The Analysis of Service Blueprint Application for Qantas Airways Passenger Handling in Departure Terminal Soekarno-Hatta International Airport, Banten

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Abstract:- In order to perform a service excellently, improving service and reduce the difficulties in handling problems in departure terminal, an airline needs new ideas by a service map portrayed to implement the importance aspect of transportation industry which is service. Service Blueprint is the way to portray the service process in departure terminal, in terms of maintaining, evaluating as well as improving services. The research objective is to know how is the implementation of service blueprint application for QANTAS Airways passenger handling in departure terminal. The research method used is descriptive with quantitative approaches. Primary data collection is by spreading the questionnaire to 100 respondents that ever fly with QANTAS from Jakarta to Sydney, which consist of totally 15 questions of the three components of service blueprint. The result shows that the highest rank of service blueprint component is by the points of contact (4,2), means that the human resources of the company who is the front-liner in performing and become the touchpoints with customer or passengers. Hence, according to the results obtained, conclusion and suggestion are written in order to find out the implementation of service blueprint in QANTAS Airways.

Keywords:- Service Blueprint, Process, Points of Contact, Physical Evidence.

I. INTRODUCTION

Indonesia's tourism sector also has numerous commercial airlines spread across the Indonesian archipelago, both foreign and domestic. According to Direktorat Jenderal Perhubungan Udara Republik Indonesia (Directorate General of Civil Aviation of the Republic of Indonesia), there are 27 international airports and 270 domestic airports, all serving international and domestic airlines in Indonesia. Soekarno-Hatta International Airport, which operates with three major terminals, is one of the international airports in Indonesia, and when this is completed, the process of adding terminal 3 Ultimate, which will begin its first service around the year 2016. QANTAS has grown to be the biggest domestic and international airline in Australia. Originally registered as Queensland and Northern Territory Aerial Services Limited (QANTAS), QANTAS is generally regarded as the biggest long distance carrier in the world and one of Australia's best brands.

Now QANTAS Airways continues to grow, even in Indonesia, by opening different flight routes worldwide. The activities of QANTAS Airways are assisted by friendly bilateral ties between Indonesia and Australia. Not only because of the geographical condition of the near neighborhood, but also because of so many alliances in many areas such as education, tourism, economics, even industry. Many Indonesian academics train at several universities in Australia in the educational field, promoting teamwork, though Australia is also busy contributing to improved education by the government of Indonesia. In the meantime, good ties have been formed in the conservation of both fields of tourism since long ago, when Australian tourists and travelers mainly visited Indonesia, especially Bali Island, around the 1970s. Many Indonesians fly to Australia as well either on business or vacation tours. Nevertheless, in its everyday operating operations, an airline still has issues with services that might occur. There are numerous service challenges with an airline's departure procedure, including as reliable as QANTAS Airways. During the pre-flight phase, passengers will also experience flight issues. An adequate response to the problems must be provided by airline personnel, especially during the pre-flight time at the departure terminal. And the direction of the check-in and boarding process is another basic argument that the workers sometimes overlook and lose the sight of employees. It is quick and travelers don't need to wait for a very long time and the tempo of check-in workers while doing check-in is how the check-in process goes. Check-in agents, boarding gate workers, terminals, services offered, and even airlines are never seen by travelers as distinct institutions.

Both parties are viewed by travelers as one. Unruly, disrespectful, and unhelpful workers can be a concern with any company in terms of customer care-and airlines are no

different, as demonstrated by concerns about inadequate airline personnel assistance and passenger treatment. This is also why the workforce has to be well managed and management is obviously important to ensure that each employee has a strong work ethic and complies with the company's vision relevant to the departure process of an airline. A long history of architecture and design of operational construction has driven QANTAS Airways, but concrete requirements are generally missing in the service. The author thus sees that the level of service delivery offered by QANTAS airlines, which actually happens because it is closely linked to the happiness of people (passengers), is very interesting to see and evaluate.

As the mode of service is intangible, QANTAS requires a breakdown of all service mechanisms that can be understood from a design in order to be able to find the plots and routes of the service delivery process and also to find those failure points. An overview of a business blueprint is important to satisfy the need for this service enhancement initiative in order to apply the service requirements provided to consumers to follow the perceptions and desires of customers. The Operation Blueprint Application for QANTAS Airways Passenger Handling in Departure Terminal takes place at Soekarno-Hatta International Airport, Banten also needs to be discovered.

