Nabire which is located in Papua Province which has an area of 127.00 Km<sup>2</sup> with a population of 127,787 people until 2020. Nabire Regency consists of 15 districts, 9 sub-districts and 72 villages/villages

# III. Result and Discussion

## 3.1 Data Presentation

**Table 1.** Respondents' responses about the services provided by PT. Garuda Indonesia has met the needs of customers and society

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 1. regarding products in the form of services provided by PT. Garuda Indonesia has met the needs of customers and the public from 88 respondents who answered in the appropriate answer category totaling 40 people (45%), the category of answers that did not match the answer amounted to 30 people (34%) and the category of inappropriate answers amounted to 18 people (21%)

**Table 2.** Respondents' responses about the services provided by PT. Garuda Indonesia can be enjoyed by customers and the public

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 2 on how to service products provided by PT. Garuda Indonesia can be enjoyed by customers and the public from 88 respondents who answered in the Appropriate answer category totaling 40 people (45%), the less appropriate answer category amounting to 30 people (34%) and the Inappropriate answer category totaling 18 people (20%)

### 3.2 Fees / Rates

**Table 3.** Respondents' responses about the ticket fees/fare determined by PT. Garuda Indonesia according to people's income

No	Answer Category	Frequency	Percentage
1.	In accordance	35	40%
2.	Not suitable	35	40%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*Data Source: Processed results of primary data, 2021*

Table 3 regarding the ticket fees/fare determined by PT. Garuda Indonesia is in accordance with the income of the community from 88 respondents who answered in the appropriate answer category, totaling 35 people (40%), in the less appropriate answer category, 35 people (40%) and 18 people in the inappropriate answer category (20%)

**Table 4.** Respondents' responses about the ticket fees/fare determined by PT. Garuda Indonesia can be easily obtained by customers and the public.

No	Answer Category	frequency.	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 4 regarding ticket fees/fare determined by PT. Garuda Indonesia can be easily obtained by customers and the public from 88 respondents who answered in the appropriate answer category totaling 40 people (45 %), the less appropriate answer category amounted to 30 people (34%) and the inappropriate answer category amounted to 18 people (21%)

### 3.3 Infrastructure

**Table 5.** Respondents' responses about the form of facilities / infrastructure provided by PT. Garuda Indonesia to customers and the public

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 5 on the form of facilities / infrastructure provided by PT. Garuda Indonesia to customers and the public from 88 respondents who answered in the appropriate answer category totaling 40 people (45 %), the unsuitable answer category amounted to 30 people (34%) and the inappropriate answer category amounted to 18 people (21%)

**Table 6.** Respondents' responses about the facilities/infrastructure provided by PT. Garuda Indonesia can make customers and the public feel satisfied

No	Answer Category	Frequency	Percentage
1.	In accordance	35	40%
2.	Not suitable	35	40%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 6 regarding the facilities / infrastructure provided by PT. Garuda Indonesia can make customers and the public feel satisfied from 88 respondents who answered in the appropriate answer category totaling 35 people (40%), in the less appropriate answer category 35 people (40%) and the inappropriate answer category amounting to 18 people (20%)

### 3.4 Reliability

**Table 7.** Respondents' responses about customers and the community feel comfortable with the services provided by PT. Garuda Indonesia

No	Answer Category	Frequency	Percentage
1.	In accordance	35	40%
2.	Not suitable	35	40%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 7 about customers and the community feel satisfied comfortable with the services provided by PT. Garuda Indonesia from 88 respondents who answered in the appropriate answer category were 35 people (40%), the category of less appropriate answers was 35 people (40%) and the category of inappropriate answers was 18 people (20%)

**Table 8.** Respondents' Responses about PT. Garuda Indonesia has provided functions that are in accordance with the wishes of customers and the community

No	Answer Category	Frequency	Percentage
1.	In accordance	35	40%
2.	Not suitable	35	40%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 8 regarding PT. Garuda Indonesia has provided functions that are in accordance with the wishes of customers and the public from 88 respondents who answered in the appropriate answer category totaling 35 people (40%), in the less appropriate answer category 35 people (40%) and the inappropriate answer category totaling 18 people ( 20%)



