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MATAHORA AIRPORT SERVICE PERFORMANCE ANALYSIS WITH IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD

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ABSTRACT

The availability of transportation is a critical element in tourism development in Wakatobi Regency as a new destination in the National Tourism Strategic Area (KSPN). Matahora Wakatobi Airport, as one of the infrastructures in the field of air transportation, has excellent benefits for the region and the people of Wakatobi Regency, so that strategies are needed to build good transportation in Wakatobi Regency through the development of Matahora Wakatobi Airport. Therefore, this study aims to analyze the service level of Matahora Airport with the Importance Performance Analysis method. The results of this study indicate that from the level of suitability, namely the arrival and departure process facilities of 92.524 %, facilities that provide the comfort of 83.266 %, and facilities that provide the added value of 76.012 %, from the value of the gap of all attributes, the average value of the gap is - 0.731, meaning that attribute values that are below the average value are assumed to be attributes that need special and serious attention and can be made a priority to improve passenger service at Matahora Wakatobi Airport. It is the attribute of the availability of ample parking space for both two-wheelers and four-wheelers, with the average performance getting the highest score of 3.94.In comparison, the attribute with the lowest performance is the attribute of the availability of facilities to access the internet or wifi. This can be seen from the average performance, which got the lowest score, which is 2.87. For the level of importance, the most crucial attribute, according to the respondents, is the attribute of the availability of complete clean and comfortable worship facilities. In comparison, the attribute with the lowest importance value is the waiting time attribute of less than 7 (seven) minutes at the time of inspection of passengers and baggage.

KEYWORDS: *Satisfaction, Importance-Performance Analysis, Airport, Wakatobi, KSPN*

INTRODUCTION

Tourism is one of the priority sectors that have an essential role in the economic activities of a country. Even the tourism sector exceeds the oil and gas sector and other industries if appropriately managed[1]. In order to achieve the tourism objectives[2], one of the Government's efforts in realizing the destination's tourism objectives is the development of National Tourism (DPN) and the establishment of a National Tourism Strategic Area (KSPN), which is described in PP no. 50 of 2011 concerning the National Tourism Development Master Plan (RIPARNAS)[3].

One of the strategic elements in tourism activities in the transportation sector is tourists from their areas of origin to tourist destinations[4]. Air transportation is a mode of transportation that has advantages in terms of speed that are difficult to compete with other modes of transportation. This is directly proportional to the condition of Indonesia as an archipelagic country, with the distribution of each tourist destination scattered between islands.

Wakatobi Regency, an archipelago located in Southeast Sulawesi, which since 2012 has been designated by UNESCO as a nature reserve site, is why the Indonesian Government has made it one of the ten new destinations that are summarized in the National Tourism Strategic Area (KSPN).

Along with the development of development and community mobility in Wakatobi Regency, the existence of Matahora Airport continues to improve, both the quality of service on the terminal side and its flight services, until 2021 Matahora Wakatobi Airport has a runway length of 2500 m, with a runway of 2000 meters and an apron. 110x100 m, Matahora Wakatobi Airport has also been equipped with a passenger terminal. As one of the crucial components in the airport system, the performance of the terminal needs to be evaluated periodically, considering the growth in the use of aircraft[5].

Based on the description above, this study aims to analyze passenger satisfaction with the quality of land-side capacity services provided by Wakatobi airport with the Importance Performance Analysis method. In addition, the research is expected to contribute to the Government in determining the direction of regional economic planning and development policies through airport infrastructure development investments.

LITERATURE REVIEW

Airport Landside Passenger Terminal Service Standard

Passenger terminal adapted to the building area. Because the number of passengers served influences the size of an airport. The completeness of the space of the standard terminal building facilities is described as follows:

Standard Terminal 120 m^2 (Domestic):

- Arrival and departure terraces (Curbside)

- Self-report room (Check-in area)

- Departure lounge (departure lounge)

- Baggage claim room

- Male and female toilets (Toilet)

- Administration room (administration)

- Public telephone (public telephone)

- Light fire extinguishing facilities

- Luggage collection equipment-table type

- Waiting chair.

