

Rapid Analysis of Tourism Geography and Airport Representative Transferability Skills on Foreign Tourist Satisfaction

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Abstract

This research aims to analyze the relationship between tourism geography and the role of Airport Representatives with transferability skills on foreign tourists' satisfaction in handling airport arrivals and departures. The methodology used is a mixed method which includes interviews, observations, and questionnaires to collect data, as well as path analysis to test the relationship between variables. The results of the analysis show that the "Geography of Tourism" variable shows an f square value of 0.609, which shows a very large or very significant effect on the "Tourist Satisfaction" variable. This shows that tourism geography has a strong influence on tourist satisfaction. Airport Representative service quality has a significant effect on tourist satisfaction with an original sample value of 0.772 and a T-statistic of 35.927, and transferability skills contribute with an original sample value of 0.521 and a T-statistic of 14.661. The conclusion of this research confirms that improving communication skills and handling emergency situations by Airport Representatives can significantly increase tourist satisfaction. In addition, positive experiences at the airport have the potential to increase tourist loyalty. The implication of this research is the importance of investing in training and skills development for Airport Representatives to improve service quality in the tourism industry.

Keywords: Tourism Geography, Airport Representative, transferability skills, Tourist Satisfaction.

1. Introduction

Tourism geography is a scientific discipline that studies the relationship between space and tourism activities, covering aspects such as the location of tourist attractions [1], environmental characteristics, and interactions between tourists and local communities. Currently, the trend of sustainable tourism is increasingly popular, where tourists are looking for experiences that are

not only enjoyable but also environmentally friendly and support the empowerment of local communities. However, this phenomenon also faces obstacles, such as excessive exploitation of natural resources and negative impacts on the environment and local culture. Previous research has shown that the application of the ecotourism concept and community involvement in tourism development can be an effective solution to overcome this problem, by emphasizing environmental conservation and improving the welfare of local communities.

Airport representatives play a crucial role in the aviation industry, responsible for ensuring a smooth travel experience for passengers. They serve as a link between passengers and various services at the airport, from the check-in process to transportation arrangements. In recent years, there has been an increasing trend in the use of technology to increase the efficiency and convenience of services, such as biometric systems and mobile applications that make it easier for passengers to obtain real-time flight information. This trend shows that airport representatives must adapt quickly to technological changes to remain relevant and effective in their duties[2].

However, despite technological and service advances, airport representatives face various obstacles in society. One of the main challenges is the lack of communication and customer service skills among the new workforce, which can affect the quality of the passenger experience. In addition, problems such as staff shortages that occurred after the COVID-19 pandemic also hindered the airport's ability to provide optimal service. This can lead to queue build-up and increase levels of dissatisfaction among tourists, which in turn can have a negative impact on the airport's image[3].

Previous research has identified several solutions to overcome these obstacles. One of them is a training program that focuses on developing interpersonal and customer service skills for airport representatives. This program aims to improve staff's ability to interact with passengers and handle difficult situations better. Additionally, some airports have implemented more efficient queue management systems to reduce passenger waiting times, thereby increasing overall satisfaction.

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Transferable skills are very important for airport representatives in facing this challenge. Skills such as effective communication, problem solving, and adaptability allow them to function well in dynamic and often stressful environments. By having these skills, airport representatives can quickly adapt to various situations, from handling passenger complaints to collaborating with other teams at the airport[4][5].

Overall, airport representatives who are equipped with the right skills and a deep understanding of industry trends will be able to provide a better experience for passengers. By utilizing the latest technology and continually improving their interpersonal skills, they can contribute to increased customer satisfaction and successful airport operations[6].

Tourism is a very important sector for the Indonesian economy, especially Bali, which is known as one of the most popular tourist destinations in the world. I Gusti Ngurah Rai Airport in Bali functions as the main gateway for foreign tourists who come to enjoy the natural beauty, culture and diversity offered by this island. With the increasing number of foreign tourists visiting, it is important to ensure that their experience during the arrival and departure process at the airport is smooth and satisfying. In this context, the role of the Airport Representative becomes very crucial. They are responsible for providing quality services, assisting tourists with various needs, as well as ensuring that all immigration and customs procedures can be passed easily. Airport Representatives not only function as a liaison between tourists and the airport, but also as a representative of the travel company they represent, in this case Panorama Destination Bali.

