

**THE EXISTENCE OF CUSTOMER SERVICE OF PT  
ANGKASA PURA I AT I GUSTI NGURAH RAI  
INTERNATIONAL AIRPORT**



**POLITEKNIK NEGERI BALI**

**Levia Dian Lestari**

**TOURISM DEPARTMENT  
BALI STATE POLYTECHNIC  
BADUNG  
2022**

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**By  
Levia Dian Lestari  
NIM 1915813020**

**TOUR AND TRAVEL OPERATION  
STUDY PROGRAM  
TOURISM DEPARTMENT  
BALI STATE POLYTECHNIC  
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This Final Project Is Requested To Fulfill One of the Requirements to Complete  
Diploma III Education in Tourism Department, Bali State Polytechnic

Approved By:

Advisor I,

Advisor II



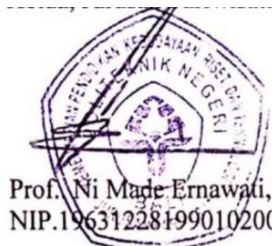
**Dra. Ni Putu Somawati, MM**  
**NIP 196305271991032001**



**Dra. A.A. Ayu Ngurah Harmini, M.Par**  
**NIP 195912091990112001**

Legalized By:

Head of the Tourism Department,



**Prof. Ni Made Ernawati, MATM., PhD**  
**NIP.196312281990102001**



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KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**POLITEKNIK NEGERI BALI**

Jalan Kampus Bukit Jimbaran, Kuta Selatan, Kabupaten Badung, Bali –  
80364

Telp (0361)701981 (hunting) Fax. 701128 Website: www.pnb.ac.id  
Email: poltek@pnb.ac.id

THE ORIGINAL STATEMENT  
OF THE FINAL PROJECT

I, the undersigned below

Name : Levia Dian Lestari  
NIM : 1915813020  
Study Program : Travel Business Tourism Department Bali State Polytechnic

Properly declare that the final project script with the title:

**“THE EXISTENCE OF CUSTOMER SERVICE OF PT ANGKASA PURA I  
AT I GUSTI NGURAH RAI INTERNATIONAL AIRPORT ”**

Completely free of plagiarism. If this statement is proved to be false, I am willing to  
accept sanctions in accordance with applicable regulations.

Thus this statement letter I made to be properly used.

Badung, July 2022



Name : Levia Dian Lestari  
NIM : 1915813020  
Study Program : Travel Business  
Tourism Department Bali State  
Polytechnic

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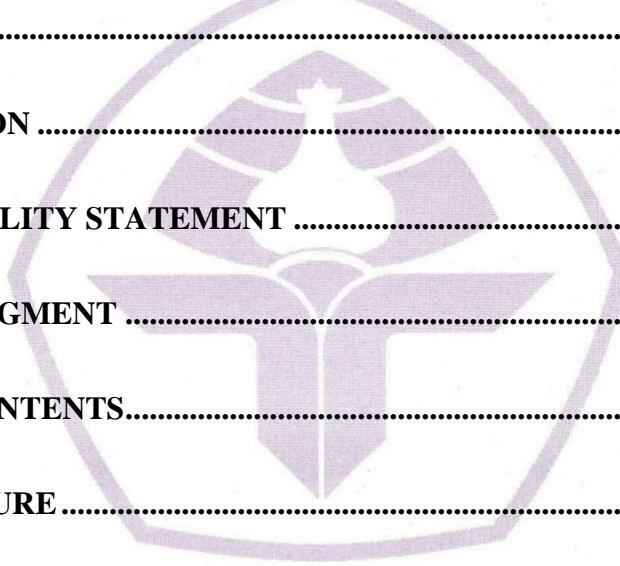
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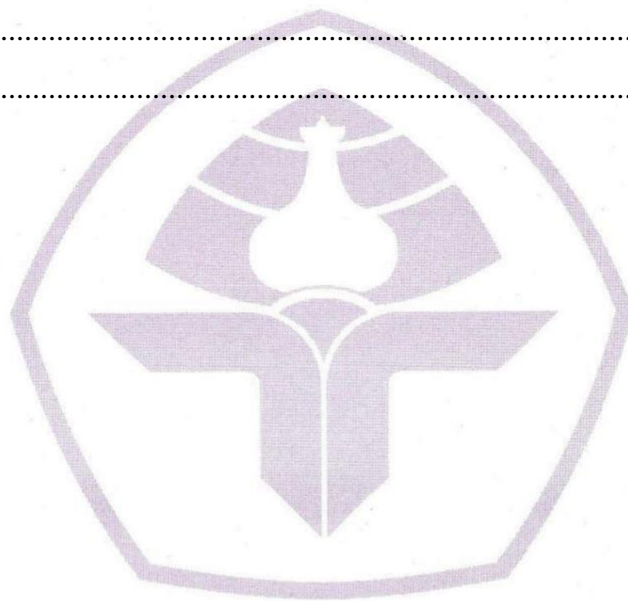
## **ATTACHMENT**