### 3.5 Responsiveness

**Table 9.** Respondents' Responses about PT. Garuda Indonesia has carried out responsiveness in accordance with the wishes of customers and the community

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 9 regarding PT. Garuda Indonesia has carried out responsiveness in accordance with the wishes of customers and the community from 88 respondents who answered in the appropriate answer category totaling 40 people (45%), the less appropriate answer category amounted to 30 people (34%) and the inappropriate answer category amounted to 18 people ( 21%)

**Table 10.** Respondents' Responses about PT. Garuda Indonesia has provided responsive services that are right in accordance with the wishes and needs of customers and the community

No	Answer Category	Frequency	Percentage
1.	In accordance	35	40%
2.	Not suitable	35	40%
3.	It is not in accordance with	18	20%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 10 regarding PT. Garuda Indonesia has provided responsive services that are in accordance with the wishes and needs of customers and the community from 88 respondents who answered in the appropriate answer category totaling 35 people (40%), the less appropriate answer category was 35 people (40%) and the inappropriate answer category amounted to 35 people (40%). 18 people (20 %) Assurance (Guarantee)

**Table 11.** Respondents' Responses about PT. Garuda Indonesia provides safety guarantees to prospective passengers

No	Answer Category	Frequency	Percentage
1.	In accordance	8	9%
2.	Not suitable	10	11%
3.	It is not in accordance with	70	80%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 11 regarding PT. Garuda Indonesia provides safety guarantees to prospective passengers from 88 respondents who answered in the appropriate answer category totaling 8 people (9 %), the less appropriate answer category amounted to 10 people (11%) and the inappropriate answer category amounted to 70 people (80%)

**Table 12.** Respondents' Responses about PT. Garuda Indonesia guarantees the best facilities to customers and the public.

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 12 regarding PT. Garuda Indonesia guarantees the best facilities to customers and the public from 88 respondents who answered in the appropriate answer category totaling 40 people (45 %), the unsuitable answer category amounted to 30 people (34%) and the inappropriate answer category amounted to 18 people (21% )

### 3.6 Empathy

**Table 13.** Respondents' Responses about PT. Garuda Indonesia can meet the needs of good service to customers and the community

No	Answer Category	Frequency	Percentage
1.	In accordance	40	45%
2.	Not suitable	30	34%
3.	It is not in accordance with	18	21%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 13 regarding PT. Garuda Indonesia can meet the needs of good service to customers and the public from 88 respondents who answered in the appropriate answer category totaling 40 people (45%), the less appropriate answer category amounted to 30 people (34%) and the inappropriate answer category amounted to 18 people ( 21%)

**Table 14.** Respondents' responses about customers and the community are satisfied and comfortable with the facilities provided by PT. Garuda Indonesia

No	Answer Category	Frequency	Percentage
1.	In accordance	50	57%
2.	Not suitable	25	28%
3.	It is not in accordance with	13	15%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 14 about customers and the community are satisfied and comfortable with the facilities provided by PT. Garuda Indonesia from 88 respondents who answered in the appropriate category of answers were 50 people (57%), the category of answers that did not fit was 25 people (28%) and the category of inappropriate answers was 13 people (15%).



### 3.7 Tangibles

**Table 15.** Respondents' Responses about PT. Garuda Indonesia has provided the best services to customers and the public

No	Answer Category	Frequency	Percentage
1.	In accordance	50	57%
2.	Not suitable	25	28%
3.	It is not in accordance with	13	15%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 15 regarding PT. Garuda Indonesia has provided the best services to customers and the public from 88 respondents who answered in the appropriate answer category totaling 50 people (57%), the less appropriate answer category amounted to 25 people (28%) and the inappropriate answer category amounted to 13 people (15 %)

**Table 16.** Respondents' responses about customers and the community are satisfied with the services provided by PT. Garuda Indonesia

No	Answer Category	Frequency	Percentage
1.	In accordance	50	57%
2.	Not suitable	35	40%
3.	It is not in accordance with	3	3%
	Amount	88	100%