However, even though their role is very important, there are still challenges faced by Airport Representatives, such as high volumes of tourist arrivals, communication problems, and emergency situations that may occur. Therefore, this research aims to analyze in depth the role and competence of the Airport Representative in handling the arrival and departure of foreign tourists at I Gusti Ngurah Rai Airport, as well as its impact on the tourist experience[7]. By understanding the role and challenges faced by Airport Representatives, it is hoped that they can contribute to the development of tourism services in Bali and increase tourist satisfaction, which in turn will have a positive impact on the tourism industry as a whole. It is hoped that this research can become a reference for academics, practitioners and stakeholders in the tourism industry to improve the quality of services and tourist experiences at airports[2].

Tourist satisfaction is an important aspect that is influenced by various factors, including tourism geography[8]. Tourism geography examines the relationships between location, environmental characteristics, and tourist activities, all of which contribute to the tourist experience. The strategic location of tourist attractions, natural beauty and accessibility are key elements in attracting tourist interest. In addition, local climate and cultural conditions also play a significant role in determining the level of satisfaction. By understanding the geographic elements that influence tourism, destination managers can design more effective strategies to improve tourist experiences[9].

On the other hand, airport representatives have an important role in creating tourist satisfaction, especially in the context of transferability skills. Transferable skills, such as effective communication, problem-solving abilities, and adaptability, are necessary to deal with a variety of situations that may arise at the airport. Airport representatives must be able to interact with tourists from various backgrounds, provide clear information, and handle complaints quickly and efficiently. With these skills, they can not only improve the passenger experience, but also contribute to the positive image of the airport and the tourism industry as a whole.

Based on the statement above, it is necessary to carry out a study to analyze the relationship between tourism geography and airport representatives who have transferability skills on tourist satisfaction.

In the context of tourism geography, there are several indicators that can be used to identify the attractiveness and potential of a tourist destination. These indicators cover various aspects related to location, accessibility and characteristics of tourist attractions. The following are some of the

main indicators: (1) Offering Space: This relates to the elements offered at a tourist location, such as attractions, accommodation and other facilities; (2) Demand Space: Concerns tourists' responses and desires to existing offers, including their preferences and behavior; (3) Geography of Tourist Attractions: Includes the physical conditions of tourist attractions, such as geology, topography, climate and land stability, all of which influence tourist attraction; (4) Tourist Movement and Flow: Analyze the movement of tourists from their origins to tourist destinations, as well as the visiting patterns that occur; (5) Tourism Impact: Assessing the impact caused by tourism development, both in physical, economic and socio-cultural terms; and (6) Tourism Spatial Models: Focuses on developing models that can be used to plan and manage tourism effectively. These indicators help in understanding how geography influences tourism and how proper management can increase the attractiveness and sustainability of tourist destinations.

Tourism is a travel activity carried out by individuals or groups to a place for recreation, business or other purposes. In the context of Bali, tourism has a very important role, not only as a main source of income, but also as a driver of the local economy. Bali is known as one of the most popular tourist destinations in the world, offering natural beauty, rich culture and a variety of tourist activities that are attractive to domestic and foreign tourists.[10]

The importance of tourism to Bali's economy can be seen from its contribution to Gross Regional Domestic Product (GRDP) and job creation. The tourism sector absorbs a lot of workers, from the hotel, restaurant, transportation, to creative industries sectors. With the increasing number of tourists visiting, demand for local services and products also increases, which in turn drives economic growth in local communities. Apart from that, tourism also plays a role in preserving culture and the environment. Through tourism activities, local communities are encouraged to preserve their traditions and culture, as well as maintain the natural beauty which is a tourist attraction. Therefore, tourism not only provides economic benefits, but also contributes to social and environmental sustainability in Bali.

An Airport Representative is an individual who has important responsibilities in the tourism industry, especially in managing the arrival and departure of tourists at the airport[11]They serve as a link between tourists and tourism service providers, such as travel agents, hotels, and transportation. Their main duties include welcoming tourists upon arrival, providing necessary information, and assisting with the check-in and check-out process. The function of an Airport Representative is not only limited to administrative aspects, but also includes customer service[12]They must be able to provide a positive experience for tourists, starting from providing information about the destination, helping to resolve problems that may arise, to providing recommendations about activities that can be done while in Bali. Thus, their role is very crucial in creating a good first impression for tourists(Bagus, SN, Wira, S., Bagus, I., Pujaastawa, G., Ayu, G., & Suryawardani, 2019)

Apart from that, Airport Representatives also play a role in collecting feedback from tourists regarding the services they receive. This information is invaluable for tourism companies to improve service quality and adapt their offerings to tourists' needs and expectations. Thus, Airport Representatives not only function as servants, but also as agents of change who can help improve the tourism industry in Bali[14]

