

## **The Influence of Counter Quality and Price on Tenant Loyalty at Terminal 3 Soekarno Hatta International Airport**

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### **ABSTRACT**

Nowadays airport is not only a place where the aircraft take off and land, moreover airport defined as the enterprise. Soekarno-Hatta International airport is the largest airport in Indonesia which managed by PT Angkasa Pura II as the customer-oriented company that provides service product. This research aims to analyze the effect of counter quality and price on tenant loyalty. The research was conducted at terminal 3 Soekarno Hatta International Airport with all of tenants who rent the counter to PT Angkasa Pura II as the population. Data were collected by using the questionnaire with 52 respondents. This research used a multiple linear regression analysis. The results of this research shows that counter quality and price have significant and partially gives positive impact on tenant loyalty. Furthermore, counter quality and price simultaneously influenced Tenant Loyalty. The contribution of counter quality and price on tenant loyalty is 78.4%.

**Keywords :** Counter Quality, Price, Tenant Loyalty.

### **Pengaruh Kualitas Konter dan Harga terhadap Loyalitas Penyewa di Terminal 3 Bandara Internasional Soekarno Hatta**

#### ***Abstrak***

*Bandara saat ini bukan hanya tempat untuk pesawat lepas landas dan mendarat, lebih dari itu bandara juga didefinisikan sebagai perusahaan. Bandara Internasional Soekarno-Hatta adalah bandara terbesar di Indonesia yang dikelola oleh PT Angkasa Pura II sebagai perusahaan yang berorientasi pelanggan yang menyediakan produk Jasa. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas konter dan harga terhadap loyalitas penyewa. Penelitian ini dilakukan di terminal 3 Bandara Internasional Soekarno Hatta dengan semua penyewa yang menyewa konter ke PT Angkasa Pura II sebagai populasi. Data dikumpulkan dengan menggunakan kuesioner dengan 52 responnden. Penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa kualitas dan harga konter masing masing memiliki pengaruh yang positif dan signifikan terhadap loyalitas penyewa. Selain itu, kualitas dan harga konter secara simultan juga mempengaruhi Loyalitas Penyewa. Kontribusi kualitas konter dan harga terhadap loyalitas penyewa sebesar 78,4%.*

***Kata Kunci :*** Kualitas Konter, Harga, Loyalitas Tenant

#### **INTRODUCTION**

PT Angkasa Pura II (PT. AP II) is a state-owned company engaged in airport services and airport related services. PT Angkasa Pura II manages at least 14 airports in Indonesia. As a company engaged in

airport services, the revenue sources of PT Angkasa Pura II are obtained from several airport service activities such as Aeronautical, Non-Aeronautical and Cargo Business. Aeronautical is all of the things that related to aviation activities on the airside. Meanwhile,

non-aeronautical is a part of service products that support flight activities on the landside. In addition cargo consists of the cargo handling service. Aeronautical is the largest revenue, then followed by non-aeronautical and the lowest revenue is cargo business.

Soekarno Hatta International Airport is one of the airports managed by PT. Angkasa Pura II. Soekarno hatta is the busiest airport in Indonesia. With the high passenger movement, Soekarno Hatta equips itself with many facilities to support airport users' needs. One of the facilities of Soekarno Hatta Airport is shopping center facilities in commercial area. Shopping center in commercial area is one of the non-aeronautical revenue that cannot be underestimated by the company.

Shopping center facilities in the commercial area are not separated from the existence of tenants. Tenants are party who lease a space from an owner for business purpose. Tenants who rent a counter from PT. Angkasa Pura II (PT AP II) are doing business such as retail business and food or beverages business. In order words tenant is PT Angkasa Pura's customer.

The number of inactive tenants has increased from 2016 until 2018. It shows that in 2016 inactive tenant was 48 tenants, then in 2017 it was 51 and in 2018 it was 63. So it can be concluded that leasing of space in commercial area is not optimal. The increasing of inactive tenants was also followed by company's income decreasing which collected from tenant. It shows that income gained from tenant somewhat lower during 2016 to 2018, it is about 10%.

