3rd IMCoSS 2015

THE THIRD INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON SOCIAL SCIENCES

5, 6 June 2015
Bandar Lampung University (UBL)
Lampung, Indonesia

PROCEEDINGS

Organized by:

Bandar Lampung University (UBL)
Jl. Zainal Abidin Pagar Alam No.89 Labuhan Ratu, Bandar Lampung, Indonesia
Phone: +62 721 36 666 25, Fax: +62 721 701 467
website: www.ubl.ac.id
PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the The Third International Multidisciplinary Conference on Social Sciences (The 3rd IMCoSS) 2015 organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 112 technical papers were received for this conference.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 6 June 2015

Mustofa Usman, Ph.D
Chairman of 3rd IMCoSS 2015
PROCEEDINGS

3rd IMCoSS 2015
The Third International Multidisciplinary Conference on Social Sciences
5, 6 June 2015

INTERNATIONAL ADVISORY BOARD

M. Yusuf S. Barusman, Indonesia
Andala R.P. Barusman, Indonesia
Mustofa Usman, Indonesia
Khaliq Ahmad, Malaysia
Muhammad Azam, Pakistan
John Walsh, Thailand
Agus Wahyudi, Indonesia
Harpain, Indonesia
Susanto, Indonesia
Hayyan Ul Haq, Netherlands
Ida Madhieha A Ghani Azmi, Malaysia
Andrik Purwasito
Antonius PS. Wibowo, Indonesia
Torla Bin Hj.Hassan, Malaysia
Lintje Anna Marpaung Indonesia
Bambang Hartono, Indonesia
Erlina B, Indonesia
Zulfi Diane Zaini, Indonesia
Agus Wahyudi, Indonesia
Harpain, Indonesia
Khomsahrial Romli, Indonesia
Ida Farida, Indonesia
I Gusti Ayu Ketut Rahmi, Indonesia
Zainab Ompu Jainah, Indonesia
Iskandar AA, Indonesia
Habiburahman, Indonesia
M. Achmad Subing, Indonesia
Angrita Denziana, Indonesia
PROCEEDINGS

3rd IMCoSS 2015
The Third International Multidisciplinary Conference on Social Sciences
5, 6 June 2015

GENERAL COMMITTEE

Executive Advisory
Dr. Ir. M Yusuf S. Barusman, MBA
Dr. Andala Rama Putra, SE, M.A, Ec.
Dr. Lintje Anna Marpaun, SH., MH.
Drs. Thontowie, MS

Chairman
Dr. Hery Riyanto, MT

Secretary
Bery Salatar, S.Pd.

STREERING COMMITTEE

Chairman
Mustofa Usman, Ph.D

Secretary
Susanto, SS, M.Hum, MA, Ph.D

Technical Committee of Law Division
Dr. I Gusti Ayu Ketut Rachmi Handayani, SH., MH
Dr. Erina Pane, SH., MH
Dr. Bambang Hartono, SH., M.Hum.
Dr. Zulfi Diane Zaini, SH.,MH
Dr. Zainab Ompu Jainah, SH., MH
Dr. Tami Rusli, SH.,M.Hum
Dr. Erlina B, SH.,M.Hum
Technical Committee of Economics, Business, and Management Division

Prof. Dr. Sudarsono
Dr. Andala Rama Putra, M.A, Ec.
Dr. Lindrianasari, S.E., M.Si., Akt. CA
Dr. Angrita Denziana, SE., MM., Ak, CA
Dr. Iskandar Ali Alam, MM
Tina Miniawati, SE., MBA.
Dra. Rosniati Tarmizi, MM, Ak.
Afrizal Nilwan, SE., M.Ec., Akt.

Technical Committee of Social Sciences Division

Dr. Yadi Lustiadi, M.Si.
Dr. Supriyanto, M.Si.
Dr. Ahmad Suharyo, M.Si.
Dr. Wawan Hernawan, M.Pd.
Dr. Dra. Ida Farida, M.Si.

