

ABSTRAK

Penelitian ini berfokus pada kualitas pelayanan di Terminal Kedatangan Bandar Udara Internasional Hang Nadim. Tujuannya adalah menganalisis kepuasan pelanggan berdasarkan perspektif mereka, membandingkan harapan dan kenyataan pelayanan, serta memberikan rekomendasi perbaikan melalui metode *SERVQUAL* dan *AHP*. Masalah utama adalah adanya keluhan terkait keamanan, kenyamanan, dan kebersihan terminal. Penelitian diharapkan memberikan wawasan bagi akademisi dan pemangku kepentingan dalam meningkatkan pelayanan bandara tersebut.

Penelitian ini menggunakan metode kuantitatif dan deskriptif untuk memahami kualitas pelayanan di Terminal Kedatangan Bandar Udara Internasional Hang Nadim. Metode kuantitatif melibatkan analisis statistik dan kuantifikasi data, sedangkan metode deskriptif memberikan gambaran masalah yang diteliti. Data dikumpulkan melalui wawancara, kuesioner, dan studi lapangan. Hasilnya diolah dengan analisis gap menggunakan metode *SERVQUAL* dan pembobotan kriteria dengan metode *Analytical Hierarchy Process (AHP)*.

Rekomendasi perbaikan akan diberikan berdasarkan hasil analisis. Kualitas pelayanan di Terminal Kedatangan Bandar Udara Internasional Hang Nadim perlu ditingkatkan karena tingkat kepuasan penumpang berada di bawah target. Terdapat gap negatif pada beberapa atribut pelayanan seperti Kemampuan petugas layanan informasi sigap dalam membantu penumpang ketika terjadi kehilangan. Rekomendasi perbaikan berdasarkan metode *SERVQUAL* dan pembobotan kriteria dengan metode *Analytical Hierarchy Process (AHP)* adalah fokus pada atribut C2, D3, D2, E1, dan C3.

Kata Kunci: Kualitas pelayanan, Terminal Kedatangan, Bandar Udara Internasional Hang Nadim, Kepuasan pelanggan.

ABSTRACT

This research focuses on service quality at the Arrival Terminal of Hang Nadim International Airport. The aim is to analyse customer satisfaction based on their perspective, compare service expectations and reality, and provide recommendations for improvement through the SERVQUAL and AHP methods. The main problem is that there are complaints related to security, convenience, and cleanliness of the terminal. The research is expected to provide insight for academics and stakeholders in improving airport services.

This study uses quantitative and descriptive methods to understand the quality of service at the Arrival Terminal of Hang Nadim International Airport. The quantitative method involves statistical analysis and quantification of data, while the descriptive method provides an overview of the problem under study. Data was collected through interviews, questionnaires and field studies. The results are processed by gap analysis using the SERVQUAL method and weighting criteria using the Analytical Hierarchy Process (AHP) method.

Recommendations for improvement will be given based on the results of the analysis. The quality of service at the Arrival Terminal at Hang Nadim International Airport needs to be improved because the level of passenger satisfaction is below the target. There is a negative gap in several service attributes such as the ability of information service officers to be swift in helping passengers when a loss occurs. Recommendations for improvement based on the SERVQUAL method and weighting criteria using the Analytical Hierarchy Process (AHP) method focus on attributes C2, D3, D2, E1, and C3.

Keywords: Service quality, Arrival Terminal, Hang Nadim International Airport, Customer satisfaction.