The purposes of this research are: To identify how the effect of counter quality on tenant loyalty is; to identify how the effect of price on tenant loyalty is; and to identify how the effect of counter quality and price on tenant loyalty is.

### **Counter Quality**

Refers to Wyckof in Tjiptono (2005), Service quality is the level of excellence

expected in controlling the superiority to meet customer desires. Meanwhile according to Nirvana in Dimiyati and Ari (2016), the quality of service is dynamic and changes with the demand of the customers. Based on the several definitions, it can be concluded that a good service quality can improve the credibility of the company. The company should determine what the best quality that must give to customers, because every customer has the different objective regarding to the quality of service.

### **Indicators of Counter Quality**

In references Zeithaml et Al (2017:87) there are five dimensions that determined the quality of service are Reliability; Responsiveness; Assurance; Empathy; Tangible

### **Price**

Delyanti (2012) defined, price is an exchange value that can be equated with money or other goods for benefits obtained from an item or service for a person or group at a certain time and place. Meanwhile, According to Kotler and Armstrong (2012), Price is the amount of money charged for a product or service. Based on the definition above, it can be concluded that price is a measurement tool or in this case is a money for exchanging product or services so that can obtain the ownership of the product or service. of work.

### **Indicators of Price**

Refers to Kotler dan Armstrong (2012 : 314) the indicators of price are: Price Affordability; Price Competitiveness; Price Compatibility with Product Quality; Price Compatibility with Benefits

### **Customer Loyalty**

Referring to Farrel in Sudaryono (2014), loyalty is a consistent choice for a product or purchasing same brand that customer do to a certain product. In other words, Customer loyalty is a valuable asset

for the company, in order to win the competition then the company has to increase customers' loyalty and establish good relationships with customers so that customers will continue to use the services of the company.

#### **Indicators of Customer Quality**

According to Griffin (2005:31) there are several indicators of loyal customers that are: Repeat Purchase; Buy between product lines and services; Refer to other people; Insensitive to competitor attraction

### **RESEARCH METHOD**

#### **Population and Sample**

According to Cooper in Sugiyono (2018), Population is the whole element that will be used as a generalization area. The Population in this study is all of tenants in public area at terminal 3 Soekarno Hatta International Airport. Sample in this study used a total sampling technique, which all of tenants (52 tenants) who rented the counter quality at terminal 3 was taken as the sample.

#### **Data Collecting Method**

The data collected in this research were using questionnaire and observation. This research applied a semantic differential scale. The semantic differential scale consists of a set of bipolar rating scale (Sugiyono, 2018:164)

#### **Research Analysis Method**

This research used a Multiple Linear Regression analysis. The steps of analysis data were validity test, reliability test, classic assumption test and goodness of fit test.

### **FINDINGS AND DISCUSSION**

#### **Validity Test**

Validity is the extent to which a test measures what we actually wish to measure. (Cooper, 2014). The criteria to determine that instrument is valid or not can be seen by comparing the sig. value and r-count. The instrument is valid if the sig. value is  $< 0.05$  and  $r\text{-count} > r\text{-table}$

**Table 1**  
**Validity Test Output**

Variable	Indicator	r-table	r-count	Sig	Description
Counter Quality (X <sub>1</sub> )	C1	0.2732	0.677	.000	Valid
	C2	0.2732	0.690	.000	Valid
	C3	0.2732	0.605	.000	Valid
	C4	0.2732	0.732	.000	Valid
Price (X <sub>2</sub> )	P1	0.2732	0.871	.000	Valid
	P2	0.2732	0.887	.000	Valid
	P3	0.2732	0.628	.000	Valid
	P4	0.2732	0.820	.000	Valid
Tenant Loyalty (Y)	L1	0.2732	0.719	.000	Valid
	L2	0.2732	0.683	.000	Valid
	L3	0.2732	0.656	.000	Valid
	L4	0.2732	0.711	.000	Valid
	L5	0.2732	0.701	.000	Valid

Source: Processed Primary Data, 2019

The Table 1 shows that all of the indicators in independent and dependent variable have sig. value less than 0.05 and r-count was less than r-table, it means that all of item questions are valid.