II. LITERATURE RIVIEW

A. Ground Handling

The terms Ground and Handling applies to ground handling. Earth means ground or property, which is at the airport in this context. The term hand or to handle was the root of handling. Handling involves doing a particular job with total knowledge. Handling involves being handled or serviced. Basically, both terms has the same function and context, which relates to the operation of an aviation company relating to passenger handling or facilities, along with luggage, freight, mail, auxiliary aircraft moving equipment on the ground and the aircraft itself when in airports, both for departure and arrival [1]. It is understood on the basis of the aforementioned assertion or definition, that the extent and working limit of ground handling is in the pre- flight and post-flight operation phases i.e. passenger and aircraft handling at airports.

B. Services

Services are deeds, procedures and effects [2]. A service is a more or less intangible process or sequence of operations that usually, but not inherently, take place in customer-service employee experiences and/or physical resources or products and/or service provider programs that are offered as solutions to customer problems [3]. Service as any conduct or act dependent on interaction between two parties: the supplier and the client, and the nature of this mutual process in the intangible process [4].

C. Service Design

In order for a competent operation to take place successfully and efficiently, a service operating system and a proper delivery of service is required [5].

Service architecture is the design of a service's overall experience and the design of the mechanism and plan for delivering the service. Service Design is a process of the four D's – Discover, Define, Develop, & Deliver. It is about knowing the consumer, the company and the industry, creating strategies, turning them into viable strategies to help them be adopted. System design is active in the current service life cycle and continues to develop [6].

D. Service Blueprint

Service blueprint is a picture or map that accurately portrays the service system so that it can be understood and dealt with critically by the various individuals involved in delivering it regardless of their roles or their individual points of view. At the design stage of service development, blueprints are especially helpful.

A service blueprint shows the service physically by concurrently reflecting the service delivery process, the touch points of the customer, the positions of customers and staff, and the tangible elements of service or facts. It offers a way to break down a program into its functional components and to reflect the steps or activities in the process, the means by which tasks are done, and the proof of services as the impressions of consumers [7]. The portion of the blueprint's support processes includes the internal programs, measures and interactions that take place to help contact workers perform the service [8].

1. Physical Evidence implies any observable encounters between consumers during the service experience that influence their expectations of consumer quality. This are the props and positions that are found during the service path of the client. It is a common myth that only customer-facing physical proof is reserved for this lane, but all forms, goods, signs, or physical places used or used by the customer or internal personnel can and should be reflected here.
2. The acts which support the service itself are processes or support processes.
3. As the means by which value transfers exist, the points of contact or touch points relate to the results of a service. Points of touch are the individuals met during the creation of the service, such as workers and other clients. The physical room, props, partners, and procedures are also placed.

The Business Blueprint defines programs or services in conceptual components and describes the steps or activities in the service process, how to execute these tasks, and proof of service as encountered by clients [9]. System Blueprinting is a support mechanism for service preparation. It can be used for both the production of new creative services and the enhancement of existing services.

The methodology is also suitable for ensuring the efficiency of service systems. It may also be used for recruiting new hires or for showing a duty cycle summary to consumers [10].

Initially, business blueprinting was developed as a process management method for services that provided many benefits: it was more reliable than verbal definitions; it could preemptively help fix problems; and it was able to recognize weak points in a service activity. Much as companies have developed to become more oriented on consumers, so has service blueprinting. The explanation of service blueprinting as a method for mapping the consumer process against the corporate framework was one early adaptation. To discern between onstage and backstage operations, service blueprinting has been further developed. The cornerstone of the methodology and its most significant function, that of illuminating the role of the customer in the service process, still form these main components. In reality, it offers a summary so that staff and internal divisions can link what they do to the whole, interconnected service structure [11].
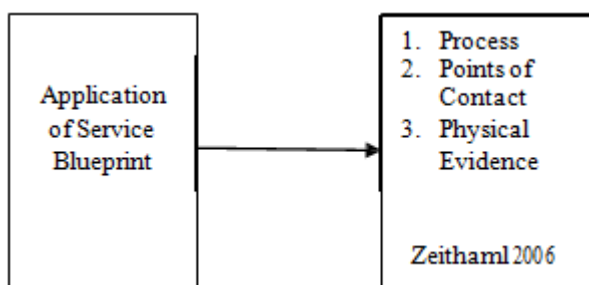