Technical Committee of Language, Teaching and Education

Susanto, S.S, M.Hum, MA, Ph.D
Deri Sis Nanda, SS., MA., Ph.D
Hery Yufrizal, Ph.D
Harpain, MA
Helta Anggia, MA
Yanuarius Yanu Dharmawan, M.Hum
Dameria Magdalena S., M.Pd
PROCEEDINGS

3rd IMCoSS 2015
The Third International Multidisciplinary Conference on Social Sciences
5, 6 June 2015

ORGANIZING COMMITTEE

Chairman
Drs. Harpain, MAT, MM

Secretary
Tissa Zadya, SE, MM

Treasure
Samsul Bahri, SE

Administration
Proceedings and Certificate Distribution
Dina Ika Wahyuningsih, S.Kom
Tri Nuryati, S.Kom
Ida Nahdaleni
Vida Cancer
Agung Saputra
Desi Anggraini
Indah Satria, SH
Nurdiawansyah, SE

Receptionist and Registration
Rifandy Ritonga, SH, MH
Dra. Agustuti Handayani
Haninun SE, MS, Ak
Hepiana Patmarina, SE, MM
Kartini Adam, SE
Cyntia Jonathan

Sponsorship & Public Relation
Ir. Indriati A. Gultom, MM
Yulia Hesti, SH, MH
Indah Satria, SH
Special Event
Deri Sis Nanda, SS., MA., Ph.D
Helta Anggia, S.Pd., MA
Dameria Magdalena S, M.Hum
Khairudin, SE., M.S.Ak
Aminah, SE. M.S.Ak
Tia Erisna, SE. M.Si., Ak
Olivia Tjioener, SE. MM.
Drs. Suwandi, MM
Dra. Azima D., MM
Risti Dwi Ramasari, SH.,MH
Siti Rahmawati, SE
Arnes Yuli V., S.Kom., M.Kom
Recca Ayu Hapsari, SH., MH
Benny Karya, SH., MH
Mellisa Safitri, SH., MH

Transportation & Accommodation
Irawati, SE
Zainal Abidin, SE
Desi Puspitasari, SH

Consumption
Dra. Yulfriwini, MT
Susilowati, ST., MT

Documentation
Noning Verawati, S.Sos, MA
UBL Production
Table Of Content

Preface .................................................................................................................................................. ii
International Advisory Board ........................................................................................................ iii
Steering Committee ........................................................................................................................ iv
Organizing Committee .................................................................................................................... vi
Table of Content ........................................................................................................................... viii

Keynote Speaker :
2. Contrasting Islamic Leadership Styles (An Empirical Study Of Muslim Majority And Minority Countries) - Khaliq Ahmad ................................................................. I-10

Paper Presenter :

ECONOMICS :
1. An Analysis of The Influence of Aggregate Expenditure Regional Gross Domestic Product Growth In The Lampung Province – H.M.A. Subing ......................II-1
2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II Airport South Lampung) – Ardansyah and Stefanny Ellena Rushlan .........................II-7
3. Factors That Affect Longevity Of Business Relationships – Margaretha Pink Berlia and Innocentius Bernarto ...................................................II-12
4. Millennials Green Culture: The Opportunity And Challenge (A Case Study Of Higher Education Student) - Ika Suhartanti Darmo .........................II-21
5. Preferences Prospective Students In Choosing The Study Program (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu Pamungkas .................................................................II-29
6. The Effect Of Growth, Profitability And Liquidity To Bond Rating Of The Banking Firms Listed On The Indonesian Stock Exchange (Period 2009-2013) - Syamsu Rizal and Winda Sutanti ........................................II-34
7. The Influences Of Investment On Regional Gross Domestic Product (RGDP) In Lampung - Habiburrahman .............................................................II-42
8. The Influences Of Bank Product Socialization And Electronic Payment System Quality On Intention To Use E-Money In Indonesia - Cynthia Jonathan, Rina Erlanda and Zainal Arifin Hidayat ..........................................II-46
9. The Influence Of Inflation, GDP Growth, Size, Leverage, And Profitability Towards Stock Price On Property And Real Estate Companies Listed In