#### **Reliability Test**

The basis for decision making whether an item or variable is reliable or not is can be learned from alpha value. If it is more than 0.6 or equal to 0.6, then the items are reliable. (Umar:2003)

**Table 2**  
**Reliability Test Output**

Variable	Cronbach's Alpha	Result
Counter Quality (X <sub>1</sub> )	.603	Reliable
Price (X <sub>2</sub> )	.818	Reliable
Tenant Loyalty (Y)	.720	Reliable

Source: Processed Primary Data, 2019

Based on the Table 2 that all of the indicators have cronbach's alpha value greater

than 0.6 which means that all of instrument in this research are reliable to use.

**Classic Assumption Test**

**1. Multicollinearity Test**

Multicollinearity test is employed to test whether the correlation is found among independent variables in the regression model (Ghozali, 2018:107). The consideration in detecting multicollinearity could be done by examining the tolerance and VIF value. The

tolerance value should greater than 0.1 while the VIF value should be less than 10. Based on the table below, it could be concluded that the tolerance value of both independent variables is greater than 0.10 and the VIF value is less than 10. Since it met the requirement, the regression model is free of multicollinearity tendency.

**Table 3  
Multicollinearity Test Output**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	C	.675	1.481
	P	.675	1.481
a. Dependent Variable: L			

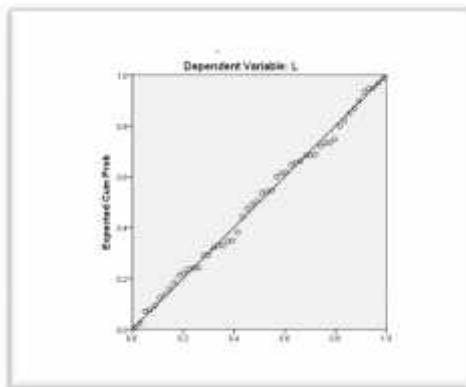
Source: Processed Primary Data, 2019

**2. Normality Test**

Normality test is used to detect whether the population data is normally distributed or not. The way to test normality is

by seeing a normal P-Plot. If the spread of the dots are close to the diagonal line, it means that data is normally distributed.

**Figure Normal P-Plot**



Source: Processed Primary Data, 2019

Based on **Normal P-Plot Figure**, it can be concluded that the residual data was normally distributed because the spread of the dots was near to the diagonal line.

**3. Linearity Test**

It is performed to detect whether the model specification could be processed in linear form. If the sig. value on Deviation from Linearity is more than 0.05, then it is linear.

**Table 4**  
**Linearity Test of X<sub>1</sub>**

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
L * C	Between Groups	(Combined)	20.913	14	1.494	4.881	.000
		Linearity	18.311	1	18.311	59.831	.000
		Deviation from Linearity	2.601	13	.200	.654	.793
	Within Groups		11.324	37	.306		
Total		32.237	51				

Source: Processed Primary Data, 2019

**Table 5**  
**Linearity Test of X<sub>2</sub>**

			Sum of Squares	df	Mean Square	F	Sig.
L * P	Between Groups	(Combined)	25.731	13	1.979	11.560	.000
		Linearity	21.603	1	21.603	126.169	.000
		Deviation from Linearity	4.128	12	.344	2.009	.051
	Within Groups		6.506	38	.171		
Total		32.237	51				

Based on the Table 4 and Table 5, the linear equation was significant by seeing the sig. value 0.000 was less than 0.05, so the other equations were ignored. Then, it means that the Counter Quality (X<sub>1</sub>) and Price (X<sub>2</sub>) had a linear correlation with Tenant Loyalty (Y).

