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Comparative Analysis of Servicescape of Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China on Indonesian Tourist Satisfaction

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Abstract

This study compares the servicescape at Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China, and its impact on Indonesian tourist satisfaction. This study uses a descriptive quantitative approach with the SEM analysis method using the Smart PLS 3.2.9 program with sampling using the Non-Probability Sampling Technique. Data were collected from 390 respondents who had used services at both airports. The analysis results at Soekarno-Hatta International Airport Terminal 3 show that environmental conditions and signs, symbols, and artifacts positively influence tourist satisfaction. In contrast, space, layout, and function elements do not show a significant influence. Meanwhile, at Sanya Phoenix International Airport Terminal 2, Hainan, China, it shows that environmental conditions, space, layout, and function elements and signs, symbols, and artifacts do not positively influence tourist satisfaction. This study provides insight into the importance of airport design and services in improving the tourist experience. These findings are expected to be a reference for airport managers to improve the quality of services and facilities offered.

Keywords: Servicescape; International Airport; Tourist satisfaction

A. INTRODUCTION

The tourism sector plays a significant role in the global economy; coupled with the rapid development of the tourism industry, human mobility from one location to another, and the increasing volume of goods movement, the demand for transportation facilities is also increasing. With rapid technological advances, humans increasingly want efficient and fast services. One form of service that can meet these demands is air transportation, which offers speed and comfort. Air transportation has advantages in terms of speed compared to other transit; its technology is more sophisticated and modern, and its reach is more expensive.

As the main gateway to the country, the airport plays a crucial role in creating a profound first impression for tourists. As the first place seen and felt by international visitors, the airport is not only a transportation hub but also functions as a representation of culture, technological progress, and the friendliness of a country. Modern facilities, efficient services, and a pleasant atmosphere can provide a positive experience that welcomes tourists. Therefore, the airport plays a vital role in supporting the image of tourism and a country's economy (Wardany, K. W, 2024).

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In Indonesia, Soekarno-Hatta International Airport, especially Terminal 3, is one of the fundamental forms of airport modernization that aims to improve passenger experience. Terminal 3 is designed with a futuristic concept focusing on advanced technology, comfort, and service efficiency. This terminal has a modern aesthetic, highlighting a spacious layout, natural lighting, and supporting facilities such as shopping centers and restaurants.

In China, Sanya Phoenix International Airport in Hainan also plays a vital role in China's tourism industry, especially in attracting tourists from all over the world, including from Indonesia. The service environment refers to physical facilities that have a pleasant and positive impact on consumers, which is one definition of servicescape.

Servicescape is a place where services are provided between companies and service users in a physical facility environment that affects the five senses of service users (Wilman et al., 2017). Bitner also identified three main components in servicescape: ambient conditions, spatial layout, and function, as well as signs, symbols, and artifacts.

Servicescape at the airport influences the visitor experience because servicescape dimensions such as good ambient conditions, easy-to-find spatial layout, and function that provide ease of movement can provide a positive experience for passengers, as well as signs, symbols, and artifacts that make it easier for passengers to find something. Overall, airport servicescape plays a vital role in influencing passenger satisfaction because the airport can be a country's face, so the appropriate servicescape dimensions will impact loyalty and increase passenger satisfaction.

Tourist satisfaction at the airport is an essential aspect of the travel experience because it can function as the main gateway for tourists to a destination they will visit. This satisfaction is greatly influenced by the quality of service, facilities, and security (Dona, R. N., & Kurniadi, D. 2024). This is reinforced by previous research conducted by Luvsandavaajay, Narantuya, Dalaibaatar, et al. (2022) in a journal entitled "A longitudinal study of destination image, tourist satisfaction, and revisit intention" that tourist satisfaction has a substantial impact on the global tourism market because maintaining a good image can only be achieved with tourist satisfaction such as the intention to revisit and recommend the destination to others. With the increasing number of international tourists, the quality of the airport experience is one of the crucial factors influencing their satisfaction. In the era of globalization and the rapid growth of the tourism industry, understanding the factors influencing tourist satisfaction is becoming increasingly important.