Standard Terminal 240 m² (Domestic):

- Arrival and departure terraces (Curbside)

- Self-report room (Check-in area)

- Departure lounge (departure lounge)

- Male and female toilets (Toilet)

- Baggage claim room

- Commercial area (concession area/room)

- Airline office (airline administrator)

- Public men's and women's restrooms

- public telephone (public telephone)

- Light fire extinguishing facilities

- Gravity roller-type baggage-retrieval equipment

- Waiting chair.

Standard 600 m² (Domestic) Terminals:

- Arrival and departure terraces (Curbside)

- Self-report room (Check-in area)

- Departure lounge (departure lounge)

- Male and female toilets (Toilet)

- Baggage claim room

- Commercial area (concession area/room)

- Airline office (airline administrator)

- Public men's and women's restrooms

- Lost and found room

- Fiscal facilities (fiscal counter)

- Immigration and customs facilities

- Quarantine facility

- public telephone (public telephone)

- Light fire extinguishing facilities

- Gravity roller-type baggage-retrieval equipment

- Waiting chair.

- Disabled facilities: Provision of a ramp for each floor height difference in the passenger terminal building (for wheelchair users).

- Facilities for passengers (concession space): Restaurants, kiosks, salons, post and checking offices, banks, money changers, nurseries, etc.

- Terminal/airport supporting facilities: Mechanical and electrical room management office, communication room, medical room, meeting room, meeting room, kitchen, catering, aircraft maintenance facilities.

- Parking facilities: 0.8 x busy time passengers x 35 m^2[6].

Importance-Performance Analysis (IPA)

The IPA method developed by John A. MArtilla and John C. James is a concept that can translate the desires of service users concerning what service providers must do to produce something of quality [7]. In the IPA method, the importance of a variable in the eyes of service users is analyzed together with the service provider's performance. Thus, service providers are more focused on implementing development strategies following the priorities of more dominant service users.

Each of the variables studied will be plotted on a two-dimensional graph, as shown in Figure 1. The graph will have four quadrants with the following explanation:

- Quadrant I (Main Priority) shows factors or attributes considered to affect service user satisfaction

- Quadrant II (Maintain Achievement) shows that existing factors must be maintained

- Quadrant III (Low Priority) shows factors that are less important in their influence

- Quadrant IV (Excessive) shows factors that do not affect service users, but the implementation is excessive.
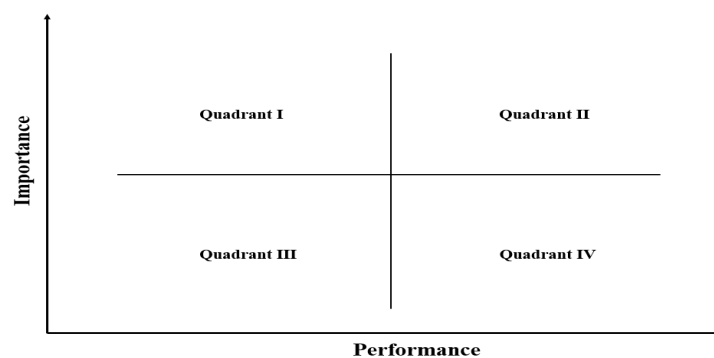
Figure 1: Grid Quadrant of Importance-Performance Analysis.

METHODOLOGY

Data collection was carried out using a questionnaire to obtain data on the satisfaction of service users at Matahora Airport. The questionnaire consists of two primary data, namely 1) demographics of service users (gender, age, education level, etc.). 2) Service users are given 18 factors that affect the quality of airport services. The measurement of the papacy level uses a Likert scale where 1 = very bad, 2 = not good, 3 = neutral, 4 = good, and 5 = very good[8]. The list of questions asked to assess the level of airport user satisfaction is in Table 1.