### F Test

F test aims to identify the effect of all independent variables on dependent variables simultaneously. F-test can be learned by seeing the sig. value. If sig. value was less than 0.05, it means that there is an influence between independent and dependent variables.

### Goodness of Fit Test

**Table 6**  
**F Test Output**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.542	2	12.771	93.468	.000 <sup>b</sup>
	Residual	6.695	49	.137		
	Total	32.237	51			
a. Dependent Variable: L						
b. Predictors: (Constant), P, C						

Source: Processed Primary Data, 2019

Table 6 shows that sig. value was .000 less than 0.05, so that independent variables (counter quality and price) were simultaneously influenced the dependent variable.

**T Test**

The result of T Test analysis are as Table 7.

**Table 7  
T-Test Ouput  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.274	.425		.645	.522
C	.432	.080	.425	5.369	.000
P	.574	.079	.576	7.274	.000

a. Dependent Variable: L

Source: Processed Primary Data, 2019

According to Table 7, it found that a significance value of counter quality and price were 0.000 which less than 0.05. It can be concluded that counter quality partially

influenced tenant loyalty, and also price partially influenced tenant loyalty.

**Coefficient of Determination**

**Table 8  
Coefficient of Determination  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.890 <sup>a</sup>	.792	.784	.36964	1.503

a. Predictors: (Constant), P, C  
b. Dependent Variable: L

Source: Processed Primary Data, 2019

Table 8 shows that the value of Adjusted R2 was 0.784 which means that the independent variables (counter quality and price) and dependent variable (tenant loyalty) had a proportion variance about 78.4%, and the rest 21.6% was explained by other variables that were not in this study.

Y = Tenant Loyalty  
X<sub>1</sub> = Counter Quality  
X<sub>2</sub> = Price

The explanation:

- Counter Quality (X<sub>1</sub>) has a positive influence on tenant loyalty (Y), which means that if counter quality (X<sub>1</sub>) increase so that tenant loyalty (Y) will also increase.
- Price (X<sub>2</sub>) has positive influence on tenant loyalty, it means that if price (X<sub>2</sub>) increase so that tenant loyalty (Y) will also increases.

**Multiple Linear Regression Result**

The last step was interpretation of model. Below is the regression model of this research:

$$Y = 274 + 432 X_1 + 574 X_2$$

Description:

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the analysis result, there were several conclusions obtained that can be described below:

- a. Counter quality, and price partially influence on tenant loyalty of PT Angkasa Pura II (Persero) at Terminal 3 Soekarno Hatta International Airport. It was proved by t test.
- b. Counter quality and price simultaneously influence on tenant loyalty of PT Angkasa Pura II (Persero) at Terminal 3 Soekarno Hatta International Airport. It was proved by F test.
- c. Based on multiple regression analysis obtained that all of independent variable have positive influence on tenant loyalty of PT Angkasa Pura II (Persero) at Terminal 3 Soekarno Hatta International Airport. It also shows that variable X2 (Price) has the higher coefficient value, therefore price is the most dominant factor affected the loyalty of PT Angkasa Pura II at Terminal followed by counter quality.

### Recommendation

There are several recommendations obtained from this research:

- a. PT Angkasa Pura should bring the rent price down so that the price will be more competitive than the competitor.
- b. It is recommended for the company to set incentive scheme to attract and retain the tenant. Incentive scheme can be applied by giving the reward to tenant who able

to pay the rent punctually. The company can give the discount for the following payment to the tenant. Beside that, the company can also help the tenant to promote their product to the airport passenger.

- c. In addition, PT Angkasa Pura have to reset flow of the passenger movement to bring them to pass through the commercial area. This method will indirectly affect passengers to stop and shop.

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