10. The Influence Of Investment Opportunity Set (IOS) And Profitability Towards Stock Return On Property And Real Estate Firms In Indonesia Stock Exchange - Grace Ruth Benedicta, Herlina Lusmeida ................................II-57

11. The Influence Of Prosperity And Financial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca ...........II-66


27. The Economical Analysis Of Mechanization In Land Preparation For Plantation - M.C. Tri Atmodjo ........................................................................II-81

28. The Performance of Undiversified Portfolio In Indonesia Stock Exchange - Budi Frensidy ........................................................................II-84

29. An Analysis Of Fast Improvement Program of Human Resources for Employee Satisfaction of PT. PLN (Persero), Bandar Lampung Power Sector - Sapmaya Wulan and Kiki Keshia ..............................................II-89

30. Engineering Model of Economic Institution Insugarcane Agribusiness Partnership (Case Study on Sugar Cane Agribusiness Partnership between Farmers Cooperative and Sugar Factory in Way Kanan Regency of Lampung Province-Indonesia) – Syahril Daud and Adrina Yustitia ........... II-97

LAW :

1. Analysis Of Convict’s Rights In Judicial Review Of Narcotics Criminal Case - Yulianto ................................................................................III-1

2. Comparison Of Authority Of The Conditional Court In India And Thailand In Judicial Review – Indah Satria .........................................................III-4

3. Criminal Law Policy As An Effort Of Overcoming Crime Towards Protected Animals - Benny Karya Limantara and Bambang Hartono .........................III-9


5. Denial Of Labor Rights By Liberal Legal Regime In The Outsourcing System - Cornelius C.G, Desi Rohayati and Ricco Andreas ........................III-20

6. Design Of The Special / Special For Inclusion In The System Of The Republic Of Indonesia By Constitution Of The Republic Of Indonesia 1945 - Baharudin ................................................................................................ III-22

7. Dilemma of State Sovereignty Protecting the Homeland Indonesia (Studies Agrarian Constitution) - FX. Sumarja ................................................ III-27

8. From State Sovereignty To People Sovereignty: The Development of State Control Doctrine in Indonesia Constitutional Court Decision - Utia Meylina ................................................................................................ III-32


11. The Death Penalty: Pancasila, With Efforts To Eradicated Drugs - Anggun Ariena R. and Ade Oktariatas Ky ................................................................. III-48

12. The Existence of Government Regulation in Liew of Law or Peraturan Pemerintah Pengganti Undang-Undang (Perppu) in Legal Systems of the Republic of Indonesia - Rifandy Ritonga ........................................ III-53

13. The Fulfilment Of The Right To Health Services Through Control Of Ombudsman Functions In The Region - Agus Triono ................................................ III-57

14. The Tort Of Multimodal TransportatioAgreement - Dio Adewastia Fajaranu ........................................................................................................ III-64

15. Uprising Of Village Democracy: Challenge And Opportunities For Village - James Reinaldo Rumpia ................................................................................ III-70


17. The Role Of Adat Community As The Part Of Normative Systems In Paser - Melisa Safitri ........................................................................................................ III-83

SOCIAL SCIENCE :

1. An Using E-CRM To Improve Market Value Companies (Research Study at EF Bandar Lampung) - Ruri Koesliandana, Arnes Y. Vandika, and Dina Ika Wahyuningsih ........................................................................................................ IV-1

2. Analysis Of The Quality Of Public Health Field – Siti Masitoh ...................................... IV-4

3. Charges Of Indonesia Labor / Workers Against Proper Living Needs That Can Meet The Minimum Wage – Agustuti Handayani ............................................ IV-13

4. Community Response On Changes Regional Head Election System (Study On Environmental Public Housing Way Kandis Bandar Lampung) - Wawan Hernawan and Mutia Ravenska ........................................................................ IV-16