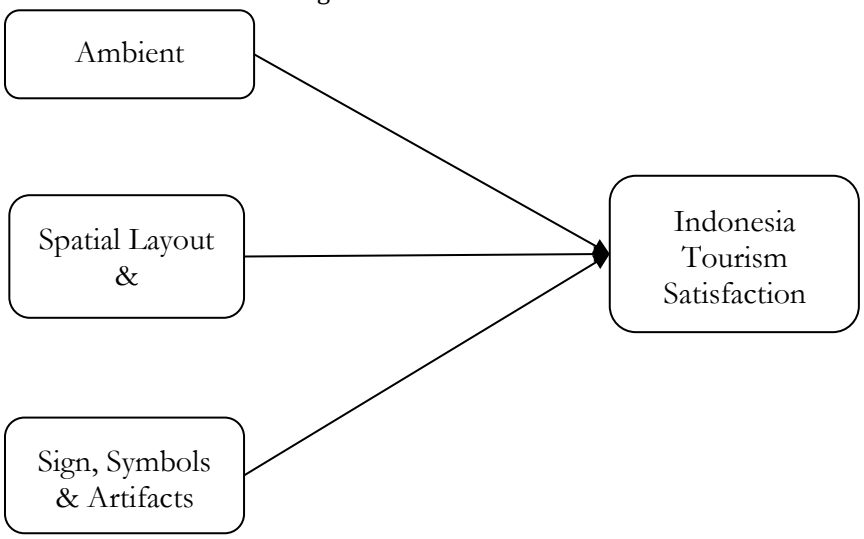
The development of the tourism industry in the era of globalization has experienced rapid growth, especially in countries with high tourist attractions, including Indonesia and China. As a country with abundant cultural and natural wealth, Indonesia is trying to attract more tourists, especially from neighboring countries. Meanwhile, China is also aggressively developing its tourism sector, especially in the Sanya, Hainan area, an attractive tropical tourist destination.

Terminal 3 of Soekarno-Hatta Airport in Indonesia and Sanya Phoenix International Airport in Hainan, China, offer different concepts and services. Terminal 3 is designed with modern facilities and futuristic concepts to improve the comfort and efficiency of passenger services. In contrast, Sanya Phoenix offers a more holistic experience focusing on services and facilities that support the tourist experience. Although both airports have the same goal, namely to provide the best service to tourists, they differ in design, services, and experiences.

However, it is essential to evaluate the extent to which the servicescape offered at each airport can affect tourist satisfaction, especially tourists from Indonesia who travel to Sanya. Tourists' perceptions and experiences can vary significantly with the differences in services and facilities. This study aims to analyze and compare the servicescapes in Terminal 3 of Soekarno-

Hatta Airport and Sanya Phoenix and their impact on Indonesian tourists' satisfaction, as shown in the figure below.

Figure 1. **Research Framework**



Source: Author Elaboration (2025)

B. RESEARCH METHOD

This study uses a quantitative approach. Sugiyono (2013) explains that quantitative research is applied to study the population or sample. Sampling techniques are generally carried out randomly, with research tools used to collect data, and data analysis is carried out quantitatively through testing predetermined hypotheses. The object of this study is Terminal 3 of Soekarno-Hatta International Airport.

Table 1. **Respondent Profile of Terminal 3 Soekarno Hatta Airport Indonesia**

Respondent Profile		Frequency	Persen
Gender	Female	124	36,4
	Male	71	63,6
Age	15-25 Years	75	38,5
	25-30 Years	92	47,2
	30-40 Years	16	8,2
	40-50 Years	9	4,6
	etc	3	1,5
Revenue	<Rp.3.000.000	74	37,9
	Rp.3.000.000 - Rp.15.000.000	118	60,5
	Rp.15.000.000 - Rp.30.000.000	2	1
	Rp.30.000 - Rp.50.000.000	1	0,5
	>Rp.50.000.000	0	

Respondent Profile		Frequency	Persen
Airports already visited	Bandara Soekarno Hatta Terminal 3	194	99,5
	Bandara Sanya Phoenix Terminal 2	1	0,5
How many airport visits	< 2 Times	76	39
	2 - 3 Times	33	16,9
	> 4 Times	86	44,1

Source: SPSS Data (2025)

