# A QUALITATIVE ANALYSIS OF CITILINK PASSENGER SELF CHECK-IN AT SAM RATULANGI INTERNATIONAL AIRPORT

*ANALISA KUALITATIF PADA PENUMPANG SELF CHECK-IN CITILINK DI SAM RATULANGI INTERNATIONAL AIRPORT*

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**Abstract:** Many airlines have a self-check-in process allowing passengers with bags to check-in at the self-service kiosks with luggage up to approximately 20kgs and 30 minutes prior to departure time. Nowadays Citilink offer the ease of check-in to it is customer through self check-in machine at Sam Ratulangi International Airport located in front of the check-in counter zone which usually served by Citilink employee. The objectives of this research are to know the self check-in service of Citilink at Sam Ratulangi International Airport. To achieve these objectives the researcher got information from 10 respondent using qualitative studies which is in-depth interview. The result of the research shows that the self-check in Citilink at Sam-Ratulangi Airport has positif respon based on the answer of the respondent, Self check-in services at Sam ratulangi Airport is already good, all the respondent that have been using it very happy with the existence of self check-in services, because self check-in service that provide by the citilink is very helpful and useful for all the passenger because the passenger can save more time, do not need to queuing at the manual counter and also the self check-in is very simple, for the machine of the self check-in it is easy to use and easy to understand. The recommendation for Citilink is keep maintain and improve the service to be more good.

**Keywords:** *self-check in, citilink, sam-ratulangi airport, services*

**Abstrak:** *Banyak maskapai penerbangan yang mempunyai sistem layanan self check-in yang mengijinkan penumpang untuk melakukan check-in di machine check-in beserta dengan bawaan bagasi sekitar 20kgs dan 30 menit sebelum keberangkatan. Saat ini Citilink menawarkan kemudahan Check-in kepada pelanggannnya melalui mesin self check-in di Bandara International Sam Ratulangi yang terletak di depan zona check-in Citilink yang biasanya dilayani oleh pegawai citilink. Tujuan penelitian ini adalah untuk mengetahui bagaimana layanan self check-in citilink di Sam Ratulangi Airport. Untuk mencapai tujuan tersebut peneliti mendapatkan informasi dari 10 responden dan menggunakan metode kualitatif yaitu dengan wawancara mendalam. Hasil penelitian menunujukkan bahwa self check-in Citilink di Bandara Internasional Sam Ratulangi memiliki respon positif berdasarkan jawaban responden, layanan Self Check-in di Bandara Internasional Sam Ratulangi sudah baik. Semua responden yang telah menggunakannya sangat senang dengan adanya layanan Self Check-in , karena layanan Self Check-in sangat membantu dan bermanfaat bagi semua penumpang karena penumpang dapat menghemat lebih banyak waktu, tidak perlu mengantri di konter manual dan juga Self Check-in sangar mudah digunakan dan mudah untuk dimengerti. Saran untuk Citlink agar tetap mempertahankan dan meningkatkan layanan untuk menjadi lebih baik.*

**Kata Kunci:** *self check-in, citilink, bandara sam ratulangi, pelayanan*

# INTRODUCTION

## Research Background

The air traffic demand and the airport level of service have remarkably improved. In the last fifteen years many authors observed an expansion trend in terms of airport accessibility and a concentration trend in terms of ownership structure. The growth in accessibility is associated mostly with air transport liberalization and with the development of low-cost carriers, mainly in secondary and regional airports.

The growth in accessibility is associated mostly with air transport liberalization and with the development of low-cost carriers, mainly in secondary and regional airports. Aviation in Indonesia serves as a critical means of connecting the thousands of islands throughout the archipelago. Indonesia is the largest archipelagic country in the world, extending 5,120 kilometres (3,181 mi) from east to west and 1,760 kilometres (1,094 mi) from north to south, comprising 13,466 islands, with 922 of those permanently inhabited. With an estimated population of over 255 million people making it the world's fourth-most-populous country and also due to the growth of the middle-class and the advent of low-cost carriers in the recent decade, Indonesia is widely regarded as an emerging market for air travel in the region.