5. Compensation Policy Implementation Of Fuel Oil, In The District Konawe, Southeast Sulawesi Province (Study on Implementation of Direct Cash Assistance) – Malik and Noning Verawati ........................................................................ IV-21

6. Crowd Funding, Social Entrepreneurship and Sustainable Development - Hery Wibowo ........................................................................................................ IV-29

7. Euphoria and Social Media Related to Organizational Effectiveness, Based on Gangnam Style Case - Astadi Pangarso and Cut Irna Setiawati .................................. IV-32

...
8. Financial Management In Public And Private Junior High Schools - Suwandi and Soewito ...........................................................................................................IV-40

9. Gender Mainstreaming In Glasses of Public Administration at Banten Province - Ipah Ema Jumiati ..........................................................................................IV-47

10. Impact From Social Media To Social Life - Eka Imama N, Ade Kurniawan, Yoga Dwi Goesty D.S, and Arnes Y. Vandika ............................................IV-56

11. Implementation of Public Private Partnership in The Management Market RAU (Rau Trade Center) In Serang City - Rahmawati ..................................................IV-59

12. The Values Of Democracy In The Implementation Local Political Agenda In Kendari - Jamal Bake ........................................................................................................IV-67

13. Evaluation Of Health Services Regional Public Hospital Besemah in Pagar Alam City of South Sumatra - Yuslainiwiati, Budiman Rusli, Josy Adiwisastra, and Sinta Ningrum ....................IV-77

14. The Impact Of It Social Network Path In The Students Of Community - Arnes Yuli Vandika ..........................................................................................IV-82

15. The Development of Women’s Participation in Political Life – Azima Dimyati ...........................................................................................................IV-86

EDUCATION :


2. An Error Analysis of Speaking Present Tense on English Conversation on Program of PRO 2 Radio Bandar Lampung – Maryana Pandawa ...........................V-5

3. Developing Students’ Writing Skill by Diary Writing Habit - Fatima A. Putri, Bery Salatar, and Susanto ..................................................................................V-8

4. Discourse Analysis Of Gettysburg Address -Yanuarius Yanu Darmawan .............V-11

5. Error Analysis of SMA Pangudi Luhur Bandar Lampung Students’ Translation in Using Meaning-Based Translation - Kefas Ajie Bhekti .........................V-18

6. Improving Students Affective Domain Through Asian Parliamentary Debate Technique – Purwanto .................................................................................. V-24

7. Online Authentic Materials For Learning English - AgniaMuti, Ezra Setiawan, and Ida Oktaviani .................................................................................. V-36

8. Politeness Strategies As Persuasive Tool In Magazine Advertisements Circulated In Lombok Tourism Spots – Lalu Abdul Khalik and Diah Supatmiwat ..........................................................V-39

9. Simple Past Tense Of The First Grade Students Of SMP Negeri 1 Seputih Banyak In Academic Year Of 2014/2015 - Qory Fahrunisa Firdaus ...............V-47