Table 2. **Respondent Profile of Terminal 2 Sanya Phoenix Airport China**

Respondent Profile		Frequency	Persen
Gender	Female	108	55,4
	Male	87	44,6
Age	15-25 Years	93	47,7
	25-30 Years	85	43,6
	30-40 Years	17	8,7
	40-50 Years	0	
	etc	-	
Revenue	<Rp.3.000.000	82	42,1
	Rp.3.000.000 - Rp.15.000.000	97	49,7
	Rp.15.000.000 - Rp.30.000.000	16	8,2
	Rp.30.000 - Rp.50.000.000	-	-
	>Rp.50.000.000	-	-
How many airport visits	< 2 Times	38	19,5
	2 - 3 Times	155	79,5
	> 4 Times	2	1,0

Source: SPSS Data (2025)

Data collection the primary purpose of data collection is to obtain data (Sugiyono, 2019). The data obtained is valid so that the data results can be trusted. The Independent Variable in this study is Servicescape, and the Dependent Variable is Tourist Satisfaction. The population in this study were Tourists who had visited Soekarno Hatta Airport Terminal 3. This study is divided into 195 Soekarno-Hatta International Airport Terminal 3 samples and 195 samples from Sanya Phoenix International Airport Terminal 2, Hainan, China. So, if multiplied by 5, the results of the sample in this study are 390 respondents; **Data Analysis** Methods The data collection technique used in this study is the Non-Probability Sampling Technique, where only specific samples and those that meet the criteria can become samples. As for the sampling technique, according to Sugiyono (2018:138), the Purposive Sampling Technique is a technique that depends on the criteria chosen by the researcher to obtain the number of samples to be studied.

Table 3. **Validity Test, Reliability Test, Average Variance Extracted (Ave) Test, Composite Reliability Test**

Indicator Bandara Soekarno Hatta Terminal 3	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Ambient Condition		0.615	0.888	0.852	Reliable
KL6	0.711				Valid
KL7	0.784				Valid
KL11	0.8555				Valid
KL12	0.803				Valid
KL7	0.784				Valid
Signs,Symbols,and Artifacts		0.686	0.938	0.923	Reliable
SSA1	0.855				Valid
SSA2	0.891				Valid
SSA3	0.817				Valid
SSA4	0.875				Valid
SSA5	0.816				Valid
SSA6	0.808				Valid
SSA7	0.723				Valid
Space,Layout,and Function		0.673	0.935	0.919	Reliable
SPF1	0.733				Valid
SPF2	0.837				Valid
SPF3	0.859				Valid
SPF4	0.801				Valid
SPF5	0.877				Valid
SPF6	0.835				Valid
SPF7	0.791				Valid
Indonesian Tourist Satisfaction		0.730	0.913	0.906	Reliable
K1	0.909				Valid
K2	0.748				Valid
K3	0.897				Valid
K4	0.821				Valid
K5	0.886				Valid

Table 4. **Validity Test, Reliability Test, Average Variance Extracted (Ave) Test, Composite Reliability Test**

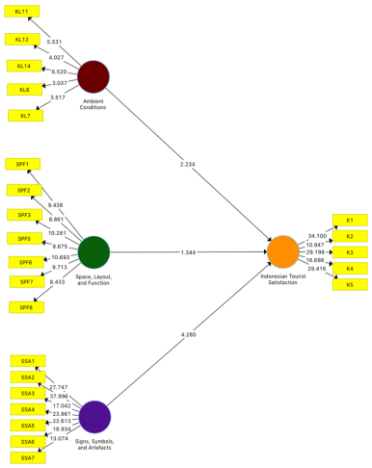
Indicator Bandara Sanya Phoenix Terminal 2	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Ambient Condition		0.999	1.000	1.000	Reliable
KL1	1.000				Valid
KL2	1.000				Valid
KL3	1.000				Valid
KL4	1.000				Valid
KL5	1.000				Valid
K6	0.999				Valid
KL7	1.000				Valid
KL8	1.000				Valid
KL9	0.999				Valid
KL10	1.000				Valid
KL11	0.997				Valid
KL12	0.997				Valid
KL13	0.999				Valid
KL13	1.000				Valid
Signs,Symbols,and Artifacts		0.998	1.000	1.000	Reliable
SSA1	1.000				Valid
SSA2	1.000				
SSA3	1.000				
SSA4	1.000				
SSA5	0.997				
SSA6	0.999				Valid
SSA7	0.997				Valid
SSA8	1.000				
Space,Layout,and Function		1.000	1.000	1.000	Reliable
SPF1	1.000				Valid
SPF2	1.000				Valid
SPF3	1.000				Valid
SPF4	1.000				Valid
SPF5	1.000				Valid
SPF6	1.000				Valid
SPF7	1.000				Valid
SPF8	1.000				Valid
SPF9	1.000				Valid
SPF10	1.000				Valid
SPF11	1.000				Valid
SPF12	1.000				Valid

Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Indonesian Tourist Satisfaction		0.999	1.000	1.000	Reliable
K1	1.000				Valid
K2	1.000				Valid
K3	1.000				Valid
K4	1.000				Valid

C. RESULTS AND ANALYSIS

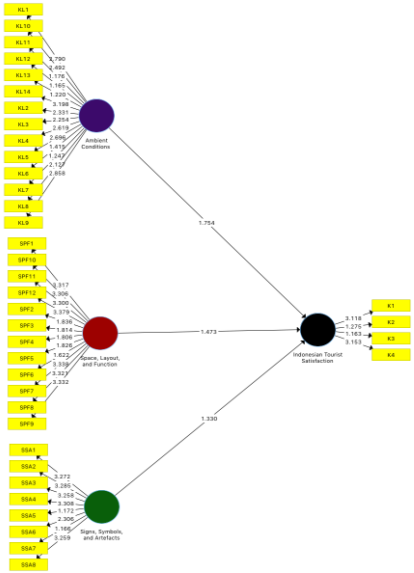
The test results using the bootstrapping method based on Partial Least Square (PLS) analysis can be seen in the following image.

Figure 2. **Bootstrapping Results of Soekarno Hatta Airport Terminal 3 Hypothesis Testing**



Source: Results of data processing with SmartPLS 3.2.9 Software, (2025)

Figure 3. **Bootstrapping Results of Hainan China Hypothesis Testing**



Source: Results of data processing with SmartPLS 3.2.9 Software, (2025)

Table 5**. Soekarno Hatta Airport Terminal 3 Hypothesis Testing Direct Effect Output of Partial Least Square**

	Hypothesis Test	Original Sample Estimate	Standard Deviation	P-Value	Hypothesis
H1	Ambient Condition has a positive influence on Indonesian Tourist Satisfaction	-0.212	0.0095	0.026	H1 Accepted
H2	Signs,Symbols, and Artefacts has a positive influence on Indonesian Tourist Satisfaction	-0.288	0.067	0.000	H2 Accepted
H3	Space,Layout, and Function has a positive influence on Indonesian Tourist Satisfaction	-0.173	0.129	0.180	H3 Rejected

Source: Author Elaboration (2025)

Table 6**. Hainan China Hypothesis Testing Direct Effect Output of Partial Least Square**

	Hypothesis Test	Original Sample Estimate	Standard Deviation	P-Value	Hypothesis
H1	Ambient Condition has a positive influence on Indonesian Tourist Satisfaction	0.294	0.167	0.080	H1 Rejected
H2	Signs,Symbols, and Artefacts has a positive influence on Indonesian Tourist Satisfaction	0.243	0.183	0.184	H2 Rejected
H3	Space,Layout, and Function has a positive influence on Indonesian Tourist Satisfaction	0.463	0.314	0.141	H3 Rejected

Source: Author Elaboration (2025)

The discussion is structured by describing each hypothesis of the two airports, namely Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China. This approach is expected to provide a clear picture of the comparison between the two airports.

Hypothesis 1: Environmental conditions at Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China, have a positive influence on the satisfaction of Indonesian tourists.

According to Bitner (1992), servicescape elements such as temperature, noise, lighting, color, aroma, and music are essential in creating a comfortable and positive customer experience. Environmental conditions in a service place play an important role in influencing customer experience. These conditions can shape customer perceptions of the services they receive and affect their comfort and satisfaction. This is in line with previous research conducted by (Eny Sri Haryati and Cherly Purbaningrum, 2022), which states that if the quality of the servicescape improves, it will positively influence tourists. Other researchers by Rasyid et al. (2015) have proved that Ambient Conditions or Surrounding Conditions show a significant relationship with the satisfaction of exhibitors where lighting, color, fragrance, display, and music to a soft and comfortable atmosphere can be satisfying. Based on the results of the first hypothesis test at Soekarno-Hatta International Airport Terminal 3, it shows that the SPF variable refers to a coefficient value of -0.212, which already exists with a standard deviation of 0.095, but from the P-value value of 0.026. Because the P-value <0.05, the first hypothesis is accepted from the test results. The hypothesis is accepted because environmental conditions such as temperature, noise, lighting, color, aroma, and music can have a very influential effect. According to Google review Devan Aditya, "environmental conditions are well designed and maintained, creating a comfortable atmosphere for passengers. It is a very comfortable temperature, and the lighting throughout the area is calming and not noisy. All are very comfortable ''. This confirms that the environmental conditions at Soekarno-Hatta International Airport Terminal 3 are generally comfortable, characterized by the right temperature and lighting with a combination of natural light and warm yellow lights and using calming colors, namely white and gray. Although the waiting area and restaurant are noisy, the noise level remains controlled. On the other hand, the music and aroma at the airport tend to be neutral and do not reflect the characteristics of Indonesia; this needs to be considered to improve the overall experience.