*SourceData: Processed results of primary data, 2021*

Table 16 about customers and the community are satisfied and with the services provided by PT. Garuda Indonesia from 88 respondents who answered in the appropriate category of answers were 50 people (57%), the category of answers that did not fit were 35 people (40%) and the category of answers that did not fit were 3 people (3%)

### 3.8 Consumer Satisfaction Level (Free Variable)

#### a. Product

Based on the results of the presentation of data in table 4.1 regarding the services provided by PT. Garuda Indonesia has fulfilled the needs of customers and the community, respondents who answered dominantly in the appropriate answer category were 40 respondents or (45%). Thus it can be explained that the services provided by PT. Garuda Indonesia has met the needs of customers and the community is appropriate. It shows that PT. Garuda Indonesia has made every effort to provide the best services to customers and the public. Based on the results of the presentation of data in table 4.2 about the services provided by PT. Garuda Indonesia can be enjoyed by customers and the public, respondents answered dominantly in the always answer category as many as 40 respondents or (45%). Thus it can be explained that the services provided by PT Garuda Indonesia can be enjoyed by customers and the community are appropriate. This shows that PT. Garuda Indonesia always prioritizes good service to customers and the public.

#### b. Fees / Rates

Based on the results of the presentation of the data in table 4.3 regarding the ticket fees/fare determined by PT. Garuda Indonesia according to people's income that the respondents answered dominantly in the appropriate answer category were as many as 35

respondents or (40%). and the answer category is not appropriate as many as 35 respondents (40%). Thus it can be explained that the cost / ticket fare determined by PT. Garuda Indonesia according to people's income is sometimes appropriate and sometimes not appropriate. This shows that not all people with different income levels can reach the ticket fees/fare determined by PT. Garuda Indonesia.

Based on the results of data presentation in table 4.4 regarding ticket fees/fare determined by PT. Garuda Indonesia can be easily obtained by customers and the public, respondents answered dominantly in the appropriate answer category as many as 40 respondents or (45%). Thus it can be explained that the cost / ticket fare determined by PT. Garuda Indonesia can be easily obtained by customers and the public is suitable. This shows that customers and the public anytime and anywhere can get good ticket services.

### **c. Infrastructure**

Based on the results of data presentation in table 4.5 about the form of infrastructure provided by PT. Garuda Indonesia to customers and the public, respondents answered dominantly in the appropriate answer category as many as 40 respondents or (45%). Thus it can be explained that the form of infrastructure provided by PT. Garuda Indonesia to customers and the public is appropriate This shows that PT. Garuda Indonesia has provided good facilities to customers and the public.

Based on the results of data presentation in table 4.6 regarding the infrastructure provided by PT. Garuda Indonesia can make customers and the public feel satisfied, respondents answered dominantly in the appropriate answer category as many as 35 respondents or (40%) and respondents who answered less appropriate were 35 respondents or (40%). Thus it can be explained that the infrastructure provided by PT. Garuda Indonesia is sometimes appropriate but sometimes not. This shows that all facilities and infrastructure provided by PT. Garuda Indonesia is not necessarily all can be enjoyed well by customers and the public.

## **3.8 Services PT. Garuda Indonesia (Bound Variable)**

### **a. Reliability**

Based on the results of data presentation in table 4.7 about customers and the community feel comfortable with the services provided by PT. Garuda Indonesia, respondents answered dominantly in the appropriate answer category as many as 35 respondents or (40%) and respondents who answered dominantly in the less suitable category were 35 respondents or (40%). Thus it can be explained that the services provided by PT. Garuda Indonesia to customers and the public there are some customers and the public feel comfortable, but sometimes there are also customers and the public who feel less comfortable with the services provided. This shows that customers and the public do not all understand and understand the form of services provided by PT. Garuda Indonesia.

Based on the results of data presentation in table 4.8 about PT. Garuda Indonesia has provided functions that are in accordance with the wishes of customers and the community, respondents answered dominantly in the appropriate answer category as many as 35 respondents or (39.77%). And respondents who answered dominantly in the less suitable category were 35 respondents or (39.77%) Thus it can be explained that the function of PT. Garuda Indonesia to customers and the public there are some that are appropriate but sometimes there are also those that are not. This shows that not all customers and the public feel the functions provided by PT. Garuda Indonesia.

