

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

There are several points can be concluded based on the final report and during the internship program. First of all, the writer could get a lot of knowledge about the airport system, including airport services at Terminal 2 Juanda International airport. The writer had learned about how to become a proper customer service staffs in the airport, what was the job of customer service staffs beside giving the accurate information; such as having a good manner, serve with smile and friendly, care about the customers' needs, not differentiate people based on their background country and etcetera.

Second, the writer concludes that between the theory and the reality, the customer service staffs in Juanda had already done very well. At the first statement of problems, the writer used the theory from Parasuraman et al. (1998) that said there are five service quality measurements, consist of tangible, reliable, pay attention, trustworthy and care. Those five service quality measurements used by the writer as the references to serve the passenger in the airport during the internship program. First, the writer, as a customer service staff should be tangible or real. Tangible means that the writer gives the factual information to the passenger, or information based on the computer system. Second, the customer service staff should be reliable. Reliable means that we need to be a trusted person. Reliable had the same meaning as trustworthy. The last is as a customer

service staff, the writer should be pay attention and care to the passenger needs. We need to become a person that can fulfill the passenger needs even though sometimes it is not only about the airport things. However, if the customer service staff could meet the expectations of the passenger, they would reach customer satisfaction in the airport.

Third, there are several English abilities or skills need to be improved. First, speaking skills. As an information center, the customer service staff should have the ability to speak English to increase effective communication with foreign passenger. Speaking skill is the key to deliver the message well. Having the ability to speak English well, will also improve the confidence and no doubt while explaining the information to the passenger. Second, listening skills need to be improved. The ability to listen to English would help the customer service to give excellent service to the passenger. The listening English skills would help to avoid misunderstanding the statements from the passenger. The third or the last, pronunciation skill. Pronunciation skills helped the customer service staff to speak understandably. This skill would help to make the statement clearly to understand and has the same perception of the meaning between the customer service staff and the passenger.

In conclusion, to reach the customer satisfaction in airport, customer service staff has a big role to this. Customer service is the representative of the company. The customer service staff had to create a good image of the company in the eye of the passenger. Those all can be reached if they apply five service quality measurements from Parasuraman et al. (1988). To reach customer

satisfaction, customer service staff also need to improve their English skills. There are three English skills that need to be improved. First is speaking skills, second is listening skills, and the last is pronunciation skills. Those three skills are really important especially for the customer service staffs in Terminal 2, which an international terminal in Juanda airport.

## **4.2. Suggestion**

### **4.2.1. Suggestion for PT. Angkasa Pura I Juanda Surabaya**

The writer suggestions to PT. Angkasa Pura I Juanda Surabaya id to keep maintaining the service quality of customer service staffs in Terminal 2 Juanda airport. The writer thought that the service was already excellent. The writer also suggests that PT. Angkasa Pura I Juanda Surabaya could give some English training or Basic English skills for all employees and staffs in Terminal 2, especially in speaking, listening, and pronunciation skills. Since English is the global language that used for all people around worldwide to help communicate with the customers. These action would really help in serving foreign passengers better. The writer hopes that PT. Angkasa Pura could keep the opportunity of this internship for the next generation and keep the relationship between the institutions, including Universitas Airlangga.

#### **4.2.2. Suggestion for English Diploma Program Study**

The writer suggests that English Diploma Program Study could improve the practice skills of the students to build their ability by creating some workshops collaboration with some company, or study visits to several companies. The writer also suggests that the English Diploma students should be able to find the institute or company to do their internship, especially in other fields such as airport. The writer also hopes that the English Diploma Program can keep a good relationship between the English Diploma Program and PT. Angkasa Pura I Juanda Surabaya.