In contrast to Soekarno-Hatta International Airport Terminal 3, the results of the first hypothesis at Sanya Phoenix International Airport Terminal 2, Hainan, China, showed a coefficient value of 0.294 with a standard deviation of 0.167, indicating a potential positive influence. Still, the P-value of 0.080, more excellent than 0.05, causes this hypothesis to be rejected. Although environmental elements such as temperature, color, aroma, and other condition factors are entirely appropriate in some areas, such as waiting rooms and toilets, high noise in some areas is the main factor that reduces comfort. For example, noise in the check-in room, shopping area, and cafe can interfere with the overall comfort of visitors. In addition, the lack of Chinese cultural elements, such as music and distinctive aromas not by Chinese culture, can contribute to the ineffectiveness of environmental conditions on satisfaction. In this case, the mismatch between ecological elements and visitor expectations, primarily related to noise and lack of cultural elements, causes the effect to be insignificant.

Hypothesis 2: Signs, symbols, and artifacts at Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China have a positive influence on Indonesian tourists' satisfaction.

According to Lovelock & Wirtz (2011), Signs, symbols, and artifacts are a sign of guidance for tourists to find what they want to find when they are in the service environment. As an essential element and most often seen by visitors because signs, symbols, and artifacts can help find a room, this building is also a form of expressing its appearance to customers. Based on the results of the second hypothesis test at Soekarno-Hatta International Airport Terminal 3, it can show the variable of SPF referring to the coefficient value of -0.288, which already exists with a standard deviation of 0.067, but from the P-Value value of 0.000. Because the P-value <0.05, then from the test results,

the second hypothesis is accepted. These results can positively affect SSA at Terminal 3 of Soekarno Hatta Airport. The findings in this study indicate that the dimensions of signs, symbols, and artifacts influence tourist satisfaction (see Table 3). This is because signs and symbols for Information, Check-in, Waiting Area, Shopping Area, Restaurant, Cafe, Toilet, Nursing Room, Prayer Room, and Children's Playroom are practical and easy to understand for domestic and foreign tourists. It can be seen from the many signs at each point with various languages such as English, Arabic, Chinese, and Japanese. Tourist satisfaction with the elements of signs, symbols, and artifacts at the airport is also strengthened by previous research entitled "The Influence of Servicescape on Consumer Satisfaction (Study on Domestic Departure Passengers at Ahmad Yani Airport Semarang)" by Zaki Mustafa Rijae and Rizal Hari Magnadi in 2018 which found that servicescape which includes signs, symbols, and artifacts, has a significant effect on the level of customer satisfaction at Ahmad Yani Airport. The study's results revealed that environmental conditions, room layout and functionality, signs, symbols, and artifacts can explain 62.2% of the variation in consumer satisfaction. This finding confirms that these elements are crucial in shaping a positive experience for passengers. This aligns with the opinion of Google review Jojo to support this finding by saying, "In terminal 3 for signs and symbols information in the check-in area, waiting area, restaurant, toilet, prayer room, easy to find and very effective". This statement confirms that clear and informative signs and symbols contribute positively to the tourist experience, reinforcing the importance of this dimension in increasing visitor satisfaction at Terminal 3. In addition, the symbols installed are also easy to understand, reasonably prominent, and visible in a similar color, namely blue, so they are easy to remember and can facilitate tourists. Clarity of information and physical accessibility are essential components of assessing service quality, according to Parasuraman, Zeithaml, and Berry (1985). Finally, the Artifacts at Terminal 3 Airport, it has depicted the image of Indonesia because there are carvings of typical Indonesian batik, namely Batik Megamendung, typical of Cirebon in orange and brown, which are surrounded by LED lighting that creates a luminous effect in the front area of the Digital Airport Hotel.