10. Supporting Learners’ Autonomy Through Distance Language Learning - Dameria Magdalena S ....................................................................................V-51
11. Teaching Poetry in ELT Classrooms: Some Challenges and Solutions - Bastian Sugandi and Husnaini ................................................................. V-54
12. Teaching Vocabulary By Using Hypnoteaching To Second Semester Students Of Bandar Lampung University - Fransiska Anggun Arumsari .......... V-58
13. The Application Of Brainstorming To Improve Student’s Writing Skill - Ita Brasilia Nurhasanah, Ria Martin, and Rizky Amalia .................................. V-65
15. The Application of Quiz Team Technique to Improve Students’ Understanding on Simple Present Tense at Grade Seven at SMPN 26 Bandar Lampung – Rosdawati .................................................................................. V-71
17. The Effect Of The Application Of The News Presentation Towards Students’ Speaking Ability Of Grade Eleven At SMK Negeri 1 Seputih Agung - Risdiana Yusuf .......................................................................................... V-78
18. The Effect Of The Teacher’s Feedback Approach Towards Students’ Descriptive Writing Skill At Grade Tenth Of SMK Bhakti Utama Bandar Lampung - Nila Kurnijanti ................................................................. V-83
19. The Improvement Of Students’ Vocabulary Achievement By Using Direct Method Of SMP Wiyatama Bandar Lampung - Futri Nurhayani .................... V-85
20. The Influence Of Lampungnese Ethnicity Accent On Dialect A To Lampungnese Students’ Pronunciation Ability At English Education Study Program - Anggi Okta Dinata ................................................................................. V-88
21. The Influence Of Using Scrambled Pictures to Improve Students’ Ability in Writing Narrative Text of Eleventh Grade Students of SMK Bhakti Utama Bandar Lampung - Novita Uswatun Khasanah ................................................................. V-91
22. The Use of Letterland Method in Teaching Reading at Early Year Level to Pre-School Students in an Informal Education in Bandar Lampung - Alfiana Rochmah ........................................................................................................ V-94
23. The Influence Of Using Short Video Towards the Students’ Speaking Skill at Grade VII of SMPN 22 Bandar Lampung - Dita Oktapiana ......................... V-101
EFFECT ON THE QUALITY OF PASSENGER SATISFACTION
(STUDY IN RADININTEN II AIRPORT SOUTH LAMPUNG)

Ardansyah1* and Stefanny Ellena Rushlan2
1,2 Management Study Program, Faculty of Economics, Bandar Lampung University
*Corresponding author e-mail: ardansyah@ubl.ac.id

ABSTRACT - RadinInten II airports managed by PT AngkasaPura 2 is one example of a company that offers its services in the field of aviation. To face the competition in the business environment services, airports are required to always improve the quality of care services by considering what the needs and expectations of service users. Problems in this study is: Does Quality Service Passenger Satisfaction Influences on RadinInten II Airport South Lampung? The purpose of this study was to analyze the effect of quality of service to the airport passenger satisfaction in RadinInten II South Lampung. Methods of data analysis in this study using simple linear regression. Based on test results obtained R² value of 0.380, which means that 38% of passenger satisfaction (Y) aircraft flight services are located in airports RadinInten II influenced by the variable quality of service. While the remaining 62% is influenced by other variables not examined in this study. Based on test results obtained statistics is positive constant value of 2.858 states that if there is no activity of the independent variables (quality of service) which affect passenger satisfaction, the satisfaction of passengers is positive. X marked positive regression coefficient of 0.895 states that if the variable quality of service increased by 1 point, then the passenger satisfaction will be increased by 0.895 points. So it is suggested should aerodrome RadinInten II continues to improve the quality of services to improve passenger satisfaction. Things can be done by airports RadinInten II is to further improve the quality of services that focus on aspects of the airport authorities friendliness and speed of flight information to the passengers, so the aircraft passenger satisfaction has increased. In addition to safety from crime to passengers carried by road adds to the officer - security officer at the airport location and access road exit - entry airports.

Keywords: Quality of Service, Passenger Satisfaction

1. INTRODUCTION
1.1 . Background Of The Problem
In recent years, many airlines are springing up and offering cheap prices. This is certainly an impact on increasing the users of air transportation today. With increasing air transportation users, the service continues to be improved, one of the airports. Data are shown in Table 1.1 Passenger activity RadinInten II airports managed by PT AngkasaPura 2 during the last five years.

Table 1.Number of Passengers of RadinIntenII Airport Year 2009 s/d 2013.