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## LIST OF FIGURE

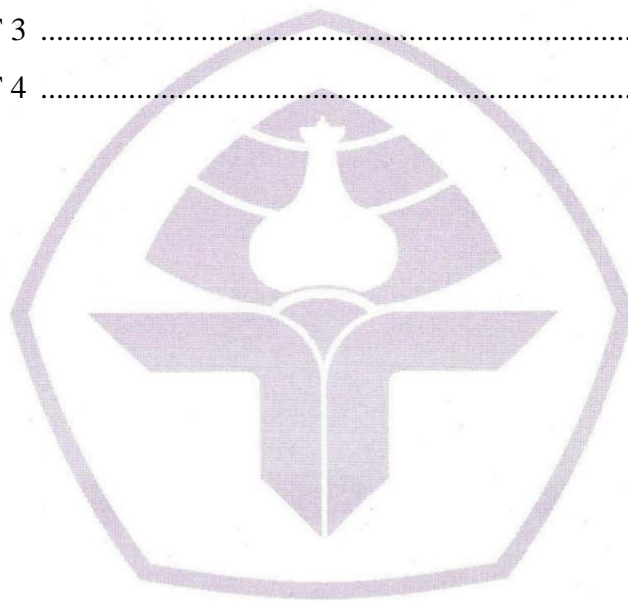
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## CHAPTER I

### INTRODUCTION

#### A. Background of The Problem

Tourism is an inseparable part of human life, especially concerning social and economic. Indonesia as a developing country in its development stage is trying to develop the tourism industry as a way to achieve a balance of foreign trade balance. Through this industry, it is expected that foreign exchange earning can increase (Pendit, 2002). From the above understanding, the tourism industry is one of the important economic sectors in Indonesia.

Province of Bali is one of the regions that is able to contribute more than 40% of the country's foreign exchange from the tourism sector. The Province of Bali is one of the most important destinations for domestic and foreign tourists in Indonesia (Arief Yahya, 2018).

Geographically, Bali is located between the Islands of Java and Lombok. Denpasar is the capital city of Bali. Province of Bali has several rivers, lakes, and volcanoes. The volcanoes on the island of Bali are Mount Batur and Mount Agung.

The majority of the Balinese population is Hindu. Bali is famous for its tourism destinations with its unique arts and culture, especially for Japanese and

tourists it's very interesting. Bali is also known as the Island of The God and The Island of a Thousand Temples.

Besides being famous for its natural beauty, especially beaches, Bali is also famous for its interesting arts and culture. Bali as a complete and integrated tourist destination has many interesting tourist attractions, such as : Kuta Beach, Tanah Lot Temple, Lake Beratan Bedugul, Garuda Wisnu Kencana, Uluwatu Temple, Lovina Beach, Kintamani, Menjangan Island, etc. Other than that, there are tourist destinations that are also educational, such as turtle breeding sites, zoos, and museum.

With many available tourism options, from natural tourism to cultural tourism coupled with natural conditions and very favorable weather, it's no wonder that many foreign tourist decide to take a vacation to Bali. The Central Statistics Agency of the Province of Bali said, in the period from January to November 2019 there were 5,738,385 foreign tourist coming directly to Bali.

Air transportation and tourism are interrelated elements. Air transportation is able to support the progress of tourism. Tourist can travel easily from one place to another with air transportation. Air transportation will definitely relate to airport, which is the meeting point between air transportation and land transportation.

Airport is a facility where airplanes take off and land. Airports can not be separated from passengers and certain passengers need adequate facilities and

services for the safety, security, and comfort of the passengers themselves while at the airport.

Air transportation services play an important role in contributing to development, especially in tourism industry. I Gusti Ngurah Rai International Airport is the one and only airport in Bali that makes this airport a tourist traffic in Bali. Bali itself has an attractive tourist attraction for domestic and foreign tourists.

I Gusti Ngurah Rai International Airport is under the leadership of PT Angkasa Pura I. PT. Angkasa Pura I is a subsidiary of Indonesian Tourism Aviation which is engaged in airport management in Indonesia. This company has a unit assigned to provide satisfaction to service airport visitors or passengers as needed, this unit is the Customer Services.

Customer Services at I Gusti Ngurah Rai International Airport is the first impression of arrival for tourist who come to Bali, which function to giving services such as giving information, giving service for disable, monitoring cleanliness, and conducting surveys to passengers. The existence of Customer Service can really help tourists when they just arrive at the airport.

Based on the description above, the author is interested in making a Final Project with the title **“THE EXISTENCE OF CUSTOMER SERVICE OF PT ANGKASA PURA I AT I GUSTI NGURAH RAI INTERNATIONAL AIRPORT”**.



## **B. The Formulation Of Problem**

Based on the background description above, it can be stated the formulation of the problems that will be discussed in this final project report as follows:

1. What is the existence of Customer Service of PT Angkasa Pura I at I Gusti Ngurah Rai International Airport ?
2. What are the obstacles encountered in the process of giving services to the passengers of I Gusti Ngurah Rai International Airport?

