

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*

Article History

Received: 22 Jun 2021 / Revised: 24 Jun 2021 / Accepted: 29 Jun 2021