The difference in research between Soekarno-Hatta International Airport Terminal 3 can be seen in the results of the second hypothesis test at Sanya Phoenix International Airport Terminal 2, Hainan, China, showing a coefficient value of 0.243 already exists with a standard deviation of 0.183, but from the P-Value value of 0.184. Because the P-value> 0.05, the test results on the second hypothesis were rejected. Although the directions at the airport are straightforward, the absence of typical Chinese artifacts reduces the cultural experience expected by tourists, especially tourists from China. The presence of authentic artifacts, such as symbols and decorations that reflect Chinese culture, can enrich the visitor experience, as expressed by Kotler (1973), who emphasized the importance of symbols and artifacts in creating a deep and meaningful atmosphere for visitors. Similarly, the research conducted by Didi Alfarizi and Yuniar Istayani entitled "The Influence of Servicescape on Passenger Satisfaction at Adisutjipto Airport Post-Transition" discusses that decorative design and physical facilities have an essential role in increasing passenger satisfaction. The findings of this study indicate that the aesthetics of decoration and the quality of facilities at the airport significantly impact the passenger experience. An attractive and functional environment makes passengers feel more comfortable and satisfied, thus creating a positive atmosphere while waiting for the flight. In this case, the lack of cultural elements that reflect Chinese characteristics and the excessive use of foreign languages in directions can reduce the aesthetic value and cultural experience that should be presented. This factor causes the influence of signs, symbols, and artifacts on visitor satisfaction to be insignificant.

Hypothesis 3: Space, layout, and function at Soekarno-Hatta International Airport Terminal 3 and Sanya Phoenix International Airport Terminal 2, Hainan, China have a positive influence on Indonesian tourists' satisfaction.

Space, Layout, and Function in Servicescape are services designed to meet customer needs—Bitner in Lilani. A (2008:87) said that Spatial layout is the physical configuration of a room, including the placement of furniture and equipment, designed to support operational activities and provide a positive experience. The effectiveness of spatial layout can be seen from its ability to facilitate service and increase guest satisfaction. Based on the results of the third hypothesis analysis at Soekarno-Hatta International Airport Terminal 3, the original sample analysis for SPF was -0.173 with a standard deviation of 0.129, but the p-value was 0.180. Because the p-value> 0.05, the third hypothesis is rejected. Therefore, the results of the hypothesis show that Space, Layout, and Function at Terminal 3 of Soekarno Hatta Airport do not affect tourist satisfaction. This indicates that the airport needs to increase tourist satisfaction by focusing on non-physical aspects, such as service quality, process efficiency, and personalization of customer experience. This is reinforced by other researchers by Rasyid et al. (2015), who have successfully proven that adequate space and layout by the management of the place can be a significant factor in increasing visitor satisfaction. Another study by Ningsih S. et al. (2024) has proven that the space and functions facilitated for passengers can provide tourists comfort, convenience, and security. The hypothesis is rejected because when viewed in terms of layout in finding facilities such as toilets, restaurants, waiting areas, then the layout of the check-in area, waiting room, shopping room, restaurant area, toilet room, breastfeeding room, open space usage area, and massage chair area facilities, sitting chairs, sleeping chairs, children's play area facilities that are difficult to access and quite far away, this is in line with the opinion of Revan Dita's Google review which states "Overall, the facilities at terminal 3 are complete, but for the layout and layout in finding facilities such as toilets, restaurants, waiting rooms, massage chair areas, sitting chairs, it is difficult to access and quite far to reach". This review emphasizes the need for improvements in the layout and placement of facilities to improve the comfort and satisfaction of visitors at Terminal 3.