Between 2009 and 2014, the number of Indonesian air passengers increased from 27,421,235 to 94,504,086, an increase of over threefold. However, safety issues continue to be a persistent problem in Indonesian aviation. Several accidents have given Indonesia's air transport system the reputation of the least safe in the world. Indonesian aviation faces numerous challenges, including poorly maintained, outdated, and often overwhelmed infrastructure, the factor of human error, bad weather, haze problems caused by plantation fires, and volcanic ash spewed by numerous area volcanoes that disrupts air transportation. In Indonesia, there are 22 commercial scheduled airlines that carry more than 30 passengers, and 32 commercial scheduled airlines that transport 30 or less passengers, as well as chartered airlines. Garuda Indonesia is the flag carrier of Indonesia.

The Indonesian Air Force has 34,930 personnel equipped with 224 aircraft, among them 110 combat aircraft. The Indonesian Air Force possesses and operates numerous military air bases and military airstrips across the archipelago. The International Air Transport Association (IATA) has predicted that Indonesia will become the world's sixth largest air travel market by 2034. Around 270 million passengers are predicted to fly from and within Indonesia by 2034.

Citilink is a low-cost airline headquartered in Jakarta, Indonesia. It was established in 2001 as a low-cost subsidiary of Garuda Indonesia, set up to operate shuttle services between Indonesian cities. Since July 30, 2012 Citilink has officially operated as a separate business entity from Garuda Indonesia, operating 14 aircraft with a new callsign, logo and uniform. Its main hub is Juanda International Airport, Surabaya, and East Java. The airline was banned from operating in EU airspace until June 16, 2016. Since then, Citilink is allowed to fly into EU airspace.Citilink have several flight schedule from Manado to several cities in Indonesia such as Makassar, Surabaya, Jakarta and otherwise.

Many airlines have a self-check-in process allowing passengers with bags to check-in at the self-service kiosks with luggage up to approximately 30 minutes prior to departure time. Passengers then attach the baggage tag and drop the bag at the baggage drop belt. Passengers without checked luggage can go straight to the lounge (if entitled to lounge access) and check in at the kiosk there using their ePass (a small RFID device only for its premium customers) or proceed straight to the departure gate.

Many airlines use electronic check-in such as ePass, mPass, or similar mobile apps, and these applications serve as the boarding pass. Nowadays Citilink offer the ease of check-in to its customer through self check-in machine at Sam Ratulangi International Airport located in front of the check-in counter zone which usually served by Citilink employee. Reported from detik.com on November 2015 there is an error on check-in machine of Citilink. After the passengers registered and get a seat that has been selected, it turns out the seat is already owned by other passengers. Another problem is the check-in machine of Citilink is slow to operate of publishing the boarding pass, reported from detik.com on May 2016.

Based on circumstances above the research objectives is to analyse the self check-in service of Citilink at Sam Ratulangi International Airport.

## Research Objectives

*To know the self check-in service of Citilink at Sam Ratulangi International Airport.*

## LITERATURE REVIEW

### Marketing

According to Kotler (2009), Marketing is the action of a business of promoting and selling goods and services the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### Customer Satisfaction

Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service, or experience. According to Hansemark and Albinsson (2004). Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire.

Oliver (1997) defined satisfaction as a judgment following a consumption experience-it is the consumer's judgment that a product provided (or is providing) a pleasurable level of consumption-related fulfilment.

### Technology Acceptance Model (TAM)

Technology Acceptance Model is an information system theory that models how users come to accept and use a technology. TAM was proposed by Davis and has been one of the most widely-applied individual-level technology adoption models. TAM is a useful model. Plouffe, (2001) have pointed out that although the characteristic of parsimony in TAM is an important consideration, perceptions of individuals faced with new technologies are likely to differ depending on the context within which they are encountered. A complete understanding of the acceptance behaviour across different contexts is necessary as well. Thus, TAM is only a basic model, and we should consider the additional factors that capture the richness of the process of new technology adoption by passengers.

### Self Service Technology (SST)

SST is devices that have technological interfaces that enable customers to produce a service independentofdirect serviceemployee involvement (Meuter, 2000). The automation process began in the manufacturingindustry and slowlyprogressed to the retail and service sector. In the late 1800's the telegraph, telephone and radio wereall devicesused to communicate with others from far. In the late 1960's the financial industry first introduced SST with the Automated Teller Machine (ATM) (Ambrus, 2006). ). As technology and consumer demands changed, SST began to play a larger role in the service industry and became regularly usedin gas stations, airport check–in kiosks and movie ticket kiosks. Prior to the airline industries introduction of SST devices, Global Distribution Systems (GDS) such as Apollo, Worldspan, Sabre, Amadeus and System One were allsystems in place thatairlines and travel agents relied heavily on for airlinetravel.