Fig. 1. Conceptual Framework

III.   RESEARCH METHOD

The author use the descriptive analysis tool combined with the quantitative methods in this research because the purpose of this research is to figure out the implementation of the QANTAS Airways passenger handling Facility Blueprint application at Soekarno Departure Terminal-Hatta International Airport, Banten. In this research, the unit of analysis is a particular unit that counts as a test subject. For another reason, the unit of analysis is defined as anything relevant to a studied focus/component. The researchers performed the review unit in order to better understand the validity and durability that can be preserved. In this research, the research unit will be the passengers flying with QANTAS Airways who have witnessed the QANTAS service as a result of the implementation of the Service Blueprint and the aim will be to examine how the service blueprint checked from the aspects of Process, Points of Touch and Physical Proof in supplying the company with a successful service is affirmed and certain.

IV.   RESULT AND DISCUSSION

Established in 1920 in the Queensland outback, QANTAS has grown to be the biggest domestic and international airline in Australia. Originally registered as Queensland and Northern Territory Aerial Services Limited (QANTAS), Qantas is generally recognized as the leading long-distance airline in the world and one of Australia's biggest brands. QANTAS has developed a reputation for security, operational efficiency, engineering, maintenance, and customer service excellence. The core business of the Qantas Group is the transport of passengers using Qantas and Jetstar, two complementary airline brands. QANTAS also has branches, including other carriers, and niche markets, such as Q Catering.

Regional, domestic and foreign flights are provided by the airline brands. The Group's large subsidiary company portfolio ranges from Qantas Freight Enterprises to Qantas Frequent Flyer. About 30,000 workers are working by QANTAS, with around 93 percent of them based in Australia. The Qantas tale is inextricably associated with Australia's growth of civil aviation. It starts with delicate biplanes bringing in open cockpits one or two passengers and advances to the latest Airbus A380s flying in a day to some 450 people halfway around the globe.

QANTAS Airways first opened its Jakarta port hub in 1985 and continuously operates at Soekarno-Hatta International Airport, Banten Terminal 2D Departure Stage, primarily servicing the Jakarta (CGK)-Sydney (SYD) flight route. In1991, from Jakarta (CGK) to Sydney (SYD), there were 2 flights a week. In 1999, four Sydney (SYD)-Jakarta (CGK)- Singapore (SIN) route flights were launched and vice versa. QANTAS opened a variety of scheduled flights from Jakarta to Melbourne, Perth and Brisbane prior to the 1998 monetary crisis. Today, QANTAS Airways in Soekarno– Hatta International Airport operates every Monday, Wednesday, Friday and Sunday in the afternoon not include the extra flights on certain seasons of the year according to the flight rooster from main-hub Sydney. Flights every Saturday have been added for certain seasons, such as the current month.

The findings of the measure are used by Microsoft Excel tools and the number of respondents involved in the survey is 100 to achieve the results of the operation blueprint application review in QANTAS Airways passenger handling at Soekarno Departure Terminal, Hatta International Airport, Banten. The outcome of the questionnaire is analyzed in this sub-chapter. The below is the explanation:

44 respondents were female (44 percent) and 56 respondents were male (56 percent), according to the report. This suggests that most of the respondents are male and QANTAS clients are male businessmen or adults able to travel on business trips or for other personal reasons. 44 respondents were Indonesian travelers (44%), 37 respondents were Australian (56%) and 19% came from other nations. The Jakarta port of QANTAS opens