### **b. Responsiveness**

Based on the results of data presentation in table 4.9 about PT. Garuda Indonesia has carried out responsiveness in accordance with the wishes of customers and the community, respondents answered dominantly in the appropriate answer category as many as 40 respondents or (45.45%) . Thus it can be explained that the Responsiveness given by PT. Garuda Indonesia is appropriate. This shows that PT. Garuda Indonesia always wants to give the best attention to customers and the public.

Based on the results of data presentation in table 4.10 about PT. Garuda Indonesia has provided appropriate responsiveness services in accordance with the wishes and needs of customers and the community, respondents answered dominantly in the appropriate answer category as many as 35 respondents or (39.77%). and respondents who answered dominantly less appropriate were as many as 35 respondents or (39.77%). Thus it can be explained that the right responsiveness service in accordance with the wishes and needs of customers and the community provided by PT. Garuda Indonesia is sometimes appropriate but sometimes not. This shows that not all customers and the public are satisfied with the services provided by PT. Garuda Indonesia.

### **c. Assurance (Guarantee)**

Based on the results of data presentation in table 4.11 about PT. Garuda Indonesia provides safety guarantees to prospective passengers, respondents answered dominantly in the inappropriate answer category as many as 70 respondents or (79.55%). Thus it can be explained that the guarantee of safety to prospective passengers provided by PT. Garuda Indonesia is not suitable. This shows that the guarantee of the safety of service passengers does not lie with PT. Garuda Indonesia or human hands but on trust and faith in God the Almighty.

Based on the results of data presentation in table 4.12 about PT. Garuda Indonesia guarantees the best facilities to customers and the public. The respondents who answered dominantly in the appropriate answer category were 40 respondents or (45.45%). Thus it can be explained that the guarantee of the best facilities provided by PT. Garuda Indonesia to customers and the public is appropriate. This shows that PT. Garuda Indonesia still maintains the quality of its flights.

### **d. Empathy**

Based on the results of data presentation in table 4.13 about PT. Garuda Indonesia can meet the needs of good services to customers and the public, the respondents answered dominantly in the appropriate answer category as many as 40 respondents or (45.45%). Thus it can be explained that in meeting the needs of good service to customers and the community is appropriate. This shows that PT. Garuda Indonesia always shows the best service to customers and the public.

Based on the results of the presentation of data in table 4.14 about customers and the public feel satisfied and comfortable with the facilities provided by PT. Garuda Indonesia, respondents answered dominantly in the appropriate answer category as many as 50 respondents or (56.82%). Thus it can be explained that the facilities provided by PT. Garuda Indonesia to customers and the public is appropriate. This shows that PT. Garuda Indonesia prioritizes the best service so that customers and the public can feel satisfied and comfortable.

#### **e. Tangibles (Service)**

Based on the results of data presentation in table 4.15 about PT. Garuda Indonesia has provided the best services to customers and the public, respondents answered dominantly in the appropriate answer category as many as 50 respondents or (56.82%). Thus it can be explained that in the best services provided by PT. Garuda Indonesia is appropriate. This shows that PT. Garuda Indonesia always prioritizes good service to customers and the public.

Based on the results of data presentation in table 4.16 about customers and the public are satisfied with the services provided by PT. Garuda Indonesia, respondents answered dominantly in the appropriate answer category as many as 50 respondents or (56.82%). Thus it can be explained that customers and the public are satisfied with the services provided by PT. Garuda Indonesia is appropriate. This shows that PT. Garuda Indonesia continues to show the highest quality of service.

### **IV. Conclusion**

From the results of research conducted by the authors can make some conclusions from the indicators used as follows:

1. PT. Garuda Indonesia as much as possible provides the best service for customers and the community.
2. PT. Garuda Indonesia has provided adequate infrastructure facilities for customers and the public.
3. PT. Garuda Indonesia always maintains the best flight quality for customers and the public.
4. PT. Garuda Indonesia always provides convenience in ticketing services.
5. PT. Garuda Indonesia always pays more attention to customers and the public.

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