Indicators for Airport Representatives cover several important aspects related to service and guest experience at the airport. Here are some key indicators: (1) Quality of Service: This includes the Airport Representative's ability to provide a warm welcome, assist with the baggage claim process, and direct guests to appropriate transportation. Good service quality can increase guest satisfaction; (2) Communication and Coordination: Airport Representatives must be able to communicate and coordinate with airport staff, airlines, and transportation companies to meet guest needs efficiently; (3) Guest Experience: This indicator includes how guests experience the services provided, including ease of check-in and pick-up processes, as well as comfort when arriving at the airport; (4) Meet and Greet Process: This is an important indicator that shows how effective the Airport Representative is in welcoming guests at the arrival gate and assisting them through the immigration and customs process; (5) Speed of Service: The time required to complete the guest arrival and departure process, including baggage handling and access to transportation, is also an important performance indicator.

These indicators help in assessing the effectiveness of Airport Representatives in providing satisfactory service to guests arriving or departing from the airport. Airport representatives who have transferable skills are individuals who can apply the skills they have learned in one context to another context, especially in the airport and customer service environment. The following are some of the skills that fall into this category: (1) Communication Skills: The ability to communicate effectively with various parties, including passengers, airline staff, and airport officials; (2) Customer Service: Experience in providing exceptional customer service, including the ability to handle complaints and ensure guest satisfaction; (3) Problem Solving Ability: Able to identify problems and find solutions quickly and efficiently; (4) Organization and Time Management: Skills in managing tasks and time well, so that you can handle several responsibilities at once; (5) Teamwork: Able to collaborate with colleagues and other departments to ensure smooth operations at the airport; (6) Adaptability: The ability to adapt quickly to changing situations and environments. These skills are not only relevant for airport representative positions, but can also be applied in a variety of other fields, making them invaluable in the wider world of work.

Meanwhile, indicators of tourist satisfaction at the airport include several aspects that are important for evaluating the experience and services provided to passengers. The following are several main indicators that can be used: (1) Service Quality: This includes the attitude and professionalism of service personnel, including speed and efficiency in providing assistance to tourists; (2) Comfort of Facilities: This indicator includes cleanliness, availability of seating, accessibility, and other public facilities such as toilets and adequate rest areas; (3) Information Provided: The level of clarity and availability of information regarding flights, security procedures and other services; (4) Waiting Time: The length of time travelers spend to complete the check-in, security screening and baggage claim processes; (5) Transportation Accessibility: Ease of access to public transportation or shuttle services to and from the airport, as well as the availability of information regarding transportation options; (6) Security and Safety: Tourists' perceptions about the level of security at the airport, including the security procedures implemented and the feeling of security while in the airport area; and (7) Overall Experience: Travelers' assessment of their overall experience at the airport, which includes all of the above aspects and how they contribute to their satisfaction. These indicators help airport managers

understand and improve the services provided to tourists, thereby creating a better experience and increasing overall satisfaction.

Previous research relevant to this topic provides valuable insight into the role and function of Airport Representatives in the tourism industry. Several previous studies have examined how Airport Representatives can influence tourist satisfaction and its impact on their decision to return to visit. These studies show that good service from an Airport Representative can improve the overall tourist experience, which ultimately has a positive impact on the image of the destination.

Apart from that, other research also highlights the importance of training and skills development for Airport Representatives. Communication skills, knowledge of the destination, and the ability to handle emergency situations are some aspects that need to be considered. This research shows that well-trained Airport Representatives can provide better service, which contributes to tourist satisfaction and loyalty.

By referring to previous research, the author can identify gaps in the existing literature and formulate more specific research questions. This is important to develop a deeper understanding of the role of the Airport Representative in Bali, as well as to provide recommendations that can improve the quality of service in the tourism industry. It is hoped that this research can become a reference for further studies related to tourism services (Sandaruwani, JARC, & Gnanapala, 2016)

2. Methods and Methodology:

There are no word limits for the methods section, ensuring adequate experimental and characterization data for reproducibility. Figures should be of high resolution and clear, with captions and citations in Times New Roman, Size 11.

The research method used in this study is a mix method [16]. This method was chosen because it aims to describe, understand, and then analyze social phenomena related to tourism geography and assume the role of Airport Representatives who have transferability skills in handling the arrival and departure of foreign tourists at I Gusti Ngurah Rai Airport, Bali, so that tourists feel satisfied. The following is a more detailed explanation of the research methods used. The approach used allows researchers to explore and understand the meaning that individuals give to their experiences. In the context of this research, this approach is used to obtain a form of tourism from the perspective of geographical location that is able to provide valuable experiences for tourists, in-depth insight into how Airport Representatives interact with tourists and how they influence tourists' experiences at the airport. This research focuses not only on data collection, but also on data analysis and interpretation to provide a clear picture of the situation under study (Ardial, Hasan, SH, Damayanti, R., & Hutari, 2014)

The location of this research was carried out in two main places, but it does not rule out the possibility that the methods used in this research could be used in other research in different places. I Gusti Ngurah Rai Airport, as the main gateway for foreign tourists coming to Bali, this airport is an important location for analyzing the role of Airport Representatives in providing

services to tourists. The second location is several travel offices such as the Panorama Destination Bali Office which is the operational center for Airport Representatives on duty at the airport.