Table 1: Factors and Variables of Service Quality

`No	Measured Indicator	Satisfaction					Interest				
		1	2	3	4	5	1	2	3	4	5
Arrival and Departure Processing Facilities											
1	Waiting time is less than 7 minutes at the time of inspection of passengers and baggage										
2	Waiting time of fewer than 30 minutes at check-in is counted from waiting to get to the check-in counter										
3	The number of seats in the departure waiting room is always available, no passengers are standing, and the seats' condition is good and can be used.										
4	Baggage drop-on/collection time is less than 20 minutes from the plane blocks-on (Parking).										
Facilities That Provide Comfort											
5	Availability of air circulation in the form of air conditioners and fans and room temperature is approximately ≤ 25 ° C°										
6	The terminal waiting room area is clean, and there is always a cleaner										
7	Apparent information and audio facilities										
8	For complete toilet facilities, there is no smell and no puddles										
9	Availability of ample parking space for two-wheeled and four-wheeled										
10	facilities are available to help passengers with special needs, be it toilets, waiting rooms										
Facilities That Provide Add Value Tambah											
11	Availability of facilities for worship with completely clean and comfortable										
12	Availability of room/place specially provided for breastfeeding mothers, changing clothes, and making milk										
13	Availability of space or place for passengers to shop										
14	Availability of space/place for passengers to eat and drink										
15	Availability of space or space for passengers who smoke										
16	Availability of facilities to access internet/wifi										
17	Availability of clean water facilities for drinking and vending machines for drinks										
18	Availability of lounge space for passengers with special memberships with exclusive facilities										

QUESTIONNAIRE DESIGN AND DATA COLLECTION

Data collection using a simple random sampling method on people who have used airport facilities. The questionnaire was filled out online to reach respondents outside Southeast Sulawesi. The number of respondents in the study was 382 respondents.

Importance-Performance Analysis (IPA)

In this study, IPA was used to analyze the variables used to measure the service quality of Matahora Airport. In total,18 variables are considered to affect the service quality of Matahora Airport. All variables will be plotted on a two-dimensional graph where the vertical axis represents service user satisfaction and the horizontal axis represents service provider performance.

RESULTS AND DISSCUSIONS

Sample Characteristic

Based on Table 2, it can be seen that the majority of airport service users are 73.70 % male and 26.30 % female. Based on age, respondents were grouped into five categories, namely 2.60 % 17-20 years old, 28.39 % 21-30, 38.30 % 31-40 years old, 41-50 years old 20.31 %, and age above 50 years by 9.90 %. Based on the level of education, most airport users have a bachelor's degree, which is 44.27 %, followed by respondents with a master's degree 31.25 %, high school graduates 14.58 %, diploma graduates 5.47 %, and doctoral degrees 4.43 %. Based on the type of work, 58.07 % are civil servants/BUMN, 25 % are self-employed, 1.82 % are military/police, 12.50 % are students, and 2.60 % are housewives. Finally, based on population status, airport service users are dominated by tourists at 49.98 %, 27.86 % are natives, and 22.66 % are migrants to work.

Table 2: Socio-Demographic Characteristics of Users

Socio-Demographic Characteristics		Percentages
Gender	Men	73.70
	Women	26.30
Age	17 - 20	2.60
	21 - 30	28.39
	31 - 40	38.30
	41 - 50	20.31
	50+	9.90
Education level	Lower Secondary	0
	Upper Secondary	14.58
	Diploma	5.47
	Bachelor	44.27
	Master	31.25
	Doctor	4.43
Income Level (x1000)	< Rp. 1000	13.80
	Rp. 1,000–3,000	9.77
	Rp. 3,000 – 5,000	58.86
	Rp. 5,000 – 8,000	1.82
	Rp. 8,000 – 10,000	10.91
	> Rp. 10,000	4.09
Profession	PNS/BUMN	58.07
	entrepreneur	25.00
	TNI/Polri	1.82
	Student	12.50
	Housewife	2.60
Status of residence	Native inhabitants	27.86
	Work	22.66
	Vacation	49.98

Validity and Reliability Test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions or statements on the questionnaire can reveal something measured by the questionnaire[9]. The significance test is carried out by comparing the calculated r-value with r_{table} for the degree of freedom (df) = n-2; in this case, n is the number of samples. Validity and reliability tests in this study are in Table 3 and Table 4.

Based on the results of the analysis in Table 3, it is known that all questions are valid. This is valid because rcount > rtable, from the data processing carried out, is the highest rcount value of 0.769. This statement is said to be valid because 0.769 > 0.084 (r count > r table), on the other hand the lowest value of r count is 0.224 > 0.084 (r count > r table). Therefore, it can be said that the indicators used in this study are valid.

