



Customer Satisfaction Of Rail Transport Users Is Reviewed Through Services, Facilities And Ticket Prices

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ABSTRACT

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The purpose of this research is to identify the effect of services, facilities and ticket prices on train customer satisfaction at DAOP 2 Bandung. This research uses primary information in the form of a questionnaire filled out by respondents who have used local or long-distance train services. In collecting information, several respondents were selected from various kinds, so that the results given were representative. In the research, there were 31 respondents with various backgrounds. The procedure for analyzing information in this research uses the procedure for multiple linear regression analysis using the SPSS application. In light of the consequences of estimations utilizing the SPSS 26 application, the outcomes acquired that the help, offices and ticket costs affect consumer loyalty. Changed R square of 0.732 shows that 73.2% of the fluctuation or buyer fulfillment is clarified by the free factors in the relapse condition. Then again, 26.8% is clarified by different factors outside this exploration.

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1. Introduction

Customer satisfaction at this time has become the main thing in business and business management. Customer satisfaction can be experienced after customers equate their experience in carrying out the purchase of objects / services from sellers or providers of objects / services with the expectations of the buyers themselves. Customers play a fairly meaningful role in measuring satisfaction with products or services provided by the goods / services industry. Together with this, attention to customer satisfaction or dissatisfaction has continued to be great, because basically the purpose of an industry is to produce satisfaction in consumers, so that it can bring profit to the industry, because consumers make repurchases and feedback on the products of objects / services offered by the industry. However, if the level of satisfaction experienced by the customer is small, until there is a possibility that the customer moves to a competitor's product.

Railways are universal transportation that is more effective when compared to other universal transportation. Not only is the travel time faster, trains can also carry large amounts of passengers and goods. Therefore, PT KAI continues to improve its performance and other supporting factors by fulfilling what is the expectations of its consumers so that customer satisfaction can be met. From the picture above, we can know that the CSI (Customer Satisfaction Index) value from 2020 to 2021 has increased, this is proof that PT Kereta Api Indonesia always strives to meet customer satisfaction by improving services, facilities, providing decent prices to customers and increasing other supporting factors.

One of the issues that needs to be observed by PT Kereta Api Indonesia to achieve customer satisfaction by realizing the meaning of service for consumers. When the services provided are in accordance with the expectations and assumptions of consumers, PT. KAI has indirectly provided satisfaction for its customers. Regarding this, it is definitely very good for PT. KAI because indirectly the industry's profit increases because consumers are satisfied with the services provided by PT. KAI, so that customers can again use rail transportation services on the next expedition. When viewed from the chart above, it can be said that the size of the station has increased CSI in 2021 compared to 2020, but in the size of the train there is a shrinkage of



CSI in 2021 compared to 2020, this matter can be a reference to the industry if in the size of the train it can be one of the factors causing depreciation, caused by services that experience depreciation or the industry is focusing on improving services in station size.

In addition to service, other things must be considered by PT. KAI to get customer satisfaction is a means of support. This supporting facility is a facility provided by the train, both in the dimensions of the station and the dimensions of the train which can be seen in the picture above that the dimensions in the train have decreased CSI this may also occur due to the lack of facilities provided by the train in the dimensions of the train. Price is the amount of money exchanged or paid by the client to get a product. When sorting between brands, customers want to take into account the price by equating part of the price with other legal products such as referrals to carry out the purchase. Price is a very sensitive view for the client, price determination is very meaningful to be able to get the client. negligence in price determination can have a bad impact on PT. KAI. Indeed, with a big price PT. KAI can achieve greater profits but for customers, the very expensive price can be a confusion. Customers usually love products at prices that match what consumers get, as a result, customers do not mind the money spent to buy products or services.

