



The Role of Check-in Counter Division in Passenger and Baggage Profiling Service at Sriwijaya Air Soekarno-Hatta International Airport

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Abstract. This study aims to determine the role of the check-in counter division in passenger and baggage profiling services at Sriwijaya Air Soekarno Hatta International Airport. In this study, the authors used descriptive research methods with a qualitative approach. The results of this study indicate that the role of the check-in counter division is very important in the smooth service process at the time of departure and in the service of profiling passengers and baggage, in the implementation of check-in services it is a procedure that must be carried out in every check-in service process. Therefore, the check-in counter division should pay attention to the quality of service that will be provided to each passenger in the implementation of passenger and baggage profiling services at check-in based on the dimension of service quality initiated by Kotler, namely Tangible dimensions, Reability, Responsiveness, Assurance, and Emphaty and its indicators. It can be concluded that there is a dimension of service quality Tangible, Reability, Responsiveness, Assurance, and Emphaty in the implementation of check-in and profiling services in the check-in counter division of Sriwijaya Air.

Keywords: Profiling Services, Check-In Counter Division, Sriwijaya Air

INTRODUCTION

Indonesia is an archipelagic country with a unique geographical area, from Sabang to Merauke. To connect from one region to an area that cannot be reached by other transportation, air transportation has become a necessity for the people of Indonesia because of the short, effective and efficient travel time. There are several reasons consumers use air transportation services, including for business purposes, tourism interests, the interests of returning to their hometown, educational interests, and various other interests. This resulted in the air transportation service industry sector experiencing a significant increase, with the increase in air transportation services, it also affects the improvement of service quality in the flight implementation process. Air transportation can serve two flights, namely domestic and international where in the procedure there are some differences.

Services in air transportation are quite strict and must follow several established procedures, this is quite different compared to other transportation services. However, in terms of service services, air transportation has provided the best quality of service for passengers and prospective passengers both for passenger comfort and flight safety. Every procedure in flight aims to ensure that on the way there are no unwanted things happening caused by passengers either intentionally or unintentionally that can cause damage, commotion or other things that endanger passengers and crew.

Service also plays an important role in every flight implementation process, both for departure and for arrival which will affect customer satisfaction. In the world of aviation, there are known to be three main stages in service, namely pre-flight service, in-flight service **and** post-flight service. Pre-flight service is a handling activity for passengers and aircraft before departure at the origin airport. In-flight service is a service activity for passengers while on the plane. Meanwhile, post-flight service is the handling of passengers and aircraft after flying or arriving at the destination airport.

The first thing passengers do when arriving at the airport is to go to the check-in counter by bringing documents such as tickets, identity cards, and additional documents such as RT Antigen or RT PCR result letters, because at this time Indonesia is in a Pandemic period caused by the COVID-19 virus so that to use air transportation services must meet the conditions that must be met for mutual safety and comfort, namely passengers must take a test COVID-19, both RT Antigen, PCR and GeNose and test result letters with negative or COVID-free information refer to the Addendum SE of the COVID-19 Task Force Number 13 of 2021.

The check-in counter division is tasked with carrying out operational activities in the form of receiving initial reports of aircraft passengers (check-in). During the check-in process, passengers are required to attach documents such as tickets, identity cards and RT Antigen or PCR results. The document is required by officers to carry out one of the Standard Operating Procedures (SOP) in the Sriwijaya Air check-in counter division, which is to check the validity of several documents that have been attached (profiling), which is done before the process of inputting the booking code is carried out into the system in the Sriwijaya Air check-in counter division.

Standard Operating Procedures (SOP) in check-in counters, one of which is profiling passengers and baggage, this is done to ensure that passengers and baggage transported on board are people and baggage in accordance with their identity. In this case profiling aims to ensure that there are no dangerous indicators during the flight, because air transportation is transportation

that has a very high level of security so that several processes must be done to travel using air transportation.

LITERATURE

The smooth running of the entire process for passengers who will board the plane is very important, both for the passengers themselves and for the airline company so as not to cause unwanted things. Therefore, the officers at the check-in counter must be well trained or trained so that they really master their work and other related things. Check-in counter can be likened to front-office or front liners who are the first to deal with passengers, so the performance of the check-in counter must be very good and convincing.