Based on Table 4, reliability tests were carried out on all statement items that were declared valid. A variable is said to be reliable or reliable if the answers to the statements are always consistent. So the results of the instrument reliability coefficients for Arrival and Departure Process Facilities, Facilities that Provide Comfort Value and Facilities that provide added value turn out to have an "alpha Cronbach" value greater than 0.70, which means that all instruments are declared reliable or meet the requirements.

Table 3: Validity Test Results

Point	Nilai Corrected Item Total Correlation/$r_{calculated}$	Sig	r_{table}
Statement 1	0.494	0.000	0.084
Statement 2	0.224	0.000	0.084
Statement 3	0.453	0.000	0.084
Statement 4	0.529	0.000	0.084
Statement 5	0.502	0.000	0.084
Statement 6	0.602	0.000	0.084
Statement 7	0.476	0.000	0.084
Statement 8	0.581	0.000	0.084
Statement 9	0.507	0.000	0.084
Statement 10	0.681	0.000	0.084
Statement 11	0.630	0.000	0.084
Statement 12	0.769	0.000	0.084
Statement 13	0.744	0.000	0.084
Statement 14	0.735	0.000	0.084
Statement 15	0.578	0.000	0.084
Statement 16	0.707	0.000	0.084
Statement 17	0.628	0.000	0.084
Statement 18	0.611	0.000	0.084

Table 4: Reliability Test Results

Cronbach's Alpha	Cronbach Alpha (Based on Standardized Items)	N of items
.913	.914	18

Respondents' Assessment Result Variables

This research variable is a service quality instrument consisting of arrival and departure process facilities that provide comfort and facilities that provide added value. The data from this variable were revealed using a questionnaire of 18 statements, where the statements came from the three instruments. The description of each of these service quality variables can be done by using descriptive percentage analysis. The distribution of respondent's responses to the service assessment of Matahora Airport is shown in Table 5 and Table 6.

Table 5: Distribution of Respondents' Responses to the Service Assessment of Matahora Airport in Terms of Satisfaction Level

Point	Satisfaction (%)				
	1	2	3	4	5
Statement 1	9.4	8.6	32.8	46.1	3.1
Statement 2	3.4	8.6	30.5	48.2	9.4
Statement 3	3.1	10.2	32.8	34.4	19.5
Statement 4	3.4	2.9	35.9	47.4	10.4
Statement 5	0	12.8	42.2	35.4	9.6
Statement 6	6.3	12.8	39.1	33.9	8.1
Statement 7	3.1	9.9	26.8	45.8	14.3
Statement 8	0	20.3	26.0	39.3	14.3
Statement 9	0	2.9	12.2	72.9	12.0
Statement 10	1.3	20.6	22.4	39.1	16.7

Table 5: Contd.,

Statement 11	0.3	8.6	27.1	54.7	9.4
Statement 12	4.7	18.5	37.0	31.3	8.6
Statement 13	11.7	22.1	21.9	41.1	3.1
Statement 14	9.1	14.1	31.8	41.9	3.1
Statement 15	7.8	15.6	35.7	39.1	1.8
Statement 16	15.6	25.0	19.5	36.7	3.1
Statement 17	13.8	29.9	18.8	28.9	8.6
Statement 18	13.8	28.4	14.1	41.9	1.8

Note: 1=not important; 2=less important; 3=quite important; 4=important;
5=very important

Table 6: Distribusi Tanggapan Responden Terhadap Penilaian Pelayanan Bandar Udara Matahora Dari Segi Tingkat Kepentingan

Point	Importance (%)				
	1	2	3	4	5
Statement 1	0.3	10.7	32.3	42.4	14.3
Statement 2	0.5	4.7	32.6	36.7	25.5
Statement 3	4.9	4.2	28.9	29.4	32.6
Statement 4	5.2	1.0	27.1	40.1	26.6
Statement 5	0	0	25.3	44.0	30.7
Statement 6	0	0.3	20.1	31.3	48.4
Statement 7	0	0	20.1	31.5	48.4
Statement 8	0	0.3	9.6	47.1	43.0
Statement 9	0	0	9.6	53.9	36.5
Statement 10	0	0.3	16.4	46.1	37.2
Statement 11	0	0.3	14.3	37.0	48.4
Statement 12	0.3	0	14.6	52.9	32.3
Statement 13	0.3	0	21.6	58.1	20.1
Statement 14	0	0.3	26.6	35.9	37.2
Statement 15	0.3	0.3	21.4	34.9	43.2
Statement 16	0.3	0	22.7	45.6	31.5
Statement 17	7.0	0.8	20.1	45.8	26.3
Statement 18	6.8	1.0	20.8	40.6	30.7