### Previous Research

Gualandi (2014), the title is The Impact of New Technologies in Airport Passenger's Processes. The study is about the new technology of passenger processes and according to the simulation, it becomes more and more evident that an effort from the IATA is needed to revise the formulas to suit the new standards. The challenge of airport planners seems to consist in the development of some innovative strategies to streamline the space allocation in terminals,in order to both maintain high level of service and satisfy the stakeholders' needs.

Ueda (2013), the title is How Passenger Decides a Check-in Option in an Airport : Self Service Technology Adoption Model (TAM) in Passenger Process. In this study it have conducted experiments and found that the results of the expanded model of self-service adoption in the airport approximated to the observed values. In consideration of this outcome, there are two indications:How passenger decides whether using self-service is explicable without their demographics. Simple rules with combination of three factors can mostly explain how passengers select a check-in option.

Alfred (2017), the title is Investigating Customer Satisfaction Levels with Self Service Technology Within the Banking Sector: (A Case Study of Automated Teller Machines (ATMs). The final objective sought to establish the challenges customers had with Technology Based Self-Service. On this objective it became

evident that issues such as; shortage of cash mostly during holidays, cards seizure mostly when transacting business on alternative bank's ATM, requested money during transaction are at times not received and cases of unreliable networks at the ATMs were identified by the survey respondents as the main challenges face normally encounter on their banks SST

Lu, Yen, Chung (2012), the title is Investigating Passengers Intentions to use technology based Self Check-In Services. These findings suggest that airlines in Taiwan should persuade passengers to acquire a more positive attitude toward the new check-in kiosks and shouldconsider implementation of incentive strategies in encouraging passengers to adopt the self check-in service.

Sukwadi (2014),  the title is The Analysis  of Quality Check-in Service Analysis and quality of flight services. The result is Service level of self check-in for passengers of Citilink, The results showed an increase in the reduced length of queuing at manual counters after the existence of self check-in service at the Sultan's airport and assisting in the improvement of airline and airport services. This research focuses on the level of self-check-in service.

## Conceptual Framework

Conceptual framework explains about the relation between the variables in this research.



**Figure 1. Conceptual Framework**
*Source: Data Analysis Method (2018)*

### RESEARCH METHOD

**Research Approach**
        The type of this study is qualitative research methodologies to analyze the self check-in of Citilink's passanger in Sam Ratulangi International Airport. According to Bogdan and Taylor (1992) explains that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and behavior of the people being observed. Format qualitative research design consists of three models, namely descriptive format, format verification, and format grounded research.

**Population, Sample and Sampling Technique**
        A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono 2005).     The social situation of this research is all elements that can be informant about Analyzing the Self Check-in Service of Citilink at Sam Ratulangi International Airport.
        A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result.This research use purposive and snowball sampling technique in order to get more valid and detailed result. the researcher took This research will take about 10 informant of Citilink passanger who has been using the self check-in machine at Sam Ratulangi  International Airport.

**Data Collection Method**
        Data collection technique plays an important role in impact evaluation by providing useful information

to understand the process behind observed result. In this part data collection technique divided into primary and secondary data.

## Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

## Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also  the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

## RESULT AND DISCUSSION

### Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the respondent who have been using self check-in at Sam ratulangi airport and  the sample took all 10 respondent.

### Informant 1

Informant 1 is Claudia Siwi she is a college student she said that she have been did self-check in before and she knew about self check-in because she have an experience before. According to her las time she did self check-in services is around last two months. The reason she did self check-in and something that makes her interested is because using self check-in service is easy, self check-in also saving her time she does not need to queueing for a long time and also using self check-in service is not difficult that is why she been using it.

According to Claudia the service of self check in at Sam Ratulangi is very good, the service is of self check-in is very satisfying and very helpful and also the service is excellent because it can help people and save more time and the officer also polite. like she said " *when the passenger is running out of time or almost late he or she can use self check-in services  because it will be more easier and save so much time"* .

### Informant 2

Informant 2 is Ignatius Toga, he is  a customer that have been using self check-in several times, he said he have been using self check-in citilink services at Sam-Ratulangi Airport, he said last time he did self check-in is around is the end of year which in november. He is interest to using self check-in Services because the process will be more easier. According to him the services of self-check in Sam Ratulangi Airport is quite good all the staff in Sam Ratulangi Airport is very humble and good and they provide a clear explanation inside the machine, and as her experiences before the passenger can ask to the officer if something happen while check in.