Every passenger who will take a flight is required to go through one of the processes called initial reporting or in flight parlance called check-in. The check-in process is carried out at one of the divisions called the check-in counter, the purpose of check-in is to get a boarding pass so that passengers who will board a plane can enter the departure lounge. The boarding pass shows that the passenger has checked in at check-in and can board the plane.

The check-in counter division not only acts as a place to report passengers who will take part in a flight, but also receives the reporting process and data collection of passenger baggage items based on identity documents owned by related passengers who are also included in the flight.

Each airline has its own flight time with different routes, therefore each airline company must inform the estimated time of departure and estimated time of arrival which must be listed on the airport monitor or sign board display, time table, or reservation. So that prospective passengers can know the departure time and can prepare themselves to carry out check-in.

METHOD

This type of research uses a descriptive method of qualitative approach, where the data collected is in the form of words, images and not numbers. According to Bogdan and Taylor in Moloeng (2010), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words of people and observed behavior.

Meanwhile, descriptive research is a form of research that is shown to describe or describe existing phenomena, both natural phenomena and human engineering. This study describes the data obtained from the results of research on the Role of the Check-In Counter Division in Passenger and Baggage Profiling Services at Sriwijaya Air Soekarno-Hatta International Airport.

The data was compiled by careful observation, including detailed in-context descriptions of field notes, as well as the results of document analysis.

DISCUSSION

The concept of service quality is an assessment factor that reflects consumer perceptions of five specific dimensions of service performance. The author tries to conduct research or observation based on the suitability of field data obtained during Field Work Practice (PKL) activities, namely in the form of data from interviews with supervisors from the check-in counter division and the results of field daily records in accordance with indicator theory according to Kotler (1997: 24) which includes 1) Reability, 2) Responsive, 3) Assurance, 4) Emphaty, 5) Tangibles.

As described above, the following is a discussion of the author's research data on the theory of service quality initiated by Kotler (1997: 24).

Reability

Reability is something that greatly affects customer satisfaction with the services provided by employees. Sriwijaya Air check-in counter staff located at Terminal 2D Soekarno Hatta International Airport always try to provide the best service to every passenger who is carrying out the check-in process. In its implementation, the check-in counter staff also plays a role in helping every passenger who still feels confused about the check-in process and will inform what documents are needed at check-in before boarding the plane.

Not a few ordinary passengers who travel using air transportation modes, based on the results of the author's research when carrying out Field Work Practice (PKL) activities at Sriwijaya Air Especially in the check-in counter division, there are some passengers who do not quite understand the check-in process because they have never used air transportation. However, the Sriwijaya Air check-in counter staff quickly realized that the passenger felt confused and the officer asked the passenger whether the passenger was flying using a Sriwijaya Air plane and with a certain destination route.

Responsiveness

Inquiries, complaints and requests from passengers must be responded to quickly by the officer. Therefore, check-in counter officers must have high responsiveness because the check-in counter division is the first flight procedure that must be visited by passengers who already have tickets after entering the airport.

Based on the results of the author's research when carrying out Field Work Practice (PKL) activities at the check-in counter division of Sriwijaya Air located at Terminal 2D of Soekarno Hatta International Airport, it is not uncommon for passengers to check-in at last minute check-in. Check-in counters will open two hours before departure and will close 30 minutes before departure, as stipulated.

Sometimes passengers come to check-in at the last minute check-in time, which means that the check-in counter will be closed immediately and passengers in the waiting room will board the plane. This usually happens because passengers arrive late at the airport, forget the departure time, enter the airport building incorrectly, and are caused by other operational problems.

Assurance

As a service provider, check-in counter officers must have good ethics, have courtesy in serving passengers, have confidence to provide the best service for passengers, and have a sense of care for passengers. This is very influential to provide a sense of consumer trust and loyalty to the company, trust and loyalty that consumers get through Sriwijaya Air airline check-in counter officers in handling consumers with the competence and skills possessed by check-in counter officers.

Based on the results of the author's research when carrying out Field Work Practices (PKL) at the check-in counter division of Sriwijaya Air Terminal 2D Soekarno Hatta International Airport, Sriwijaya Air check-in counter officers in carrying out the check-in process provide the best service for passengers. In its implementation, the check-in counter staff will make greetings to passengers such as; Good Morning Sir/Ma'am, Good Afternoon Sir/Ma'am, Good Night Sir/Ma'am with a kind smile. This is always said to every passenger who will check-in, with greetings, passengers will feel very appreciated as service users.