Note: 1=not important; 2=less important; 3=quite important; 4=important;
5=very important

Suitability of Performance and Interest

The level of suitability is the comparison between the performance score and the score of the interests/expectations of the passengers for the services of Matahora Wakatobi Airport. The performance level value is obtained by multiplying each performance level rating frequency by the rating weight and then totaling it. The calculation is carried out for each service attribute. In the same way, the importance level for each attribute is obtained. The value of the level of suitability of each factor that affects passenger satisfaction is presented in Table 7.

Table 7, the overall percentage of the suitability of performance and importance is 82.1 % for the suitability variable, namely the arrival and departure process facilities of 92.524 %, facilities that provide comfort of 83.266 %, and facilitiesthat provide the added value of 76.012 %.

The variable that has the most excellent suitability is when the baggage delivery/collection is less than 20 minutes from the time the plane blockson by 93,929 %. It is assumed that the respondents/passengers of Matahora Wakatobi Airport consider that the baggage collection time when the plane is doing a block-on has approached the interests or expectations.

The variable that has the lowest suitability value is the variable with the availability of facilities to access the internet/wifi of 70.262 %, the importance of internet/wifi access is felt for passengers while resting, waiting for a pick-up or waiting for a flight, so this variable needs to be made a priority in improving services at the airport. The air of Matahora Wakatobi is forward.

Table 7: The Value of the Suitability of Each Attribute

Point	Performance Score ∑ Xi	Importance Score ∑ Yi	Attribute Match (%)	Variable Fit (%)
1	1248	1382	90.304	92.524
2	1350	1467	92.025	
3	1371	1461	93.840	
4	1377	1466	93.929	
5	1313	1557	84.329	83.266
6	1247	1643	75.898	
7	1376	1645	83.647	
8	1335	1662	80.325	
9	1513	1639	92.312	
10	1341	1614	83.086	
11	1399	1665	84.024	76.012
12	1231	1601	76.889	
13	1159	1527	75.900	
14	1213	1575	77.016	
15	1196	1615	74.056	
16	1101	1567	70.262	
17	1108	1473	75.221	
18	1112	1488	74.731	
Average			**82.100**	

Gap

The value of the gap is the difference between the performance appraisal score and the passenger's expectation/interest assessment score for the service. The value of the gap of each factor affecting the level of passenger satisfaction is presented in table 8. From the value of the gap of all attributes, the average value of the gap is -0.731. Then the comparison of the value of the gap and the average value of the gap is presented in Figure 1.

From the graph in Figure 1, it can be seen that several attributes are above and below the average value line of the gap. The position of the attribute above shows that it is getting closer to the value of the interests and expectations of passengers or the public using services at Matahora Wakatobi Airport, while a position below the average line indicates that it is getting further away from the expectations and interests of passengers or the public using services at Matahora Wakatobi Airport.

Attribute values that are below the average value are assumed to be attributes that need special and serious attention and can be prioritized to improve passenger service at Matahora Wakatobi Airport.

Table 7: The Gap Value for Each Attribute

Point	Average Performance	Average Importance	Gap
1	3.25	3.60	-0.35
2	3.52	3.82	-0.3
3	3.57	3.80	-0.23
4	3.59	3.82	-0.23
5	3.42	4.05	-0.63
6	3.25	4.28	-1.03
7	3.58	4.28	-0.7
8	3.48	4.33	-0.85
9	3.94	4.27	-0.33
10	3.49	4.20	-0.71
11	3.64	4.34	-0.7
12	3.21	4.17	-0.96
13	3.02	3.98	-0.96
14	3.16	4.10	-0.94
15	3.11	4.21	-1.1
16	2.87	4.08	-1.21
17	2.89	3.84	-0.95
18	2.90	3.88	-0.98
Rata-rata Total	**3.272**	**4.058**	**-0.731**

Importance-Performance Analysis (IPA)

The grid formed on the IPA graph is made based on the average performance attribute at 3.272 points and the importance attribute at 4.058. Then, the average value of each attribute is plotted on the IPA graph to determine the level of importance of each variable. The results of plotting variable values on the IPA graph are shown in Figure 2.