its market niche for Indonesian and Australian passengers in particular, but also for many other passengers from other countries, using the QANTAS service from Jakarta to Sydney, whether for holidays, business or other personal visits. 51 respondents are aged 30 years or younger (51%) and 49 respondents are aged 30 years or older (49%). It indicates that most of the respondents who are QANTAS passengers are adults who study or work and have business trips in Australia. There is a small gap between the ages below 30 and above 30 years old. 42 Bachelor respondents (51 percent), 25 Diploma respondents (25 percent), 16 Senior High respondents (16 percent), 11 Post-graduate respondents (11 percent) and 6 Doctoral respondents. It is seen that the most recent schooling history of the respondent is Bachelor and most participants are adults with strong decent education. 21 respondents are professionals (21%), 21 respondents are students (21%), 19 respondents are private workers (19%), 15 respondents are businesses or businessmen (15%), 1 respondent is civil service (1%) and the highest number is 23 respondents from the group 'Others'. This may be distinguished by any sort of distinct occupation, such as government workers or house wife. It is seen that the majority of professionals, teachers, traders and others are active in the respondent occupation. This may be activated by adult passengers commuting on business trips or studying in Australia. 57 respondents have income ≤ 4000 AUD (57%), 13 respondents have income between 4000 – 4500 AUD (13%), 9 respondents have income between 4500 – 5000 AUD (9%), and 21 respondents have income ≥ 5000 AUD (21%), this conclude that the income of most respondents are around 4000 AUD or below. It is directly proportional to the data regarding the occupation of passengers with the highest percentage on entrepreneur and professionals. 48 respondents fly using QANTAS Airways once in a year (48%), 33 respondents fly using QANTAS Airways 2 – 5 times in a year (33%), 19 respondents fly using QANTAS Airways more than 5 times in a year (19%), this conclude that mostly the passengers using QANTAS Airways are flying once in a year and some are repeater passengers. This may be caused by QANTAS flights which are not daily routine so there are not many day options to fly to Australia.

In this segment, in the questionnaire the researcher asked about the operation blueprint components in the application of QANTAS Airways in delivering customer service: process, point of contact, and physical evidence. The aim of this service blueprint application research is to evaluate the implementation of the service blueprint based on the components encountered by the customers. The evaluation of the application of the service blueprint component is divided into 3 key sections, including Process, Point of Contact and Physical Evidence. The process portion is divided into 2 sections: the check-in process and the boarding process consist of a total of 5 statements. Point of Contact are divided into 2 sections: with a total of 6 statements, the check-in staff and boarding gate staff. And there are 4 statements in the Physical Evidence. The survey outcome will be evaluated and further clarified as follows:

1. Process

a) Check-in

According to the data about the quickness of Check-in Process, there are 27 respondents answered strongly agree (27%), 55 respondents answered agree (55%), 16 respondents answered less agree (16%) and 2 respondents answered disagree (2%). Most of respondents are agree that check-in process goes quick and well-organized because several standards are applied for the check-in duration and check-in staffs always equipped with good knowledge and well trained in performing check-in. According to the data about the smoothness of Check-in Process, there are 27 respondents answered strongly agree (27%), 55 respondents answered agree (55%), 16 respondents answered less agree (16%), 1 respondent answered disagree (1%) and 1 respondent answered strongly disagree (1%). It is shown that most of the respondents are agree that QANTAS Check-in process performed simple and smoothly, where the process is always orderly, well structured, and usually no obstacles during check-in process. According to the data about the accurateness of Check-in Process, there are 30 respondents answered strongly agree (30%), 56 respondents answered agree (56%), 13 respondents answered less agree (13%) and 1 respondent answered disagree (1%). It is shown that most of respondents are agree that check-in process performed accurately because the staffs are always maintaining a lot of detailed things such as adjusting the documents with passenger data, luggage for families, any special service and all must be performed well in just several minutes.

b) Boarding

According to the data about the quickness of Boarding Process, there are 24 respondents answered strongly agree (24%), 61 respondents answered agree (61%), 13 respondents answered less agree (13%) and 2 respondents answered disagree (2%). It is shown that most of respondents are agree that the boarding process goes quick and orderly because QANTAS always maintained on time performance and safety. According to the data above about the smoothness of Boarding Process, there are 24 respondents answered strongly agree (24%), 60 respondents answered agree (60%), 15 respondents answered less agree (15%) and 1 respondent answered disagree (1%). It is shown that most of respondents are agree that Qantas Boarding process goes smooth and well-organized because there are many procedures need to be performed well such as the preparation process, document check, gate entrance and all staffs always try to perform the process orderly and smoothly.