From the painting above, it can be said that the client's happiness to the price of the fire gauge ticket inaugurated by PT. KAI is facing a considerable escalation, related to this, the price of the ticket that was inaugurated has matched the service handed over by the fire gauge to the client. Customer satisfaction is the main focus for trains at this time, there are many factors that can affect customer satisfaction, one of which is service and facilities, services and facilities both in the size of stations and trains, in the train environment and outside the train area that are good and can be experienced directly by customers will greatly result in customer satisfaction, normal ticket prices and matches the services and facilities provided can also affect Customer satisfaction, from the description above researchers are interested in studying the influence between customer satisfaction and service, facilities and ticket prices.

Customer Satisfaction, For Kotler,(1997) describing happiness is the level of feeling in which a person reports the analogous results of the ability of the service product obtained with the expected. Westbrook and Reilly,(1983) in Tjiptono,(2014: 353) think that client happiness is an emotional reaction to experiences related to special products or services purchased, shops, retail. Or let alone a pattern of attitudes, such as buying attitudes and consumer attitudes), and the market in a way of totality. From some of the interpretations above, it can be concluded that client happiness is an assumption in the form of a feeling of satisfaction experienced by the client, when expectations match what is obtained after consumption. (Susanti & Wahyuni, 2017)

Service Quality is how far the similarity between wishful thinking and the reality of consumers for the services they can get. Service Quality can be known as a method of equating consumers' assumptions of the services they can actually get with the clear service they expect. The quality of service must be looked at very, very much by the industry, regarding all the energy bases that the industry has. The quality of services is more expected numbers and arrangements for more numbers to meet the client's wishes. If the services obtained match the expected, until the quality of services is considered good. If the services obtained exceed the client's wishful thinking, until the quality of the services is perfectly perceived. The opposite is true if the services obtained are smaller than expected, until the quality of services is considered not good. (Mahardhika and Supriyono 2016).

Means, for Youti,(1997) in Reyhan,(2013) a means is an object or service that attaches services delivered by a factory, be it a service factory, a business, or another factory. The plant will seek to improve the means handed over to the client in order to satisfy the wishes of its consumers. Complete and pleasant means can influence the client in making a purchase. For Kotler,(2009) said that one of the businesses that factory management tries is very important which is directly related to customer happiness, namely by providing its best means to attract and look after clients. The opposite is true for Tjiptono, (2014: 159) the concept of the positional rules of service tools is familiar with relation to the creation of client assumptions. In some types of services, the assumptions that are realized from the interaction between the client and the service tool affect the quality of service in the eyes of the client. (Susanti and Wahyuni 2017)

Price, for Kotler and Armstrong, (2012) In a small sense, price is the amount charged for a product or service, more broadly, the price is the sum of all the value provided by the customer to benefit from owning or using a product or service. For Andi(2015: 128) Price is the main aspect that can influence the option of a buyer, price is quite functional in ensuring consumer purchases, so that before setting something a price, the

industry should look at some of the reference prices of a product that is considered quite large in sales. (Kotler and Armstrong 2018)

HYPOTHESIS

H1: Service affects Customer Satisfaction

H2: Means of influencing on Customer Satisfaction

H3: Ticket Price affects Customer Satisfaction

2. Method

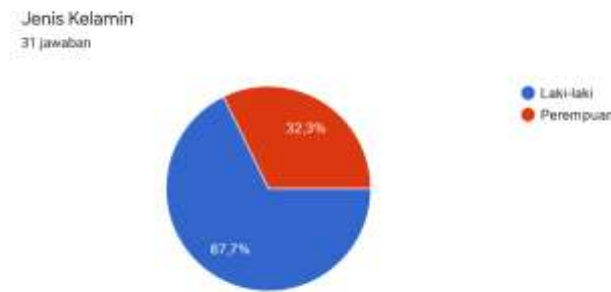
This research uses quantitative methods while in analyzing data using descriptive statistics. In this study, each variable will be described and explain the influence between the variables studied. While the type of influence between the variables used consists of independent variables and dependent variables. The independent variable consists of services, facilities, and ticket prices while the dependent variable is customer satisfaction in Daop 2 Bandung. The data analysis of this research is a multiple linear regression analysis using the SPSS 26 application.