The results of the third hypothesis analysis at Sanya Phoenix International Airport Terminal 2, Hainan, China, showed an SPF of 0.463 with a standard deviation of 0.314, but the p-value was 0.141. Because the p-value> 0.05, the third hypothesis was rejected. Although the layout of the airport space is considered adequate, the lack of typical Chinese design elements in public spaces is the main factor causing the rejection of this hypothesis. Some typical Chinese design elements, such as traditional architecture or decoration, are not found in public spaces, causing visitors not to feel an authentic atmosphere to their cultural expectations. According to Mehrabian and Russell (1974), space design that considers cultural elements can positively influence visitors' feelings and behavior. However, because the space design does not reflect Chinese culture and there are limited spaces that are quite noisy in some areas, such as waiting rooms and cafes, visitor comfort is disturbed, which makes its influence on satisfaction insignificant. The emotional and price factors are less satisfying for Indonesian tourists. Most respondents felt dissatisfied with their experience at the airport, which did not fully meet expectations, and the prices of food, drinks, and shopping were considered not commensurate with the quality offered.

D. CONCLUSION

Table 7. **Comparison of Sample Estimation Results and P-Value in Indonesia and China on Indonesian Tourist Satisfaction**

	Hypothesis Test	Indonesia		China	
		Original Sample Estimate	P-Value	Original Sample Estimate	P-Value
H1	Ambient Condition has a positive influence on Indonesian Tourist Satisfaction	-0.212	0.026	0.294	0.080
H2	Signs,Symbols, and Artefacts has a positive influence on Indonesian Tourist Satisfaction	-0.288	0.000	0.243	0.184
H3	Space,Layout, and Function has a positive influence on Indonesian Tourist Satisfaction	-0.173	0.180	0.463	0.141

Source: Author Elaboration (2025)

Based on the analysis of servicescape elements at Soekarno Hatta International Airport Terminal 3, it was found that the Environmental Condition element has a significant positive effect because it has a temperature and lighting that are entirely appropriate with a combination of natural light and warm yellow lights, as well as the use of calming colors, namely white and gray. Although the waiting area and restaurant sound noisy, the noise level remains controlled. On the other hand, the music and aroma at the airport tend to be neutral and do not reflect the characteristics of Indonesia. This needs to be considered to improve the overall experience. Meanwhile, the analysis results at Sanya Phoenix International Airport Terminal 2 Hainan, China, showed the potential for a positive but insignificant effect, causing this hypothesis to be rejected. Although environmental conditions such as temperature, color, aroma, and other factors are appropriate in some areas, such as the waiting room and toilet, high noise in some areas is the main factor that reduces comfort. In addition, the lack of Chinese cultural elements, such as music and distinctive aromas not by Chinese culture, can contribute to the ineffectiveness of environmental conditions on satisfaction. In this case, the mismatch between ecological elements and visitor expectations, primarily related to noise and lack of cultural elements, causes the effect to be insignificant.

The elements of Signs, Symbols, and Artifacts at Soekarno Hatta Airport Terminal 3 show a significant favorable influence. This is because there are signs and symbols for Information, Check-in, Waiting Area, Shopping Area, Restaurant, Cafe, Toilet, Nursing Room, Prayer Room, and Children's Playroom, which are very practical and easy to understand by domestic and foreign tourists. It can be seen from the many signs at each point with various languages such as English, Arabic, Chinese, and Japanese. On the other hand, the results of the analysis of Signs, Symbols, and Artifacts at Sanya Phoenix International Airport Terminal 2 Hainan, China, show an insignificant positive influence because of the lack of cultural elements that reflect Chinese characteristics and too much use of foreign languages in directions can reduce the aesthetic value and cultural experience that should be presented.

Meanwhile, the elements of Space, Layout, and Function at Soekarno Hatta International Airport Terminal 3 also showed no effect on tourist satisfaction, so the results were not accepted. This is due to the long reach from one facility to another, so the airport needs to improve tourist satisfaction by focusing more on non-physical aspects, such as service quality, process efficiency, and customer experience personalization. On the other hand, the analysis results at Sanya Phoenix International Airport Terminal 2 Hainan, China, also did not affect tourist satisfaction, so the results were not accepted. However, this is because the design of the space does not reflect Chinese culture, and the limited space is quite noisy in some areas, such as the waiting room and cafe; visitor comfort is disturbed, which causes its effect on satisfaction to be insignificant. Overall, there are differences between the two airports; Soekarno Hatta International Airport Terminal 3 has one servicescape element that does not affect tourist satisfaction: Space, Layout, and Function. Meanwhile, Sanya Phoenix International Airport Terminal 2, Hainan, China, has three servicescape elements that do not affect tourist satisfaction. Therefore, this study provides valuable insights for airport managers and stakeholders in the tourism industry to focus on improving environmental and service aspects that can directly affect tourist satisfaction.

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