According to him when he did self check-in he needs the student card because on that time he did not have a KTP, and the technology of self check-in at Samrat Airport is quite good to satified passenger needs. He said when he use self check-in there is no barriers because he also bring a small luggage and it is enough for him to use self check-in rather than the manual conter.

### Informant 3

 Informant 3 is Mabela she said that she have been using self check-in citilink servicesn last time she use self check-in is in April  of 2017. According to her experience using self check-in is very simple. She said i have been use if before and i am very happy because i have been check in by myself and i am very interest with this new technlogy that provide by citilink.

For the services she said that it is very awesome and fullfil passenger needs but when she went there maybe the officer is on another job and she can not see them around so it will be more better and they can

always taking care of the machine, when passenger arrived at Sam Ratulangi Airport he or she just need to give the code booking and the machine process it and then she got the boarding pass. According to her self check-in citilink already fulill the needs of passenger and she did not face any barrier while using self check in, and for further journey she will prefer using self check in citilink services and she will recommend to her friend to using self check in rather than the manual.  so far she never use self check in with other self check-in.

### Informant 4

Informant 4 is Kitara  R. She is a fresh graduate and she have been using self check-in citilink services before, according to her experiences  self check-in is a new technology that provide by the citilink and it is a new technology that very helpful many people that buy a citilink ticket and did not want to queueing for so long, the benefit that people can get especially when the high season usually airport is very crowded many people wants to check in and get the boarding pass but with the existence of this new technology it is very helpful because the passenger did not need to waste so much time. According to her the passenger just go to the counter especially in sam ratulangi university and check in.

Last time she use it he just need to to the counter and then put the booking code and the machine will process it and he can easily got the boarding pass, but usually after he got the boarding pass he will see the boarding pas and make sure everything is fix and right. She said that the services is very exelent, and i give 8 for all the services because i am satisfied with al l the thing that provide by citilink service which is self check-in and the service is save more time and for her it is very easy to get the boarding pass.

### Informant 5

Informant 5 Like Lumi, Informant 5 is an employee, she said that she know about self check-in especially self check-in citilink because she have been trying it before at Sam Ratulangi university. She said she have been trying it 2 o 3 times. According to her Experiences the self check in is very helpful because if the passenger running out of time he or she still can get their boarding pass by using self check-in services. She said first time she wants to try self check in she is quite confused before but then after she find the self check-in service which is the machine she decide to use it in order to get the boarding pass

According to her experiences the self check-in service at Sam Ratulangi University already fulfill the passenger needs, because it is simple, easy to use, save more time and also very safe. She said the service is good and also the quality of the machine also good, but it would be better if they keep take care of the machine and the machine will works well anytime passenger wants to use it and then she said that the citilink need to provide more machine of self check-in so if in high season in the Airport all the passenger of citilink do not need to worry because they can use the self check in citilink.

### Informant 6

Informant 6 is Marcela Esmeralda, she had known citilink especially Citilink self check-in services from her friends, she said that the first time she use citilink self check-in is last two years, according to her experience using self check-in is quite good, and very easy, because she can save more time and also she did not to queue with other people. She said "we as a passenger wants something that can makes us comfortable before flight, using this self check-in makes me feel comfort"  with the the existence of self check-in citilink it might help many people especially for the businesman or busineswoman who did not want to queueing.

As Marcela said, the service is already good, safe, strimp of time,  but it will be more better if the citilink service which self check-in improve the capacity of the stuff which means they need to increase the capacity when the passenger bring many luggage, because using self check-in the passenger has the limit to bring the luggage.ne But to prevent error of the machine the officer must be around of the machine. But so far she still satisfied with the service, because it helps a lot. According to her she still using self check in service if there is a further opportunity.

### Informant 7

Informant 7 is  Bryan Roring is a kind of people who wants to trying something easier, like he said, i have been trying self check-in before and i have a experiences before. Using self check-in citilink services is easy, When we arrived at the airport all the thing that we have to do first is find the self check-in services place and then give our booking code, that is the first process to get out our boarding pass, and it takes around 5 minutes, and surprisingly we dont need to queuing. That is the benefit, we can save more time. So far he like the service because it is very helpful for him, easy to use and if he is in hurry or got the job abroad, he will choose

self check-in services of Citilink at Sam Ratulangi Airport. And also the services is already fulfill the passenger needs.