2. Point of Contact

a) Check-in Staffs

According to the data about the tangible element of check-in staffs, there are 32 respondents answered strongly agree (32%), 55 respondents answer agree (55%), and 13 respondents answered less agree (13%). It is shown that most of respondents are agree that check-in staffs

dressed properly, modestly and neatly, because there is a corporate standard applies to all staff in fulfilling the demands of customer satisfaction in using QANTAS Airways. According to the data about the empathy of check-in staffs, there are 27 respondents answered strongly agree (27%), 64 respondents answered agree (64%), and 9 respondents answered less agree (9%). Most of respondents are agree that Qantas Check-in staffs are friendly and understanding because QANTAS always maintain to show their reliability through the first-liner of the contact with the customer, and it is shown through the empathy or the friendliness of the staffs. According to the data about the responsiveness of check-in staffs, there are 26 respondents answered strongly agree (26%), 62 respondents answered agree (62%), 10 respondents answered less agree (10%) and 2 respondents answered disagree (2%).It is shown that most of respondents are agree that Qantas Check-in staffs are quite responsive in problem solving and provide solutions when performing the check-in procedure.

b) Boarding Gate Staffs

According to the data about the grooming of boarding gate staffs, there are 35 respondents answered strongly agree (35%), 56 respondents answered agree (56%), 8 respondents answered less agree (8%) and 1respondents answered disagree (1%). It is shown that most of respondents are agree that boarding gate staffs dressed properly, modestly and neatly, since QANTAS always ensure the neat and proper appearance to please the customer's point of view. According to the data about the empathy of boarding gate staffs, there are 31 respondents answered strongly agree (31%), 61 respondents answered agree (61%), and 8 respondents answered less agree (8%). It is shown that most of respondents are agree that QANTAS boarding gate staffs are friendly and understanding because during the boarding process. Still many passengers also get a good coordination from QANTAS boarding gate staffs as they need anything necessary and responded very well and passenger favor is always considered important. According to the data about the responsiveness of boarding gate staffs, there are 27 respondents answered strongly agree (27%), 58 respondents answered agree (58%), 13 respondents answered less agree (13%) and 2 respondents answered disagree (2%). It is shown that most of respondents are agree that QANTAS boarding gate staffs are responsive in problem solving and provide solutions as the passenger need while performing the boarding process before flight departure.

3. Physical Evidence

According to the data about the QANTAS signage, there are 27 respondents answered strongly agree (27%), 55 respondents answered agree (55%), 16 respondents answered less agree (16%) and 2respondents answered disagree (2%). It is shown that most of

respondents are agree that QANTAS signage such as the check-in counter signage, area, banners and pointers are clean and passengers can easily understand the signs. According to the data about the cleanliness of lounge facilities, there are 23 respondents answered strongly agree (23%), 59 respondents answered agree (59%), 13 respondents answered less agree (13%), 3 respondents answered disagree (3%) and 2 respondents answered strongly disagree. It is shown that most of respondents are agree that Qantas lounge facilities are clean, adequate and variant since the lounge can be accessed by the passengers of QANTAS. According to the data about the display of gate signage, there are 20 respondents answered strongly agree (20%), 61 respondents answered agree (61%), 18 respondents answered less agree (18%) and 1 respondent answered disagree (1%). It is shown that most of respondents are agree that QANTAS gate signage is attractive, clean and shows clear information, in this case the signage in boarding gate are well provided and passengers are able to find their pathway when queuing to enter aircraft. According to the data about the display of boarding pass, there are 27 respondents answered strongly agree (27%), 57 respondents answered agree (57%), and 16 respondents answered less agree (16%). It is shown that most of respondents are agree that QANTAS boarding pass are clean, easy to read and shows clear information.

Discussion about the Average Rating of Service Blueprint:

The vote counting results will be compared with the following assessment standards:

TABLE I. INDICATOR of AVERAGE VALUE AND THE TOTAL AVERAGE

Score	Indicator
0 – 1,0	Very Poor
1,1 – 2,0	Poor
2,1 – 3,0	Average
3,1 – 4,0	Good
4,1 – 5,0	Excellent

a. Rating 0 – 1,0 means respondents stated that the Service Blueprint Application is very poor or unsuccessful.
b. Rating 1,1 – 2,0 means respondents stated that the Service Blueprint Application is poor or less successful.
c. Rating 2,1 – 3,0 means respondents stated that the Service Blueprint Application is fairly good or average.
d. Rating 3,1 – 4,0 means respondents stated that the Service Blueprint Application is good or successful.
e. Rating 4,1 – 5,0 means respondents stated that the Service Blueprint Application is very good or very successful.