The data collection procedures in this research include several techniques, including: (1) Interview: Conducting interviews with Travel Destination Bali staff and foreign tourists to obtain direct information regarding their experiences and views on the role of Airport Representative; (2) Observation: Conduct direct observations at the research location to understand the interaction between Airport Representatives and tourists, as well as to observe the arrival and departure process; and (3) Documentation Study: Collecting and analyzing related documents, such as operational procedures, service reports, and policies implemented by Panorama Destination Bali, to support data obtained from interviews and observations.

The data analysis techniques used include: (1) Data Reduction, after the data has been collected, the next step is data reduction, which includes: (a) Data Organization: Data obtained from interviews, observations and questionnaires are organized to facilitate analysis. This includes coding the data to identify emerging themes or categories; (b) Data Filtering: The researcher filters out irrelevant or redundant information so that only data directly related to the research question is retained; and (c) Data Grouping: Data that has been coded is grouped based on the same themes or categories. This helps researchers focus on important elements that will be analyzed further[18].

Then (2) Data Presentation, carried out to facilitate understanding and interpretation. The steps in presenting data include: (a) Descriptive Narrative: Data is presented in the form of a clear and structured narrative. The researcher explains each theme that has been identified, provides context, and includes concrete examples from interviews or observations; (b) Data Visualization: If necessary, researchers can use tables or graphs to present data visually, making it easier for readers to understand comparisons or relationships between different themes; and (3) Direct Quotes: Researchers include direct quotes from respondents to provide strong evidence and support the narrative. It also gives participants a voice and adds depth to the analysis.

Next (3) Drawing conclusions. Drawing conclusions is the final stage in data analysis, where the researcher interprets the data that has been presented. The steps in drawing conclusions include: (a) Data Interpretation: Researchers analyze the data that has been presented to understand the meaning behind the information. This includes considering how the data supports or contradicts the hypothesis or research question; (b) Identify Patterns and Relationships: Researchers look for patterns or relationships between different themes. For example, if many respondents stated that good communication increases satisfaction, researchers would note this relationship as an important finding; (c) Relevance to Research Objectives: The conclusions drawn must be relevant to the research objectives. Researchers should explain how these findings provide new insights into the role of Airport Representatives in improving traveler experiences; and (d) Recommendations: Based on the conclusions drawn, researchers can provide recommendations for future practice or for further research.

Lastly, conducting qualitative data analysis, and data triangulation can also be carried out to increase the validity of the results. This involves using multiple data sources (interviews,

observations, and questionnaires) to confirm findings and ensure that research results are consistent. The data obtained was analyzed by looking for relationships between variables with path analysis.

In the context of this research, the following are the research variables with the paths that will later be studied, as in Figure 1