### Informant 8

Informant 8 is Held Lumi, She is a teacher and she had known self check-in Citilink a quite long and she have been using it for several times and last time she using self check-in in April 2018. According to her the reason why she interest with self check-in services of citilink is because it easy to use, very practical, very simple, especially for the ages and also very helpful.

She said that the services of self check-in citilink is really good, and she was very happy with the service and very satisfying. She said that when she will use self check in she will show the personal data and the code number, while using it she said that all the technology that has been applied in self check-in is already fulfill the customer needs which is the passenger. But the passenger need to bring all the luggage by themselves and put it in the cabin. According to Helda Lumi if she buy citilink ticket to flight he will use the self check services again. Like she said "I never use another self check-in before that is why i still chose self check in from citilink.

### Informant 9

Informant 9 is Fidelia Pangkerego, she have been trying self check-in services at Sam Ratulangi Airport, but as she said i am not a traveller so last time i have been using it around 2017. First time using self check-in citilink is very good, she like the service. Because it easy and save more time.

She said yes people will like using this because it easy than other self check-in services. Like she said *"i like the service because it is quite satisfying but one thing that i did not like if we will bring many stuffs or luggage we ca not use self check in services because we are not allowed to bring many luggage and we need to put our stuff at cabin, and we know that in cabin the capacity just 10kgs per person, and how if we bring more than 10kgs"* so she said the service is good but it would be more better if the cititlink try to increase the capacity of the stuff that we plan to bring and provide more self check-in service machine. But i still recommend my friend if she or he bought citilink ticket and did not bring many stuff it will good to check in through self check in citilink services.

### Informant 10

Informant 10 is Youke Paruntu she had been known self check in citilink services for several years and have been using it for several times, she said i am satisfied with the services because i save more time and i dont need to go hurry. Because when i arrived at the airport i will go to the self check in services and give the information to get my boarding pass but when i using the self check in citilink services i am not bring many luggage but just a small stuff and put it in the cabin, but if i bring many stuff of a heavy luggage i will check in to the manual one because as she said when we use self check in citilink services we can not bring more than 10kgs because all of our stuff need to put at the cabin when we enter the airplane.

### Discussion

Citilink is a low-cost airline headquartered in Jakarta, Indonesia. It was established in 2001 as a low-cost subsidiary of Garuda Indonesia, set up to operate shuttle services between Indonesian cities. Since July 30, 2012 Citilink has officially operated as a separate business entity from Garuda Indonesia, operating 14 aircraft with a new callsign, logo and uniform. Its main hub is Juanda International Airport, Surabaya, East Java. The airline was banned from operating in EU airspace until June 16, 2016. Since then, Citilink is allowed to fly into EU airspace.Citilink have several flight schedule from Manado to several cities in Indonesia such as Makassar, Surabaya, Jakarta and otherwise.

Many airlines have a self-check-in process allowing passengers with bags to check-in at the self-service kiosks with luggage up to approximately 30 minutes prior to departure time. Passengers then attach the baggage tag and drop the bag at the baggage drop belt. Passengers without checked luggage can go straight to the lounge (if entitled to lounge access) and check in at the kiosk there using their ePass (a small RFID device only for its premium customers) or proceed straight to the departure gate. Many airlines use electronic check-in such as ePass, mPass, or similar mobile apps, and these applications serve as the boarding pass.Nowadays Citilink offer the ease of check-in to its customer through self check-in machine in Sam Ratulangi International Airport located in front of the check-in counter zone which usually served by Citilink employee.

With the existence of the self checkin citilink it helps many people which is the passenger to check-in in

order to get the boarding pass and as people knows that self check-in is like a machine that provide by citilink, the function is to do the check-in for the passenger without going to manual counter, self check-in also is very simple when the passenger wants to get the boarding pass the passenger just need to enter the booking code and also the name and the passenger will get the boarding pass, and when the passenger wants to check in, in the self check-in services at Sam Ratulangi usual they will be served by the Citilink Employee the and also for the passenger that have not trying it before they can ask to the Citilink Officer around Self check-in citilink at Sam Ratulangi Airport but the passenger also can do the self check-in without the officer because citilink already make the machine very easy to use and simple to understand.