## **C. The Purpose and Usefulness of Implementation**

Based on the subject matter above, the purpose and usefulness of this paper can be conveyed as follows:

1. The Purpose :
  - a. To find out the existence of Customer Service of PT Angkasa Pura I at I Gusti Ngurah Rai International Airport.
  - b. To find out the obstacles encountered in the process of giving services to the passengers of I Gusti Ngurah Rai International Airport.
2. The Uses :
  - a. For Bali State Polytechnic
    - 1) Is a basic source and adds information in order to improve the learning process.
    - 2) The writing of this final project is expected to be a reference for students who want to explore the activities of providing services by Customer Service at I Gusti Ngurah Rai International Airport.

3) As a contribution to the Bali State Polytechnic in updating and enriching lecture knowledge with real industrial conditions.

b. For Students

1) It is one of the requirements to graduate from the Diploma III in Tourism Department at Bali State Polytechnic.

2) As a comparison in applying the theory obtained in college with what is obtained in the industry

3) As a media to add insight and increase new knowledge in the field of Customer Service Officer

c. For Companies

1) It is expected to be an input to improve the company's performance in the future.

2) It is expected to establish good relations between the company and the campus.

#### **D. Writing Method**

##### **1. Data Collection Methods and Techniques**

The method that the author uses in collecting this data is as follows:

a. Observation Method

Is a method of collecting data by observing, studying, and being directly involved in the process of tourism services provided to airport service users by Customer Service Officer at I Gusti Ngurah Rai International Airport Bali. This method is supported by recording techniques and image documentation.

b. Interview

Is a method of collecting data by conducting questions and answers with Customer Service Officers who are involved in the process of tourism services provided to service users by Customer Service Officers at I Gusti Ngurah Rai International Airport Bali. This method is supported by a note-taking technique.

c. Library Studies

Is a method of collecting data by reading literature related to the problem discussed. This method is supported by a summarizing technique.

2. Data Analysis Methods and Techniques

The analytical method that the author uses in compiling this final report is descriptive analysis technique, which describes the problem using data obtained during field work practice at I Gusti Ngurah Rai International Airport, Bali, so as to produce a formulation or conclusion. This method is assisted by the exposure technique.

3. Methods and Techniques for Presentation of Data Analysis Results

This final project uses a qualitative methods. Qualitative methods are social research step to obtain descriptive data in the form of words and pictures. This is in accordance to Lexy J. Moleong that the data collected in qualitative research are in the form of words, pictures, and not numbers. Descriptive qualitative is the results of the data without the manipulation

process present a complete picture of the social setting or exploration and clarification of a phenomenon or social reality.



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## **CHAPTER V**

### **CLOSING**

#### **A. Conclusions**

Based on the the discussion in chapter IV about The Existence of Customer Service of PT Angkasa Pura I at I Gusti Ngurah Rai International Airport, it can be drawn a conclusion as follows.

##### **1. The Existence Of Customer Service of PT Anglasa Pura I at Gusti Ngurah Rai International Airport**

The existence of customer service that discussed is about the job descriptions of customer service which is they do work preparation, creating good relationship with the airlines, giving service to the passengers or airport visitors, and promoting tourism in Bali.

###### **a. Preparation Before Giving Service to Passengers or Airport Visitors**

The Customer Services Officer have to make sure the grooming is done well, wearing personal protective equipment, check the equipment readiness and log in to INALIX system.

###### **b. Creating Good Relation with the Airlines**

There are cases that occur and involve Customer Service of Angkasa Pura Airports with airline such as passengers ask about flight regulation, ask about airlines office, and ask about lost and found department.

c. Giving Service To Passengers

There are 3 type of service that giving to passengers by Customer Services Officer at I Gusti Ngurah Rai International Airport, namely giving information to passengers or airport visitors, giving special need service for disable passenger, elderly passenger, and pregnant women, do a customer satisfaction survey to improve airport services.

d. Promoting Tourism In Bali

There are several activities done by Customer Services Officer to help promoting tourism in Bali, such as wearing endek every Tuesday, wearing kebaya every Thursday, giving brochure to passengers, and get involved as MC in traditional dance show.

**2. The Obstacles Encountered in The Process of Giving Services to The Passengers of I Gusti Ngurah Rai International Airport Bali**

There are several obstacles encountered in process of giving service to the passengers

- a. Customer can't communicate in English
- b. Mismatched Information Between The Flight Information Board And The Flight Schedule Listed On The Passenger Itenerary
- c. Customers Have A Stubborn Character

## **B. Suggestions**

As long as the authors do the Job Training as a Customer Service Officer at I Gusti Ngurah Rai Airport. The author gets enough experience and lessons on how to deal with customers with various conditions and backgrounds properly and correctly, then the writer is also able to implement with a maximum of several courses that the author has get during the teaching and learning process in class such as World Geography courses that study three letters Indonesian and world airport codes, as well as Customer Relations courses that learn about how to deal with customers. As for some suggestions that I want to convey, including:

1. It would be nice if Customer Services Officer had several translators or staff who had the ability to speak other than English.
2. It is necessary to make a separate schedule for students who do Field Work Practices or internships so that students do not need to always ask where they are placed to seniors every time after a short briefing.

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