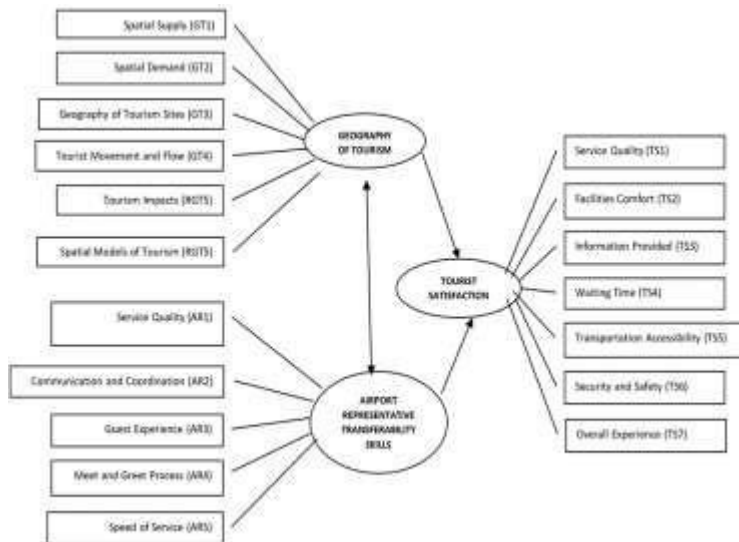


Figure 1(a) path analysis

3. Results:

Based on 300 respondents classified: (1) The age of the respondent can be an influencing factor in filling out the questionnaire because age will influence the way of viewing, thinking, and evaluating the questionnaire material; (2) It is important to know the respondent's latest education because education can influence attitudes, views, and understanding of the questionnaire material; (3) The respondent's position is also very important to know because position can influence attitudes, views, thoughts and understanding of the questionnaire material; (4) Characteristics of Tourist Respondents: Information was gathered from respondents with characteristics such as gender, age, highest level of education, profession, country of origin, and frequency of visits to Bali in the previous five years through the distribution and completion of a questionnaire by 220 tourists.

The following is an explanation of the data that respondents filled in or wrote in the questionnaire: (1) The age of the respondent can be an influential factor in filling out the questionnaire because age will influence the way of viewing, thinking and evaluating the questionnaire material; (2) The respondent's latest education is quite important to know because

education can influence a person's attitudes, views and understanding of the questionnaire material; (3) It is important to know the respondent's profession because profession can influence attitudes, views and understanding of the questionnaire material; (4) The respondent's country of origin is very important to know because country of origin can also influence attitudes, views and understanding of the questionnaire material due to different cultural differences. Based on country of origin, characteristics can be seen in Table 1 below

Table 1. Characteristics of Respondents by Country[19]

Nationality	2019	2020	2021	2022	2023
I. ASEAN	613 509	100 967	-	337 769	699 924
1. Malaysia / Malaysia	185 256	31 587	-	91 064	207 573
2. Philipina / Philippines	106 875	16 642	-	30 427	85 866
3. Singapura / Singapore	163 327	29 463	-	129 089	236 203
4. Thailand / Thailand	61 089	7 208	-	19 023	41 438
5. Asean lainnya / Other Asean	96 962	22 067	-	68 164	128 844
II. ASIA (Tanpa Asean / Non Asean)	2 321 161	334 247	-	353 456	1 270 111
1. Arab Saudi / Saudi Arabia	15 147	5 234	0	4 460	11 024
2. India / India	374 043	88 189	-	182 091	440 415
3. Jepang / Japan	257 959	48 800	-	19 366	116 232
4. Korea Selatan / South Korea	213 356	42 856	-	63 353	226 789
5. Taiwan / Taiwan	107 199	18 435	-	7 460	83 942
6. RRC / China	1 186 057	118 617	-	33 065	280 111
7. Asia lainnya / Other Asia	177 945	37 340	-	48 095	122 622
III. AMERIKA	415 435	79 010	-	156 313	379 472
1. Amerika Serikat / USA	276 855	47 996	-	108 131	148 983
2. Kanada / Canada	73 690	16 706	-	24 330	59 425
3. Amerika Lainnya / Other America	64 886	14 306	-	23 852	71 064
IV. EROPA	1 480 907	300 264	-	645 617	1 440 736
1. Perancis / France	206 941	29 786	-	95 510	208 253
2. Jerman / Germany	196 774	29 557	-	94 516	195 727
3. Belanda / Holland	116 330	22 474	-	55 730	121 386
4. Inggris / United Kingdom	287 201	47 680	-	126 892	256 359
5. Rusia / Russia	143 211	57 817	-	57 860	144 104
6. Eropa Lainnya / Other Europe	530 450	112 950	-	215 109	514 907
V. OSEANIA	1 375 399	244 227	-	645 125	1 430 752
1. Australia / Australia	1 241 128	226 948	-	605 955	1 324 410
2. Selandia Baru / New Zealand	132 566	16 961	-	38 829	105 098
3. Oseania Lainnya / Other Oceania	1 705	321	-	341	1 244
VI. AFRIKA	68 799	10 758	-	17 467	52 263
1. Afrika Selatan / South Africa	39 772	5 803	-	9 656	26 958
2. Afrika Lainnya / Other Africa	29 027	4 955	-	7 811	25 305
VII. CREW	-	-	-	-	-
Jumlah / Total :	6 275 210	1 069 473	51	2 155 747	5 273 258
Pertumbuhan / Growth Rate (%)	3.37	-32.96	-	-	144.61

(a) Frequency of Visits to Bali in the Last 5 Years

The frequency of visits by respondents is also important to know because the frequency of visits can influence a person's perspective, attitude, and understanding of the material due to the

visiting experience. Based on the frequency of visits, the characteristics can be seen in Table 2 below.