TABEL II.   RESULT of PRIMARY DATA PROCESSING

No	Indicator	SA (5)		A (4)		LA (3)		D (2)		SD (1)		Total	Average	Average per Sub-Variable	Total Average
		F	T	F	T	F	T	F	T	F	T				
Process : Check-in															
1	Quick	27	135	55	220	16	48	2	4	0	0	407	4.1	4.1	4.11
2	Simple	27	135	55	220	16	48	1	2	1	1	406	4.1		
3	Accurate	30	150	56	224	13	39	1	2	0	0	415	4.2		
Process : Boarding															
4	Quick	24	120	61	244	13	39	2	4	0	0	407	4.1	4.1	
5	Smooth	24	120	60	240	15	45	1	2	0	0	407	4.1		
Points of contact : Check-in Staffs															
6	Tangible	32	160	55	220	13	39	0	0	0	0	419	4.2	4.2	
7	Empathy	27	135	64	256	9	27	0	0	0	0	418	4.2		
8	Responsiveness	26	130	62	248	10	30	2	4	0	0	412	4.1		
Points of contact : Boarding Staffs															
9	Tangible	35	175	56	224	8	24	1	2	0	0	425	4.3	4.2	
10	Empathy	31	155	61	244	8	24	0	0	0	0	423	4.2		
11	Responsiveness	27	135	58	232	13	39	2	4	0	0	410	4.1		
Physical Evidence															
12	Sign board / Signage	27	135	55	220	16	48	2	4	0	0	407	4.1	4.0	
13	Lounge facilities	23	115	59	236	13	39	3	6	2	2	398	4.0		
14	Gate Signboard	20	100	61	244	18	54	1	2	0	0	400	4.0		
15	Boarding Pass, etc.	27	135	57	228	16	48	0	0	0	0	411	4.1		

Based on the results above, it can be seen that the respondents rating to the service blueprint components that have been implemented in the passenger handling of QANTAS Airways shows a good result (4,11). This result also indicates the Service Blueprint that can been applied and integrated by all staffs and line of employees, the service deliverance through the process of check-in and boarding, physical evidence that becomes the visible appearance of service, and all division that supports the great achievement of QANTAS Airways as a premium airline, are may be integrated and united so that all components are able to perform an excellent procedure of passenger handling in departure terminal.

A. Process: Check-in & Boarding

Based on the data above, the component of check-in Process shows a good rating (4,1) with lowest rating in component of quick and smooth (4,1) and highest rating is accurate (4,2). These results may arise due to the experience of customers when customers feeling the process of check-in. In QANTAS Airways, check-in process always performed quick, simple and accurate. All check-in staff can maximize their capability of performing check-in as effective and efficient as the company demand. Simple element shows that the check-in process is not complicated and well- structured, start from the queue process, check-in process itself, the customer experience when the staffs are processing check-in, everything is done with a simple way and orderly.

For Boarding, based on the data above, it shows a good rating or mark (4,1) with same rating for both quick and smooth element. These results may arise due to the

experience of customers when customers feeling the process of boarding. In QANTAS Airways, boarding process mostly performed quick and smooth. All boarding gate staffs can maximize their capability of effective and quick as the company demand. The boarding process is not complicated and done orderly, start from the queue process when the passengers are entering gate, waiting time at the gate, and also the customer experience when the boarding call is started and when the passengers entering the aircraft through the right queue line, which means everything is done smoothly and quickly.

B. Points of Contact:

Check-in & Boarding Gate Staffs The rating of every statement in the sub-variable of Points of Contact: Check-in Staffs generate several numbers shows that most of the respondents are agree about the tangible, empathy are good with lowest rating for responsiveness (4,1). Which means appearance and empathy of staffs are good but still need improvement in being responsive towards passenger needs. However, the service blueprint application of passenger handling in QANTAS Airways from points of contact: check-in staffs can show a good mark (4,2) and achievement that is able to fulfill the expectations of customer during experiencing the check-in process.

Meanwhile, the rating of every statement in for Boarding gate staffs shows that most of the respondents are agree about the tangible, empathy is good with lowest rating for responsiveness (4,1). Which means appearance and empathy of staffs are good but still need improvement in being responsive towards passenger

needs. However, the service blueprint application of passenger handling in QANTAS Airways from Points of Contact: boarding gate staffs can show a good mark (4,2) and achievement that is able to fulfill the expectations of customer when performing the boarding process of QANTAS Airways departure.

C. Physical Evidence.

This component shows that Service Blueprint application provides visible objects that can be experienced by the customers during their period of obtaining QANTAS Airways service.