Based on Figure 2, it can be seen that the attribute that has excellent performance according to the respondent is attribute 9, namely the availability of a large enough parking space for both two-wheelers and four-wheelers. This can be seen from the average performance, which gets the highest score, which is 3.94. this means that the services provided by Matahora Wakatobi Airport in terms of providing parking spaces for both pick-up and delivery passengers are good. In other words, for service users of Matahora Wakatobi Airport, the performance by providing adequate and spacious parking spaces for air service users is good and does not disappoint. At the same time, the lowest performance attribute is attributed 16, namely the availability of facilities to access the internet or wifi. This can be seen from the average performance, which got the lowest score, namely 2.87. In other words, respondents assessed that Matahora Wakatobi Airport had not improved services in terms of providing internet/wifi network provision in the departure terminal and arrival terminal rooms.

Regarding the level of importance based on Figure 2, the most crucial attribute according to the respondents is attribute 11, namely the availability of clean and comfortable worship facilities. Passengers arriving and departing via Matahora Wakatobi Airport consider that the provision of facilities for places of worship is the main thing and essential to maintaining, because these things include facilities provided that function to pray to God without any fear that passengers will miss out. Aircraft, because this facility is located in the terminal. While the attribute with the lowest importance value is attribute 1, which is a waiting time of less than 7 (seven) minutes at the time of inspection of passengers and baggage, respondents consider that this attribute needs to be improved, which is still below the standard under the respondent's assessment, this is because it relates to passenger waiting time.

Attributes contained in quadrant I (Main Priority) are the priority where the attributes considered necessary by respondents, but their performance is still not good. In other words, the attributes considered important by respondents/passengers but are not appropriately implemented by the service provider, Matahora Wakatobi Airport. These attributes include:

- The terminal waiting room area is clean, and there is always a cleaner (6)

- Availability of room/place specially provided for breastfeeding mothers, changing clothes, and making milk (12)

- Availability of space/place for passengers to eat and drink (14)

- Availability of space or space for smoking passengers (15)

- Availability of facilities to access Internet/Wifi (16)

The attributes contained in quadrant II are the attributes that are considered necessary by the respondents, and the implementation of its performance is by what is expected. The attributes in this quadrant must be maintained because they are the superiority of the services provided. In other words, the attributes that are considered necessary by the respondents/passengers have been implemented well by the service provider, in this case, Matahora Wakatobi Airport. These attributes include:

- Apparent information and audio facilities (7)

- For complete toilet facilities, there is no smell and no puddles (8)

- Availability of ample parking space for two-wheeled and four-wheeled vehicles (9)

- Availability of facilities to assist passengers with special needs, be it toilets or waiting rooms (10)

- Availability of facilities for worship with completely clean and comfortable (11)

Attributes contained in quadrant III (Low Priority) are attributes that respondents consider a very low priority. In other words, attributes that are considered less critical by respondents/passengers and are not appropriately implemented by the service provider, in this case, Matahora Wakatobi Airport, these attributes include:

- Waiting time is less than 7 minutes at the time of inspection of passengers and baggage (1)

- Availability of space or place for passengers to shop (13)

- Availability of clean water facilities for drinking and vending machines (17)

- Availability of lounge space for passengers with special memberships with exclusive facilities (18)

The attributes contained in quadrant IV are considered by the respondents to be not too important and deemed too excessive but have good performance. In other words, these attribute factors are considered less important by the service provider but are carried out excessively by the service provider in this case. For example, Matahora Wakatobi Airport, these attributes include:

- Waiting time less than 30 minutes at check-in is counted from waiting to check-in counter (2)