Table 2. Characteristics of Respondents Frequency of Visits

No	Frequency of Visits	Amount	Percentage
1.	< 5 Times	6	75%
2.	5 – 10 Times	2	25%
3.	> 10 Times	0	0%
Total		8	100%

Source: Processed data (2024)

Airport Representative Competence in Handling the Arrival and Departure of Foreign Tourists:

- Agile and Swift
- Good knowledge of airports, in this case study the location of the airport is I Gusti Ngurah Rai Airport.
- Have good communication
- Has a Hospitality spirit
- Able to speak good English
- Understand tourists' desires
- Can handle problems
- Neat appearance



Figure 2 Airport Representative who Matches Tourists with Guides

4. Discussion:

Qualitative discussion, based on interview observations based on questionnaires, as follows:

a. Airport Representative role transferability skills

Providing Information to Tourists

One of the main roles of an Airport Representative who has transferability skills is the skill of providing accurate and relevant information to tourists. They are responsible for welcoming tourists upon arrival at the airport and providing guidance on various aspects of travel, such as transportation, accommodation and activities to do in Bali. This information is very important to help tourists feel more comfortable and focused, especially for those who are visiting Bali for the first time. By providing clear and timely information, Airport Representatives can help reduce confusion and increase travelers' confidence in exploring destinations.

Assisting with Immigration and Customs Processes

Airport Representatives who have expert negotiation skills also play an important role in helping tourists through the immigration and customs process. They can guide required documents, procedures to follow, and answer questions that may arise during the process. With assistance from an Airport Representative, tourists can feel calmer and not be burdened by sometimes complicated procedures. This also helps speed up the arrival process, so tourists can immediately enjoy their holiday without having to wait long at the airport.

Handling Complaints and Problems Faced by Tourists

Apart from providing information and administrative assistance, Airport Representatives who have teamwork skills are also responsible for handling complaints and problems faced by tourists. They must have good communication skills and the ability to resolve problems quickly and effectively. For example, if a traveler experiences problems with lost luggage or transportation delays, the Airport Representative must be able to provide a satisfactory solution. By handling complaints professionally, they can increase traveler satisfaction and create positive experiences that travelers will remember.

b. Challenges Faced

High Volume of Tourists

One of the main challenges facing Airport Representatives is the high volume of tourists, especially during peak seasons. With so many travelers coming and going, Airport Representatives often have to work in very busy and sometimes stressful situations. This may affect their ability to provide optimal service. In situations like these, it is important for Airport Representatives to remain calm and organized, and able to manage time and resources well so that all travelers receive the attention they need.

Communication and Language Problems

Communication and language issues also pose significant challenges for Airport Representatives. Considering that Bali is an international destination, they often encounter tourists from various countries who may not speak Indonesian or English well. This can cause misunderstandings and frustration, both for travelers and Airport Representatives. Therefore,

foreign language proficiency and good communication skills are essential to ensure that information can be conveyed clearly and effectively.

Handling Emergency Situations

Airport Representatives must also be prepared to deal with emergency situations, such as flight delays, health problems, or other emergencies. In situations like this, they must be able to act quickly and make the right decisions to protect the safety and comfort of tourists. Handling emergency situations requires crisis management skills and the ability to coordinate with authorities, such as airport security or medical services. Preparedness and the ability to handle emergency situations well can greatly influence tourists' perceptions of the services they receive.[20]

Impact on Tourist Experience

The role of the Airport Representative has a significant impact on the traveler experience and satisfaction. By providing the right information, assisting with the immigration process, and handling complaints, they can create a positive experience for travelers. When tourists feel cared for and helped, they tend to have a better view of the destination and the service they receive. This can increase the possibility of tourists returning to visit and recommend Bali to others.

In addition, the positive experience provided by an Airport Representative can contribute to the overall image of the tourism industry in Bali. Tourists who are satisfied with the service they receive will be more likely to share their positive experiences via social media or online reviews, which can attract more tourists to Bali. Conversely, negative experiences can damage a destination's reputation and reduce tourists' interest in visiting. Thus, it is important for airport management and travel agents to provide adequate training to Airport Representatives, so that they can carry out their roles well. Investments in developing Airport Representative skills and knowledge will have a direct impact on the quality of service provided, which will ultimately improve overall traveler satisfaction and experience.

Quantitative research discussion with the help of the SmartPLS application, looking for relationships between research variables using path analysis, as follows:

External modeling path analysis, it is a part of the structural equation model applied in the analysis technique known as Partial Least Squares Path Modeling. The purpose of this model is to quantify construct validity, or the degree to which observed measurement indicators adequately capture hidden variables. Through the use of observation variables that are directly measurable, the outer model assesses the accuracy of measurement of variables that are not observable[21]. This function's importance in SEM analysis is paramount since it facilitates the comprehension and confirmation of latent variable constructs, a critical component of research [22]. Three key components are included in the analysis of the outer model as shown in Figure 3 with smartPLS: discriminant validity, concept validity and reliability, and outer loading.