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrival</th>
<th>Changes (%)</th>
<th>Departure</th>
<th>Changes (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>276,404</td>
<td></td>
<td>276,309</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>367,871</td>
<td>33.09%</td>
<td>364,264</td>
<td>31.83%</td>
</tr>
<tr>
<td>2011</td>
<td>516,444</td>
<td>40.39%</td>
<td>517,606</td>
<td>42.10%</td>
</tr>
<tr>
<td>2012</td>
<td>594,219</td>
<td>15.06%</td>
<td>606,447</td>
<td>17.16%</td>
</tr>
<tr>
<td>2013</td>
<td>592,751</td>
<td>-0.25%</td>
<td>592,359</td>
<td>-2.32%</td>
</tr>
</tbody>
</table>

Source : RadinInten II Airport, 2015

In Table 1 it can be seen a decline in the number of passengers at the airport RadinInten II in 2013 decreased -0.25 % from the year 2011 to the passengers who came , in 2013 decreased -2.32 % from 2012. The decline that occurred in the last year may be due to the quality of existing services at the airport RadinInten II is still not good. Good service quality can not be separated from the number of employees or employees serving customers, data on the number of employees existing services at the airport RadinInten II in 2014 can be seen in Table .2.
Table 2. Number of Employee RadinInten II Airport per July 2014.

<table>
<thead>
<tr>
<th>Position</th>
<th>Number of Employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief of Service Unit</td>
<td>1</td>
</tr>
<tr>
<td>Staff of Service Unit</td>
<td>3</td>
</tr>
<tr>
<td>Supervisor of planning and administration</td>
<td>1</td>
</tr>
<tr>
<td>Supervisor operational service</td>
<td>1</td>
</tr>
<tr>
<td>Executing Service</td>
<td>5</td>
</tr>
<tr>
<td>Junior coordinator of Operations Planning</td>
<td>5</td>
</tr>
<tr>
<td>Executing coordinator of planning and business administration services</td>
<td>5</td>
</tr>
<tr>
<td>Executing service coordinator unloading</td>
<td>5</td>
</tr>
<tr>
<td>Executing junior operator loading and unloading</td>
<td>5</td>
</tr>
<tr>
<td>Executing Coordinating Tools</td>
<td>5</td>
</tr>
<tr>
<td>Junior executive Equipment</td>
<td>5</td>
</tr>
<tr>
<td>Executive coordinator of loading and unloading equipment operator</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>46</strong></td>
</tr>
</tbody>
</table>

Source: RadinInten II Airport, 2015

Each passenger aircraft aerodrome definitely expect clean with adequate facilities and provide a sense of comfort for the passenger aircraft while awaiting the arrival of the aircraft. However, based on the results of interviews with employees and passengers, obtained information that the problems that occur in the field related to the loyalty of passengers at the airport RadinInten II are as follows:

1. In general, there still exists the interests of passengers on public transport such as travel or bus in addition to the aircraft from the airport RadinInten II.
2. The lack of facilities to serve passengers effectively and efficiently, the facility in question is a parking area and a lounge area are narrow, causing the passenger or passengers feel uncomfortable.
3. Delay frequent flight schedule, besides computerization problems that are often disrupted thus slowing down the activity of a freight passing through the airport RadinInten II. As well as employees who are sometimes less friendly in serving passengers.

1.2. Issues

The research problem is formulated as follows: Is the Impact of Service Quality Satisfaction Passengers on RadinInten II Airport South Lampung?

1.3. Research Purposes

The goal of researchers doing this study is: To analyze the effect of service quality on passenger satisfaction in RadenInten II Airport South Lampung.

1.4. Contributions Research

1. For Company
   Provide additional useful information for consideration in improving passenger satisfaction.
2. For circles Academics
   Provide an overview for those who will carry out further research on service quality and its effect on passenger satisfaction.

1.5 Framework Theory

1.5.1 Theory of Marketing Services

According Yazid (2009), marketing planning services are moving from a focus on transactions into long-term relationships with customers. Meanwhile, according Lupiyoadi (2008), the marketing service is offered every action by one party to the other party, in principle, intangible and does not cause any transfer of ownership. Meanwhile, according to Umar (2005), services marketing is marketing that is intangible and immaterial and done at a time when consumers are dealing with producers.