- The number of seats in the departure waiting room is always available, no passengers are standing, and the condition of the seats is good and can be used (3)

- Baggage delivery/collection time is less than 20 minutes from the time the aircraft blocks-on/parking (4)

- Availability of air circulation in the form of air conditioners and fans and room temperature is approximately 25°C (5)
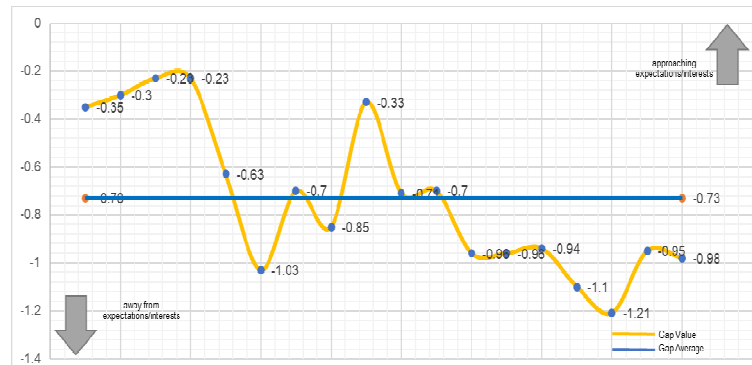
Figure 2: Graph of Attribute Gap Value to Average Gap.
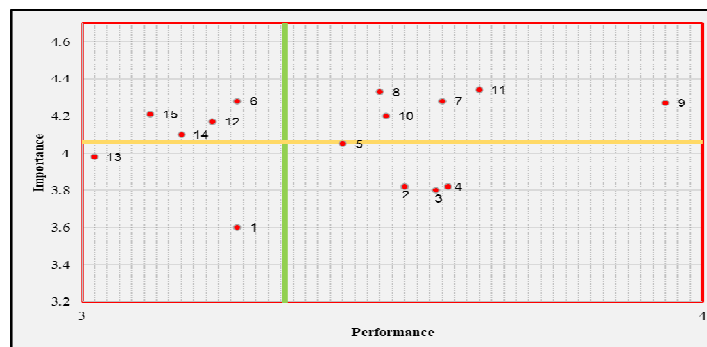
Figure 3: Importance-Performance Analysis Grid.

CONCLUSIONS

Based on the results and discussions related to the level of passenger satisfaction with the quality of service that has been stated previously, from the level of suitability, namely the arrival and departure process facilities of 92.524 %, facilities that provide the comfort of 83.266 %, and facilities that provide the added value of 76.012 %. The variable that has the most excellent suitability is when the baggage delivery/collection is less than 20 minutes from the time the plane blockson by 93,929 %. It is assumed that the respondents/passengers of Matahora Wakatobi Airport consider that the baggage collection time when the plane is doing a block-on has approached the interests or expectations. The variable that has the lowest suitability value is the variable with the availability of facilities to access the internet/wifi of 70.262 %, the importance of internet/wifi access is felt for passengers while resting, waiting for a pick-up or waiting for a flight, so this variable needs to be made a priority in improving services at the airport. Therefore, the air of Matahora Wakatobi is forward.

Based on the value of the gap of all attributes, the average value of the gap is -0.731, meaning that attribute values that are below the average value are assumed to be attributes that need special and serious attention and can be made a priority to improve airport passenger services. Matahora Wakatobi.

For the level of performance, the attribute that has excellent performance according to the respondent is the attribute of the availability of a large enough parking space for both two-wheelers and four-wheelers, with the average performance getting the highest score of 3.94. At the same time, the attribute with the lowest performance is the attribute of the availability of facilities to access the internet or wifi. This can be seen from the average performance, which got the lowest score, namely 2.87. In other words, respondents assessed that Matahora Wakatobi Airport had not improved services in terms of providing internet/wifi network provision in the departure terminal and arrival terminal rooms.

For the level of importance, the most crucial attribute, according to the respondents, is the availability of complete, clean, and comfortable worship facilities. While the attribute with the lowest importance value is the attribute of waiting time of less than 7 (seven) minutes at the time of inspection of passengers and baggage, respondents consider that this attribute needs to be further increased its importance is still below the standard under the respondent's assessment, this is because it is related to waiting time passenger.

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