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Factors Affecting the Quality of Aviation Security Services at Abeid Amani Karume International Airport

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Abstract:

The study investigated factors affecting the quality of aviation security services at Abeid Amani Karume International Airport. The specific objectives were: to determine the effect of good pay (GPY) on quality aviation security services (QASS), to establish the effect of employee promotion (EMP) on quality aviation security services, and to determine the effect of working conditions (WCs) on quality aviation security services. A descriptive research design was used under the quantitative approach. Data were collected using questionnaires which were analyzed by regression methods. The study concluded that good pay, employee promotion, and work conditions have positive significant effects on quality aviation security services. The regression coefficients of good pay, employee promotion, and work conditions were 0.994, 1.026, and 1.009, respectively. The study recommended that the management of Abeid Amani Karume International Airport should remunerate security officers well, have a clear employee promotion strategy and improve work conditions for the security officers.

Keywords: Motivation, aviation, security services

1. Introduction

Aviation security services are essential in ensuring that passengers who use aviation services are safe together with their properties. On the other hand, the management of airports should ensure that there is no transit of illegal and prohibited materials around the aviation environment, such as drugs, counterfeit goods, bombs, etc. The Abeid Amani Karume International Airport (AAKIA) has gained the prosperity of receiving passengers from different areas around the world, such as East African countries, Europe and Middle East hence marked as one of the international airports of the world. As one of the international airports, the AAKIA needs to guarantee security to the passengers and their property. However, a number of illegal activities have been recorded, such as acting as a gate for illegal drugs, human trafficking, counterfeit goods, and smuggling of spices from Zanzibar, etc. This has raised questions about the security at the Abeid Amani Karume International Airport. At the security checkpoint, there has been confusion, a long queue of people, and sometimes commotion leading to an inefficient screening of the people (Guardian, 2020). This causes trouble as most tourists and travelers are scared of their security. If this scenario is not controlled, travelers might shy off from using the Zanzibar airport, causing a sharp decline in travelers in the near future. This has a dire impact on the development of Zanzibar because tourism in Zanzibar is an essential revenue sector. Aviation security is the most important service offered to the air traveler that can make them decide whether to revisit the country or not. For instance, in recent years, travelers through Nigeria's International Airport were declined due to poor security facilities and security services (Onwuanyi & Oyetunyi, 2015). Motivation is known to improve the performance of workers. Therefore, the study attempted to explore the relationship between motivation and the quality of aviation security services at Abeid Amani Karume International Airport.

1.1. Statement of the Problem

Airport security is very important because it protects the airport and country from any threatening events, reassures the traveling public that they are safe, and protects the country and its people. Abeid Amani Karume International Airport in Zanzibar is a major transport installation bearing in mind that 80% of government revenue comes from tourism. This means that most of the tourist comes through the airport. Insecurity in a particular airport may cause a decline in the number of tourists and travelers and deprive the country of revenue. Most countries in the developed world focus on empowering security personnel to provide better security services in their airports. However, the quality of security service at Abeid Amani Karume International Airport in Zanzibar is questionable, especially at the security checkpoint. There is a display of laxity in screening people, and on several occasions, there have been commotions jeopardizing the security of travelers (Skytrax, 2021). There has been scanty information on what factors might be causing this low-quality airport security. Therefore, the study attempted to explore the relationship between motivation and aviation security at Abeid Amani Karume International Airport.

1.2. Specific Objectives

- To determine the effect of good pay on quality aviation security services
- To establish the effect of employee promotion on quality aviation security services
- To determine the effect of working conditions on quality an aviation security services

2. Literature Review

2.1. Theoretical Review

The SERVQUAL theory was used to make the foundation of this study. SERVQUAL theory is a very famous theory on customer satisfaction in relation to service quality. According to Parasuraman et al. (1988), there are five attributes that can define service quality in any organization. On the other hand, such attributes bring customer satisfaction, including Empathy, Responsiveness, Tangibility, Reliability, Responsiveness, and Assurance. The theory considers that customer satisfaction will always be made if any organization maintains the five attributes of service quality at the service encountered area. The theory was used to gauge the officer's empathy, responsiveness, the tangibility of the services they offered, the reliability of officers' services, their responsiveness to travelers' needs, and their perceived assurance on security matters. The researcher conceptualized that these attributes were influenced by the motivation of employees and therefore used this theory as a base to investigate how good pay (GDY), employee promotion (EP), and work conditions (WC) would affect these attributes.