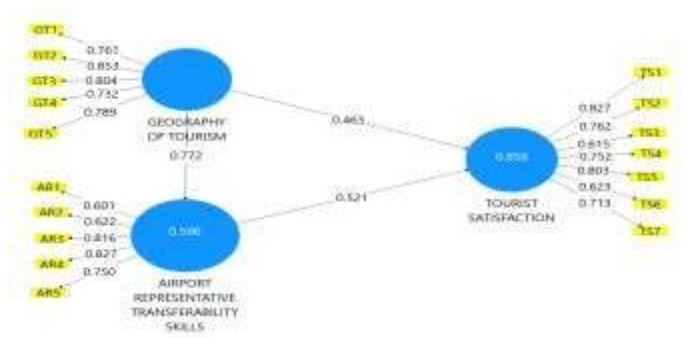


Figure 3 Outer model testing

Table 3 R-square

CONSTRUCT	R Square	R Square Adjusted
Airport Representative With Transferability Skills	0.596	0.595
Tourist Satisfaction	0.858	0.857

R square is a metric in Table 3 that indicates how much a study model's independent variables can account for variations in the dependent variable (Hair et al., 2017). R square values vary from 0 to 1, with a value of 1 denoting flawless prediction ability of the independent variable over the dependent variable. The airport representative variable has a 59.6% (or 0.596) influence on the tourist satisfaction variable, as seen by the R square table above. However, the Geography of Tourism variable factor influences the remaining portion by up to 40.4%.

The level to which structural or exogenous variables affect the dependent or endogenous variables in the research model is measured using the F Square (f^2) measure in the context of Partial Least Squares Structural Equation Modeling (PLS-SEM) study. F Square (f^2) value explanation based onGarson (2016)are as follows :

- $f^2 < 0.02$: Very little or no discernible impact.
- $0.02 < f^2 \leq 0.15$: Negligible impact.
- $0.15 < f^2 \leq 0.35$: Effect in the middle.
- $f^2 > 0.35$: Significant impact.

Table 4 f-square

CONSTRUCT	TOURIST SATISFACTION
Airport Representative With Transferability Skills	0.772
Geography Of Tourism	0.609
Tourist Satisfaction	

Table 4 above shows that the Geography of tourism variable has an f square value for the Tourist satisfaction variable of 0.609, which is a very large or very significant effect. Furthermore, the Airport representative variable with transferability skills has an f square value of 0.772, which is a very large or very significant effect.

The degree to which the indicators actually reflect the construct that was intended for the investigation is measured by construct validity. This indicates the degree to which the notion or nature of the latent variable that needs to be assessed is accurately reflected in the measurement. In order for the final model to correctly represent the latent variable in line with the applied theory, construct validity is crucial[21]. On the other hand, consistency in measurement outcomes using the same indicator to assess the same concept is referred to as reliability. Repeated measurements on the same population will typically yield consistent findings if an indicator has a high degree of reliability[24]

Table 5 Construct Reliability and Validity

CONSTRUCT	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Airport Representative With Transferability Skills	0.779	0.806	0.848	0.532
Geography of Tourism	0.849	0.858	0.892	0.622
Tourist Satisfaction	0.854	0.869	0.889	0.536

On the other hand, consistency in measurement outcomes using the same indicator to assess the same concept is referred to as reliability. Repeated measurements on the same population will typically yield consistent findings if an indicator has a high degree of reliability[22]. Every variable given in the above table has a value greater than 0.7. As a result, every variable included in this study exhibits a constant degree of consistency across all measurements. As a result, no indicator needs to be left out of the research process; all indicators can be incorporated in it.

Every variable utilized in this study satisfies the requirements, as seen by the Composite Reliability values in Table 5, which show that all variables have values over 0.700. As a result, no indicator needs to be left out of the research process; all indicators can be incorporated. In the meanwhile, every variable in the table above has an Average Variance Extracted (AVE) value greater than 0.5. As a result, every variable included in this study has the capacity to reflect the hidden variable it is intended to represent. As a result, no indicator needs to be left out of the research process; all indicators can be incorporated.