Emphaty

At the check-in counter division, good communication is needed. In its implementation, officers will communicate with passengers, officers and passengers provide information to each other. The role of communication in the check-in counter division is to provide information and conduct profiling or ensure that the passenger is a passenger whose identity is the same as PNL and ensure that the baggage carried by the passenger does not contain dangerous goods.

The role of communication in the check-in counter division in terms of information is to inform passengers about departure hours, gate numbers, seat numbers, aircraft registration numbers, time limits to enter the plane, baggage information, and information if there are changes to flight

schedules. The flight schedule of each airline will be listed in the flight information display, sometimes the system has not been updated by Angkasa Pura officers if there is a change in flight schedule at a particular airline, so passengers will still enter the queue to check-in. Therefore, the role of communication plays an important role in providing information to the check-in counter division.

Based on the results of the author's research when carrying out Field Work Practice (PKL) activities at the check-in counter division of Sriwijaya Air located at Terminal 2D of Soekarno Hatta International Airport, Sriwijaya Air check-in counter officers are very attentive to every passenger who is checking in.

In one of the SOPs (Standard Operating Procedures) at the check-in counter, the officer must ask married female passengers whether they are pregnant or not, this aims to ensure that passengers have previously checked with a doctor and are allowed to fly. This service is a form of attention from the company which is carried out through the check-in counter officer.

Tangibles

In carrying out services at the check-in counter division of Sriwijaya Air, officers must pay attention to their appearance. Based on the results of the author's research when carrying out Field Work Practice (PKL) activities at the check-in counter division of Sriwijaya Air located at Terminal 2D Soekarno Hatta International Airport, when the officer is at the check-in counter to carry out check-in services passengers then the officer must be in a neat appearance condition, namely wearing Sriwijaya Air work uniforms, wearing black pentofel shoes in accordance with the procedures that have been set, hair in neat condition for men must wear pomade and for women who do not use hijab hair can be in a bun.

Other appearance supports such as using watches, belts for men and wearing fragrances in order to provide comfort to officers and passengers when providing services. This must be considered, because as a service provider, the company must pay attention to various things in providing services to service users.

When the check-in counter has been opened, the officer must ensure that the equipment and equipment to support the implementation of the service is complete without missing anything, this is supported by the statement of the Supervisor in the check-in counter division in accordance with the interview results which states that "In the check-in counter division, the most important equipment is computers, printers, scales, and conveyer belts. Check-in counter staff must ensure that the equipment is running properly, in addition to computer equipment,

printers, scales and conveyer belts, check-in officers must also ensure other equipment such as printer paper to print baggage tags and boarding passes, ensure the completeness of tags for baggage such as; fragile, transit, non valuable goods, cabin tag, limited release, etc".

Other equipment needed at the check-in counter division are forms according to their respective uses, this is supported by the statement of the Supervisor in the check-in counter division in accordance with the interview results which states that "This form will be filled in by passengers as proof that the goods will be transported by Sriwijaya Air aircraft with all kinds of risks that are beyond Sriwijaya's responsibility. The forms at the check-in counter are security items, statement of liability form, form for unaccompanied children, mother form, and others."

This tangible service quality dimension is very supportive of service implementation, because the appearance of employees, equipment and equipment as well as the facilities provided will greatly affect the quality of service check-in process and profiling services in the check-in counter division which will be received by Sriwijaya Air passengers. In the dimension of service quality, this will result in two things, namely the check-in counter and the airport.

When the passenger has entered the check-in counter area, it shows that the passenger has chosen a certain airline flight service. If you use Sriwijaya Air flight services, passengers will check-in at the check-in counter and Sriwijaya Air check-in counter staff will provide the best service for passengers who are supported by equipment and equipment at each Sriwijaya Air check-in counter to check-in .

CONCLUSION

The smooth running of the entire process for passengers who will board the plane is very important, both for the passengers themselves and for the company. Therefore, Sriwijaya Air has a Check-in Counter Division which plays a very important role in passenger service at the time of departure. The check-in counter division of Sriwijaya Air is located at Terminal 2D of Soekarno Hatta International Airport. In its implementation, the check-in counter division of Sriwijaya Air certainly has efforts to improve service, some of the services carried out are carrying out the check-in process, checking passenger equipment documents, profiling or ensuring passengers are on the PNL list. Profiling or ensuring passengers' baggage so that there are no dangerous items, printing boarding passes and confirming to passengers the information contained in the boarding pass.

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