2.2. Empirical Review

Several studies on motivation are already in the literature, revealing that one of the most significant factors that influence the performance of employees and personnel, in general, is the motivation given to them by the management. The studies include:

In a study by Maah (2009), it was revealed that there are many factors that motivate employees. However, the rate of motivation differs in accordance with the respective factors. It was found that pays, as one of the kinds of motivations, played the most significant impact in improving performance, both for the employees and the organization. Apart from pays, other factors such as job security, effective supervision of employees, and company policy also influenced the performance of employees. This study indicates that a significant relationship exists between employees' motivation and their performance of services. The area of focus was on performance rather than on the quality of security.

Manyenga's (2016) study on his study on the impact of motivation on employees' work performance revealed some different factors that motivate employees to perform the work responsibly. The study indicated that good-paying, the positive reception of the work done, job security, promotion, interesting work, company loyalty to employees, good working conditions, tactful discipline, and recognition kindly help with personal problems. The study investigated teaching staff in high-learning institutions, which is different from the security sector. The study by Njambi (2014) discovered different motivational factors that improve work performance, the intrinsic factors, such as recognition, work itself, responsibility, and advancement, that motivate employees, salary structure, the level to which employees feel appreciated, and the employee perception of their job. On the other hand, there are also some extrinsic factors such as work conditions, pay, fringe benefits, and work environment. The study did not connect these factors with the quality of security. Waqanimaravu & Arasanmi (2020), in their study on the relationship between employee training and service quality, after analyzing the research, found that employees become highly motivated when they are trained, believing that if they are trained, they can improve their job skills and get promoted at their job.

3. Methodology

The study was conducted at Zanzibar, focusing on Abeid Amani Karume International Airport. A descriptive cross-sectional research design was used in this study. Kothari (2004) defines research design as a plan that constitutes a blueprint for collecting, measuring, and analyzing the data. This design was used because descriptive cross-sectional studies involve the collection of data from many different individuals at a single point in time. The target populations for this study were the aviation security officers of the Abeid Amani Karume International Airport terminal 2. The total number of security staff in terminal 2 was 300. The reason for selecting them was because they are the ones that provided security services at terminal 2. So the researcher expected to get relevant information for the purpose of this study. The sample size is 100 security officers calculated using the Yamane (1967) formula. The sample was selected using a simple random sampling technique, as observed by Kombo and Tromp (2006), to give each officer a chance to participate in the study. The study was quantitative in nature, and questionnaires were used in data collection. The data obtained from the field were statistically analyzed using inferential statistical techniques (regression technique) with the aid of Statistical Package of Social Sciences (SPSS) software. The researcher observed ethics in research by observing the legal rights, privacy, and consent of respondents to participate in the study. Also, the researcher provided an adequate and clear explanation of the purpose of the study to the respondents, and their voluntary participation was sought. Moreover, the information which was obtained was kept confidential.

4. Findings

4.1. Response Rate

According to Fredrick and Wiseman (2003), a response rate ought to be presented to ensure validity and

avoidance of doubt. The researcher issued 100 self-administered questionnaires whereby 86 questionnaires were returned, which is equal to 86%.

Questionnaire	Received Questionnaire	Percentage Response Rate
100	86	86%

Table 1: Response Rate of Respondents

Source: Field Data 2022

4.2. Demographic Profile of the Respondents

Determining the characteristics of the particular respondents was very significant, as the respondents helped the researcher to understand the quality of the information obtained from the field. This part provides basic information about the respondent's characteristics which were gender, sex, education level, and age.