In partial path analysis, outer loading is the coefficient that quantifies how well the associated latent variables (constructs) are represented by measurement indicators (observed variables). This demonstrates how strongly the indicator and the latent variable under study are related. The regression coefficient between the indicator and the latent variable is what determines outer loading, and its value falls between 0 and 1. An increased value signifies that the indicator has a bigger role in determining the latent variable. If the outer loading value is more than 0.5, it is regarded as good. Next, indications in the research model framework need to be eliminated if their outer loading value is less than 0.5[24]

The Variance Inflation Factor (VIF), also referred to as Collinearity Statistics in Table 6, is a technique that determines the degree of multicollinearity across variables in a measurement or structural model created by SMARTPLS. When there is a significant correlation between two or more variables in a model, this is known as multicollinearity. This circumstance may make it

more difficult to comprehend the data, lower the validity of the regression coefficients, and create model instability.

The range of the VIF value is 1 to 10. A low VIF score, ranging from 1 to 5, suggests that the variable has little effect on multicollinearity and can be included in the model. In research, a VIF value of three or fewer is regarded as the recommended norm (Hair et al., 2018). Nonetheless, if the VIF value is greater than 5 or even 10, it suggests that multicollinearity is affecting the variable and that it has to be addressed..

Table 6 Variance Inflation Factor (VIF)

INDICATOR	VIF
AR1	1,284
AR2	1,863
AR3	2,210
AR4	1,937
AR5	1,974
GT1	1,740
GT2	2,207
GT3	1,998
GT4	2,253
GT5	2,489
TS1	2,436
TS2	2,038
TS3	1,450
TS4	1,784
TS5	2,052
TS6	1,504
TS7	1,596

Based on the data listed in the table above, all constructs have a VIF value of less than 5. Therefore, it can be concluded that there is no multicollinearity problem for all variables in the construct.

Table 7 Outer Loading

Indicator	Airport Representative With	Geography of	Tourist Satisfaction	Information
AR1	0.601			valid
AR2	0.622			Valid
AR3	0.816			valid
AR4	0.827			Valid
AR5	0.750			valid
GT1		0.761		Valid
GT2		0.853		Valid
GT3		0.804		Valid
GT4		0.732		Valid
GT5		0.789		Valid
TS1			0.827	Valid
TS2			0.762	Valid
TS3			0.615	Valid
TS4			0.752	Valid
TS5			0.803	Valid

TS6			0.623	Valid
TS7			0.713	Valid

Based on Table 7 below, it shows that the outer loading value for each indicator shows a value > 0.5 . Therefore, all indicators can be included in research and do not need to be excluded from the research process

Table 8 Hypothesis Test

CONSTRUCT RELATIONSHIP	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Airport Representative With Transferability Skills - $>$ Tourist Satisfaction	0.521	14,661	0,000	ACCEPTED
Geography of Tourism \rightarrow Airport Representative With Transferability Skills	0.772	35,927	0,000	ACCEPTED
Geography of Tourism \rightarrow Tourist Satisfaction	0.463	12,378	0,000	

Table 8 indicates that the hypothesis test's results can be interpreted as follows: First, with an original sample value of 0.772, a T statistic of 35,927 $>$ 1.96, and P values of 0.000 $<$ 0.05, the geography of tourism has a very substantial impact on visitor satisfaction. Second, the initial sample value of the association between transferability abilities and airport representatives and visitor happiness was 0.521, with a T statistic of 14.661 $>$ 1.96 and a P value of 0.000 $<$ 0.05. Thus, the table indicates that transferability abilities and airport representatives have a major impact on visitor happiness.

5. Conclusion:

Based on the quantitative data analysis carried out in research regarding the role of the Airport Representative, the conclusions that can be drawn are as follows: (1) Positive Influence on Tourist Satisfaction: The results of the analysis show that there is a significant relationship between the quality of service provided by the Airport Representative and the level of tourist satisfaction. Tourists who receive good service tend to report more positive experiences and have the potential to return to the destination; (2) Influencing Variables: Several variables identified as key factors in increasing tourist satisfaction include communication skills, knowledge of the destination, and the ability to handle emergency situations. Data shows that Airport Representatives who are well trained in these aspects can provide better service, which contributes to traveler satisfaction and loyalty; (3) Path Analysis: Through path analysis, it was found that effective and responsive communication from Airport Representatives functions as a strong mediator in the relationship between service and tourist satisfaction. This suggests that improvements in communication skills can directly improve travelers' experience at the airport; (4) Recommendations for Service Improvement: Based on these findings, it is recommended that airport management and travel companies provide more intensive training to Airport Representatives, especially in terms of communication and handling emergency situations. This is expected to improve service quality and, in turn, increase overall tourist satisfaction.

Overall, quantitative data analysis shows that the Airport Representative's role is very important in creating a positive experience for tourists, which has a direct impact on their satisfaction and decision to return.

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