The rating of statements in the sub-variable Physical Evidence shows that the results are mostly good (4,0) with lower rating in lounge facilities and gate signage (4,0). This means that the customers have experienced and seeing physical evidence of QANTAS Airways during their departure process as good but still need improvements in order to create an excellent customer journey in departure process.
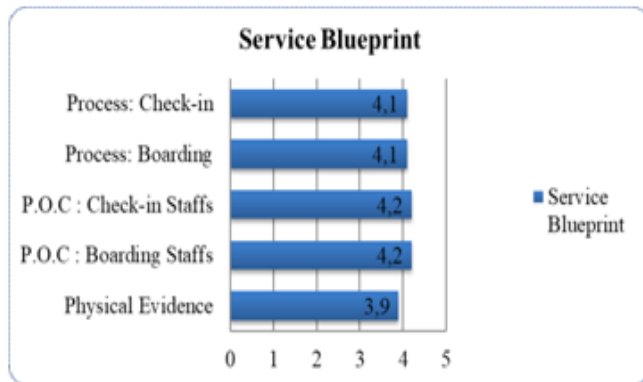

Fig. 2. The Average Value of Primary Data Processing

According to the data above, the highest rating is from the Points of Contact which means that the Service Blueprint Application can been integrated quite well based on the performance of the staffs of QANTAS Airways in departure handling. This has to be maintained but also need to improve the qualification in component of Process and Physical Evidence to reach the maximum service deliverance.

V. CONCLUSION AND RECOMMENDATION

1. CONCLUSION

After the author conducting the research, spreading questionnaires, processing data, describing and portraying how far is the implementation of service blueprint, also based on the respondents respond toward the components of service blueprint, the author comes up with the conclusions as follow:

1. The components of Process has total rating of all elements at 4,1. Check-in process indicates how smooth is the departure procedure, check-in process can be performed accurately, quickly and smoothly, the whole steps ahead will also smooth and easy.

Meanwhile boarding process is done as quick and as smooth as possible and it determines and helps departure to be precisely on-time and very important since it is the last process of passenger handling. With all process done quickly and smoothly, and create on-time performance, passengers are able to see the professionalism of QANTAS and how well-managed the operation procedure is, not to mentioned, the service of airline. Process has good rating and still can be improved.

2. According to the components of Points of contact, the highest rating is in the tangible element. Ground handling staffs are important for the company, not only as representative but also the key to perform an on-time departure. By the coordination and right handling of ground handling staffs, on time performance can be done precisely. This indicates staff's performance are good but still have potential to be improved if maintained well.

3. According to the components of Physical Evidence, with the total average from all elements at 4,1 indicates that the physical evidence is able to support the circle of service blueprint created and executed. In this case, the rating is based on the customer's experience when passenger sees physical evidence of QANTAS Airways. The rating still can be maintained and physical evidence is also need to be improved to provide convenience and ease the passengers in doing activities before departure.

4. The total average value obtained then the application of service blueprint in QANTAS Airways considered good tended to excellence (4,11) because the components provided by QANTAS are able to create a good customer experience for passengers who will be traveling.

2. RECOMMENDATION

As the author have outlining conclusions on this research, below are some suggestions for the benefit of service blueprint development:

1. Based on the results, it is expected that QANTAS should take actual efforts in socializing the Service Blueprint as the new method service improvements to all passengers which can be seen and reviewed from all the components, not only make a new innovation but also great way of branding based on the Service Blueprint application.

2. After implementing, evaluating the Service Blueprint and take actions is important, so there will be significant results in improving service such as: educating the human resources, taking personal relationship and building customer trust through the professionalism of QANTAS in performing check-in and boarding, creating a pleasant customer experience as the desired expectation in the process of service deliverance, until improving the facilities provided. All these elements are the core of how to make service blueprint components success in implementation and make QANTAS even the best airline through its service deliverance.

3. QANTAS Airways is expected to always keep commitments and renewals ideas without decreasing the professionalism and the existing tradition of company, as well as always pay attention to every element incorporated in the service blueprint, in creating service environments that can achieve high customer satisfaction. QANTAS port-hubs should be able to find and exploring new ideas in performing excellence departure handling.

4. QANTAS Airways is expected to always make a good cooperation and professionalism with all parties who is also involved towards giving the best service. Make evaluation and concrete efforts in terms of performing and implementing the service blueprint by discussing with airport, stakeholders, or co-companies in order to understand and work together towards the bright future and excellence according to vision and mission of QANTAS.

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