3. Result and Discussion

3.1 Descriptive Respondents

The questionnaire was distributed to 31 respondents with replies from each issue. For information, it is known as a reflection of respondents as research subjects. The reflection of the respondents can be observed as follows:

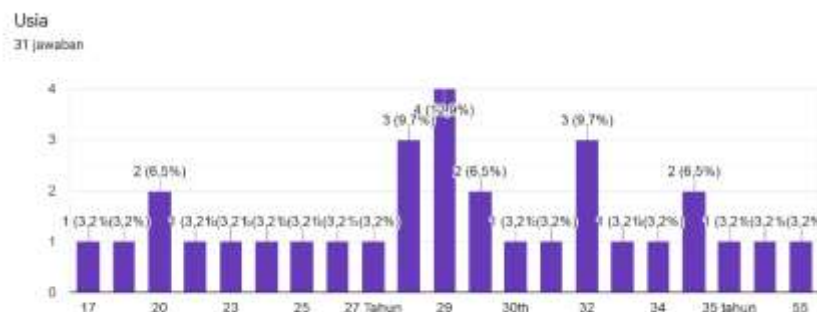
- a. Respondents by gender



Male respondents totaled 21 people (67.7%) and women totaled 10 people (32.3%) so that the total number was 31 people (100%)

- b. Respondents by age range





Respondents aged ≤ 20 years totaled 4 people (12.9%), 21 - 30 years totaled 16 people (51.6%), 31-40 years totaled 10 people (32.3%), ≥ 40 years amounted to 1 (3.2%).

c. Respondents by purpose of travel



Respondents with the aim of traveling by train to work were 21 people (67.7%), for school purposes as many as 2 people (6.5%), for vacation purposes as many as 6 people (19.4%), and for other purposes as many as 2 people (6.5%).

d. Multiple Linear Regression Analysis

Multiple Linear Regression is a linear regression model involving more than one free variable. Variable x and variable y to be processed using SPSS 26. In Multiple Linear Regression there are 3 tests, firstly a research instrument test, consisting of a validity test and reliability test, the second classical assumption test consisting of a normality test, a multicollinearity test, and a heteroskedasticity test. Then the third, namely the hypothesis test, consists of an f test, a t test and a coefficient determination test.

3.2 Test Research Instruments

a. Validity test

The validity test requirement is when the significance value of the < 0.05 , so that the instrument in the study is said to be valid. In addition to seeing the significance value can also be done by comparing the calculated r value and the table r. If r counts greater than r of the table then the variable is declared Valid, If r counts smaller than r of the table then the variable is declared Invalid.

TABLE 1
Validity Test Results

VARIABLE	INSTRUMENTS	R CALCULATE	R TABLE
SERVICE (X1)	Question1	0.848	0.356
	Question2	0.867	0.356
	Question3	0.827	0.356
	Question4	0.764	0.356
	Question5	0.744	0.356
	Question6	0.693	0.356
	Question7	0.668	0.356

	Question8	0.764	0.356
	Question9	0.505	0.356
	Question10	0.723	0.356
MEANS (X2)	Question11	0.857	0.356
	Question12	0.875	0.356
	Question13	0.859	0.356
	Question14	0.853	0.356
	Question15	0.832	0.356
	Question16	0.923	0.356
	Question17	0.770	0.356
	Question18	0.841	0.356
	Question19	0.588	0.356
	Question20	0.909	0.356
TICKET PRICE (X3)	Question21	0.801	0.356
	Question22	0.679	0.356
	Question23	0.799	0.356
	Question24	0.819	0.356
	Question25	0.828	0.356
	Question26	0.894	0.356
	Question27	0.679	0.356
	Question28	0.652	0.356
	Question29	0.849	0.356
	Question30	0.689	0.356
CUSTOMER SATISFACTION (Y)	Question31	0.836	0.356
	Question32	0.904	0.356
	Question33	0.739	0.356
	Question34	0.722	0.356
	Question35	0.838	0.356
	Question36	0.835	0.356
	Question37	0.906	0.356
	Question38	0.859	0.356
	Question39	0.930	0.356
	Question40	0.809	0.356