1.5.2 Theory of Service Quality

According to Lewis & Booms in Tjiptono and Chandra (2008), quality of service as a measure of how well a given level of service capable accordance with customer expectations. Meanwhile, according Tjiptono (2007), quality service is the expected level of excellence and control over the level of excellence to meet customer desires. To facilitate the assessment and measurement of service quality developed a service quality measurement tool called SERVQUAL (Service Quality). Which includes five dimensions (Zeithami, 2005), namely:

1. Tangibles (direct evidence); ie the ability of a company to demonstrate its existence to external parties. Appearance and capabilities of physical infrastructure companies and the state of the surrounding environment is tangible evidence of services provided by the company.
2. Reliability is the ability to provide the promised service with immediate, accurate and satisfactory. Performance should be in accordance with customer expectations, which means punctuality, the same service to all customers without error, sympathetic attitude and high accuracy.
3. Responsiveness is the ability of the airline to assist and provide fast service (responsive) and the right to its customers with clear information delivery.
4. Assurance, the certainty that knowledge, kesopanan benefits and capabilities of the employees of the company to develop a sense of trust of the customers to the service of the company.
5. Empathy, which gives genuine concern and is a private individual or given to customers by striving to understand the desires of consumers.

1.5.3 Theory of Customer Satisfaction

Consumer satisfaction is a condition where consumer expectations be met by products (Kotler & Armstrong, 2007). According to Lupiyoadi (2008), there are five main factors that must be considered by the company in determining the level of customer satisfaction, namely: 1) Quality of products; 2) Quality of service; 3) Emotional; 4) Price; 5) Cost:

<table>
<thead>
<tr>
<th>Service Quality(X)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Tangibles</td>
</tr>
<tr>
<td>- Reliability</td>
</tr>
<tr>
<td>- Responsiveness</td>
</tr>
<tr>
<td>- Assurance</td>
</tr>
<tr>
<td>- Empathy Tjiptono, 2007</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Passenger Satisfaction (Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Service Quality</td>
</tr>
<tr>
<td>- Assistance Quality</td>
</tr>
<tr>
<td>- Ticket Price</td>
</tr>
<tr>
<td>- Service Quality Assurance</td>
</tr>
<tr>
<td>- Other funding declared by Lupiyoadi, 2008</td>
</tr>
</tbody>
</table>

Figure 1. Determining the level of customer satisfaction

1.6 Hypothesis

The hypothesis in this research is “Service Quality has an Influence towards Passenger Satisfaction at RadinInten II Airport South Lampung”

2. RESEARCH METHOD

2.1 Research Operational Variable

Table 3. Operational Variable

<table>
<thead>
<tr>
<th>Variable</th>
<th>Variable Definition</th>
<th>Indicator</th>
<th>Scoring Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality (X)</td>
<td>How much difference between reality and expectations of the customer for the services they actually receive</td>
<td>- Tangibles&lt;br&gt;- Reliability&lt;br&gt;- Responsiveness&lt;br&gt;- Assurance&lt;br&gt;- Empathy (Zeithaml et al, 2005)</td>
<td>Lickert Scale</td>
</tr>
<tr>
<td>Passenger Satisfaction (Y)</td>
<td>Rating assigned by customers based on interest rates. (Kotler, 2009)</td>
<td>- Service Quality&lt;br&gt;- Assistance Quality&lt;br&gt;- Ticket Price&lt;br&gt;- Service Quality Assurance&lt;br&gt;- Other Expenses</td>
<td>Lickert Scale</td>
</tr>
</tbody>
</table>

Data Collection

2.2.1 Data Types

The data used in this study consisted of primary and secondary data.

2.2.2 Population and Sample Research

The population in this study was the total number of passengers arriving at the year 2013 in the amount of 592,751 passengers then averaged it for 1 month in the amount of 49,395.

