

# INTRODUCTION OF THE AIRLINE BUSINESS

## A. AIRLINE PRODUCT

Airline product has the following characteristics:

✈ **Intangible**

✈ **Highly perishable, which means:**

- Time dependent.
- The left product can't be sold and stored.
- Unsalable seats mean lost.

***Airline product is a transportation service from one place to another measured in ton/km or seat/km at a certain period.***

Dengan arti:

Jasa angkutan udara dari satu tempat ke tempat lain yang diukur dalam satuan ton/km dan/atau *seat/km*.

Produk tersebut terdiri dari tiga komponen, yaitu:

- a. Segala sesuatu yang berhubungan dengan pesawat udara (Related to Aircraft)
  - ♦ Fuel consumption
  - ♦ Payload (crew, technical supply, pax, etc)
  - ♦ Operating cost
  - ♦ Range
  - ♦ Cabin lay-out (aisle, galley, toilets, seating, etc)

## Basic Airline Management

- ♦ Cabin noise
  - ♦ Entertainment
  - ♦ On-time performance
  - ♦ Capacity
- b. Segala sesuatu yang berhubungan dengan jadwal  
(Related to schedule)
- ♦ Point to be served
  - ♦ Direct or intermediate stops
  - ♦ Timing
  - ♦ Frequencies
- c. Segala sesuatu yang berhubungan dengan layanan terhadap penumpang/pelanggan  
(Related to customer service)
- ♦ Service at the point of sales (sales office)
  - ♦ Service at the airport
  - ♦ Departure and arrival punctuality
  - ♦ In-flight service

## B. SERVICE CUSTOMER

### *WHAT IS A CUSTOMER?*

**A CUSTOMER** is not an outsider to our business, he is a definite part of it.

**A CUSTOMER** is not an interruption of our work, he is the purpose of it. We are not doing him a favor. He is doing us a favor.

**A CUSTOMER** is not a cold digit, he is a flesh-and blood human being, with feelings and emotion like our own.

**A CUSTOMER** is not someone to argue, or match with. He

deserves courteous, attentive treatment.

**A CUSTOMER** does not depend on us. We do depend on him.

**A CUSTOMER** brings us his wants. It is our job to handle him properly, and profitably both to him and to ourselves.

**A CUSTOMER** makes it possible to pay our salary.

**A CUSTOMER** is the creator of the best or worst IMAGE of our company.

**A CUSTOMER** is the most important person in our business.

**A CUSTOMER** is our best Public Relation Officer if he is SATISFIED.