Based on the interview with all the respondent, in this case all respondent that have bee using self check-in services at Sam Ratulangi it found that from 1-10 respondent the respondent gave the positif comment about self check in at Sam Ratulangi. First all respondent from have already did the self check-in through self check-in ciitlink, and also the respondent very happy with the existence of the Self check-in at Sam Ratulangi airport because as the respondent said, it helps many people to save more time when they bought citilinkticket and especially for the passenger that need to be quick and wants to get the boarding pass easily and did not want to queueing they can use self check-in  and it proved that citilink already improved the technology of the company. Because when using self check in services they did not need to queueing at the manual conter. Self check-in citilink and services also already provide the machine that people easily understand even it is the first time they using it. And also based on the answer of the respondent most of them like  and interest to use self check-in citilink because the machine itself very easy to use.

As the respondent said the technology of citilink or the self check-in citilink at Samratulangi airport is already improved. Talking about the service, most of the respondent that have been use it the service also good, because as they said, it is easy to use, simple, fast, easy to understand and also the service of the officer also good, if there are something happend the passenger they can ask to the officer or the employee of the citilink around there. And for the barriers while using self check-in most of the respondent said that it will be more better if the citilink increase the capacity of passenger luggage, because if the passenger already check-in through the self check-in citilink service they can not bring more than 10kgs of the stuff or the weight of the luggage, the passengerneed to bring the luggage inside the airplane and put it in the cabin. As the respondent said it is good for those who did not bring more than 10kgs but how about the passenger that bring more than 10kgs, that is why all the citilink passenger have to know it before check in through self check-in service, or also for the passenger that stil wants to use self check-in and bring many luggage or stuff they can pay at the manual counter. But more important thing self check-in services is already fulfil the passenger needs.

Looking at the quality of self-check in citilink based on the experience of from all respondent are very happy with this service which is self check-in Machine at Sam Ratulangi, but each of them have different perception, opinion also suggestion. For respondent 12,3 said that the service is good, excellent because it save more time, also the service already fulfil passenger needs, they also said that the officer is polite, they provide a good explanation inside the machine, but it will be more good if they always taking care of the machine of self check-in services. For the respondent 5,8 said it is good to use because people or the passenger did not to queuing. For the respondent 8 and 10 they gave a suggestion that it will be more good it citilink increase the capacity of the luggage so the passenger can bring more stuff when using self check-in services. Most important all of responden who have been using it give a positif comment about self check-in services of Citilink and it is satisfying.

## CONCLUSION AND RECOMMENDATION

**Conclusion**

Based on the result and discussion in the previous chapter, we can conclude that Self check-in services at Sam ratulangi Airport is already good, all the respondent that have been using it very happy with the existence of self check-in services, because self check-in service that provide by the citilink is very helpful and useful for all the passenger because the passenger can save more time,  do not need to queuing at the manual counter and also the self check-in is very simple, for the machine of the self check-in it is easy to use and easy to understand the passenger that are wants to have the boarding pass from the self check-in services just need to enter the booking code and also enter the name and wait for several minutes and the passenger can get the boarding pass complete written with detail name, number of seat, the destination and also the time boarding and even it is the self check-in the Citilink also provide the officer to stand and served the passenger around the self check-in machine.

Also it can be concluded that self-check in services at Sam Ratulangi need to increase the capacity luggage of the passenger when using the self check-in service and might be good if the officer keep standing around self check –in machine so if there is something happened the passenger can ask directly to the officer and Overall the service of the self check-in service at Sam-Ratulangi is good and has been satisying all the passenger needs after using self check-in services at Sam Ratulangi.

## Recommendation

This research has been conducted in order to explore generally about how the services of self check-in at citilink at Sam Ratulangi Airport. Here are some recommendations and from the result, several recommendations for the Citilink, the Passenger, Universities, and for the future researchers are purposed as follows:

1. For the Citilink self check-in at Sam Ratulangi Airport it is really to keep maintain the self check-in to be more good, and keep maintain the machine of self check-in and keep maintain the service of the officer in order to make the passenger interest to use self check-in and also increase the capacity luggage of the passenger in order to prevent the barriers while using self check in services.
2. For the Passenger it will be more better if before arrived at the airport and want to use self check-in prepare the booking code, and if the passenger found and feel there are a weekness while using the self check-in go directly tell to theofficer so they can fix it.
3. For the University to give some knowledge for the students especially Economic and Business student about the self check-in services at Sam Ratulangi Airport.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.

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