The sampling method used in this study is Non-Probability Sampling, using purposive sampling, determination of samples taken by research purposes (Sugiyono, 2009: 122). Determination of the number of samples is done by estimating the proportion (Nazir, 2005: 344) with the following formula:

Bound of error used is 0.1 at the 90% confidence level. In this survey, researchers do not know the p, generally is known from previous survey results. If this also does not exist then p is considered 0.5 (Nazir, 2005: 344). The formula is based on the size of the sample is:

\[ n = \frac{(49,395 \times 0.5) \times (1-0.5))}{(49,395-1) 	imes 0.0025 + 0.5 (1-0.5)) = 99,512 \text{ respondents} \]

So the amount of sample that can be representative of the population to be studied is as much as 99,512 then rounded to 100 respondents sample to be studied.

Data Analysis Methods

To answer hypothesis in this study, an analysis tool used is a simple linear regression, using the formula:

\[ Y = a + B1X + et \]

(Source: Supranto, J, 2007: 209-210)

3. RESULTS AND DISCUSSION

3.1 Test coefficient of determination (R2)

Accuracy test Estimates Model (goodness of fit) made to look suitability models, or how much ability of independent variables in explaining the variation of the dependent variable.
Based on Table 3.6 above can be interpreted that the value of R square ( R^2 ) were obtained by 0.380 , which means that 38 % of passenger satisfaction ( Y ) aircraft flight services are in RadinInten II Airport is influenced by the variable quality of service, while the remaining 62 % is influenced by other variables not examined in this study.

### 3.2 Test Statistic F

Results of testing the feasibility of the model with the F statistic in this study:

From these test results in Table 3.7 it can be seen that in the significant value of 0.000 is smaller than 0.05 . By looking at the significance level, then this model can be used to predict passenger satisfaction ( Y ) , thus the equation of this model is fit or fit for use .

### 3.3 t-Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
<th>Significance Score</th>
<th>t-count</th>
<th>Hypothesis Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality</td>
<td>0.895</td>
<td>0.000</td>
<td>7.755</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Attachment, output score of SPSS.

Provisions hypothesis testing:
If > 0.05 ( df = n - 2 ), then Ho is rejected
If < 0.05 ( df = n - 2 ), then Ho is accepted

Seen that amounted to 7.755 while the dk( 100 -2 = 98 ) is 1,662.Jadi 7.755 > ( 1.662 ) . In this test using a comparison with , In the above table shows that the value 7.755 > ( 1.662 ) It so Ho rejected Ha accepted , meaning Impact of Service Quality Satisfaction Passengers On RadinInten II Airport South Lampung

### 3.4 Simple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.858</td>
</tr>
<tr>
<td></td>
<td>KualitasLayanan</td>
<td>.895</td>
</tr>
</tbody>
</table>

Source: Attachment, output score of SPSS.

Based on the table above can be made simple linear regression equation as follows :

Y = 2.858 + 0.895X1 + et

Marked positive constant value for 2.858 menyatakan , that if there is no activity of the independent variables ( quality of service ) which affect passenger satisfaction ( Y ) , then the passenger satisfaction ( Y ) is positive . X marked positive regression coefficient of 0.895 states that the variable quality of service ( X ) by 1 point, the passenger satisfaction ( Y ) will change by 0.895 points .

### 4. CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

Based on the results of data analysis and hypothesis testing is done, then the conclusion in this study is the Impact of Service Quality Satisfaction Passengers On RadinInten II Airport South Lampung.
RadinInten II Airport South Lampung, this is based on the following explanation:
1. Based on the results of testing the value of R square ($R^2$) were obtained by 0.380, which means that 38% of passenger satisfaction (Y) aircraft flight services are located in airports RadinInten II influenced by the variable quality of service, while the remaining 62% is influenced by other variables.
2. Based on test results obtained statistical value of the constant is positive for 2.858 menyatakan, that if there is no activity of the independent variables (quality of service) which affect passenger satisfaction, the satisfaction of passengers is positive. X marked positive regression coefficient of 0.895 states that the variable quality of service, has a positive effect on passenger satisfaction.

4.2 Suggestions
Preferably RadinInten II Airport South Lampung continue to improve the quality Service to increase passenger satisfaction. Preferably RadinInten II Airport South Lampung continue to improve the quality Service to increase passenger satisfaction.

REFERENCES