Variable	Category	Frequency	Percentage
Age	30-34	27	31.3
	35-39	35	40.7
	40 and above	24	28.0
Gender	Male	39	55.6
	Female	47	45.4
Working experience	1-6	16	18.6
	7-10	30	34.9
	11 and above	40	46.5

Table 2: Profile of the Respondents

Source: Survey Data, (2022)

Findings from table 2 below indicate that:

- 40.7% of the respondents, which was more than the total respondents, were between the ages of 35-49,
- 31.3% were between the age of 30-34, and
- 28% of the respondents were above 50 years of age

This indicates that the majority of the respondents were young people. Through gender, the findings showed that the majority of the respondents (55.6%) were male, and 45.4% were female. On the hand of working experience of the respondents, the majority of them (46.5%) had above 10 years of working experience, followed by 34.9% who had 7-10 years of experience, and 18.6% who had 1-6 years of working experience. This implies that most of the respondents in the study area had enough working experience in aviation security services.

4.3. Effects of Good Pay (GPY), Employee Promotion (EMP), and Work Conditions (WC) on Quality of Aviation Security Services (QASS)

To determine the Effects of good pay (GPY), employee promotion (EMP), and work conditions (WC) on quality of aviation security services (QASS), regression analysis was run with the three predictor variable. Table 3 shows the results.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	84.5676	72.46062		.117	.907	-13613616	1530496
GPY	0.994	.002	.886	514.420	.000	.990	.998
EMP	1.026	.020	.093	50.106	.000	.985	1.067
WCD	1.009	.012	.141	82.292	.000	.984	1.033

Table 3: Coefficients^a

a. Dependent Variable: QASS

Source Researcher (2022)

Results in table 3 show that the effect of each independent variable used in the study good pay (GPY) has a positive significant effect on quality aviation security services (QASS), having a value of 0.994 and is significant since its p-value is less than 0.000 (5% level of significance). These results reveal that taking all other independent variables at zero, a unit increase in the good pay (GPY) would lead to 0.994 increase of quality aviation security services (QASS). The results imply that good pay (GPY) encourages and promotes quality aviation security services (QASS) because the staff feel motivated and are more responsible in their duties and responsibilities. Furthermore, results revealed that fair remuneration and the provision of welfare benefits are significantly associated with job satisfaction, respectively. Specifically, the results suggest that employees are satisfied when they are fairly paid. This means that if employees feel that the money they get is commensurate with their effort, they are likely to be motivated and provide quality aviation security services. The findings are similar to the results found in the study by Gkritza et al. (2006), concluding that security

screening points are determined by good pay, among other factors. According to the author, good pay leads to motivation and hence job satisfaction.

According to the regression results shown in table 3, employee promotion (EMP) has positive effects on quality aviation security services (QASS) with a coefficient value of 1.026, and it is significant since its p-value is less than 0.000 (5% level of significance). That means one unit increase in employee promotion (EMP) will lead to increased quality aviation security services (QASS) by 1.026 units at a significant level of 5%. This result implies that employee promotion (EMP) positively correlates with quality aviation security services (QASS). This means that when employee promotion is given priority, there are improved quality security services in the aviation sector. This result is consistent with Penni (2019), who found that workers in the aviation industry must be promoted to be motivated to achieve job satisfaction.

Table 3 shows that working condition (WC) has positive significant effects with a regression coefficient value of 1.009 and a p-value of 0.000 at a 5% significance level. These findings revealed that there is a positive and significant relationship between working conditions (WCD) and quality aviation security services (QASS). These indicate that one unit increase in working conditions (WCD) leads to an increase in the quality and aviation security services (QASS) by 1.009 units. This result is supported by previous studies done by Zýka & Drahotský (2019), who confirmed that conducive working conditions increase the effectiveness of security screening in air transport.

5. Conclusion

The study concluded that good pay (GPY), employee promotion (EMP), and work conditions (WC) have positive significant effects on quality aviation security services (QASS). This conclusion was drawn since the regression coefficients of good pay (GPY), employee promotion (EMP), and work conditions (WC) were 0.994, 1.026, and 1.009, respectively.

6. Recommendations

The study recommended that the management of Abeid Amani Karume International Airport (AAKIA) should put measures to ensure that the security employees are well remunerated. Employee promotion is integral to quality security services at the airport. Thus, the study recommended that airport management should have a clear employee promotion strategy. On the other hand, the study recommended that the working conditions of the security officers should be improved to enhance the quality of aviation security services at the airport.

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