The validity test results state that all instruments have a calculated r value > a table r value, so it can be said that all instrument variables in this study are valid.

b. Reliability Test

This test has a condition by looking at the value of Cronbach's Alpha for each questionnaire variable tested. If the value of Cronbach's Alpha is more than 0.6 then it is reliable.

Reliability Test Results

Variable X1 (Service)

Reliability	
Cronbach's Alpha	Items
.908	10

Variable X2 (Means)

Reliability	
Cronbach's Alpha	Items
.951	10

Variable X3 (Ticket Price)

Reliability	
Cronbach's Alpha	Items
.908	10

Variable Y (Customer Satisfaction)

Reliability	
Cronbach's Alpha	Items
.952	10



The reliability test results resulted in the value of Cronbach's Alpha each variable having a value of > 0.6 so it is said that each question is a reliable variable

3.3 Test of Classical Assumptions

a. Normality Test

The Normality Test was performed to see whether the data in the study had been normally distributed or not. If the significance of the > 0.05 , the data is normally distributed. And if the significance value < 0.05 , the data is not normally distributed.

TABLE 2
The following are the results of the normality test:

One - Sample Kolmogorov - Smirnov Test		
		Unstandardized Res
N		31
Normal Parameters	Mean	.0000000
	Std. Deviation	2.83394589
Most Extreme Differences	Absolute	.091
	Positive	.068
	Negative	-.091
Statistical Test		.091
Asym. Sig. (2-tailed)		.200 ^{c,d}
Test distribution is Normal.		

The normality test result of the sig value of $0.200 > 0.05$ so that the test results above are distributed Normal.

b. Multicollinearity Test

This experiment is to recognize whether the regression form is found to have a relationship with free variables. A good form of regression, there is no connection between free elastics or no signs of multicollinearity. In order to be able to find out whether there is multicollinearity, it can be seen from the Tolerance and VIF values. Tolerance values are more than 0.1, or with a VIF value of less than 10, it is said that there are no symptoms of multicollinearity.

TABLE 3
Multicollinearity test results:

Type	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.224	5.507		1.493	.147		
SERVICE	.008	.290	.006	.026	.979	.154	6.486
MEANS	.429	.236	.469	1.820	.080	.135	7.413
HARGATIKET	.405	.173	.431	2.338	.027	.264	3.793

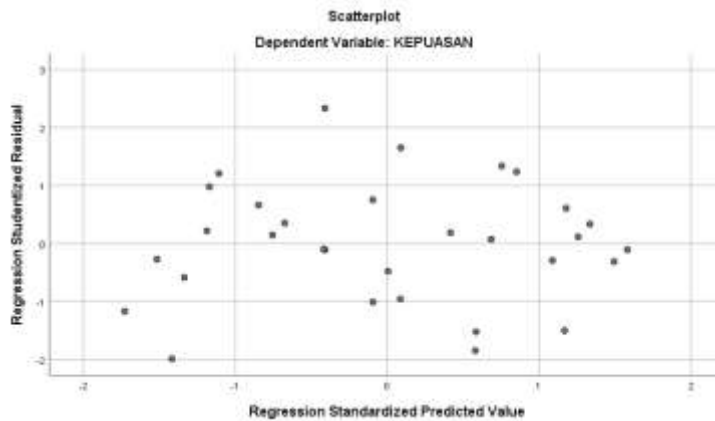
a. Dependent Variable: SATISFACTION

The results of the multicollinearity test showed that the three values of the free variable had a tolerance value of the service variable $0.154 > 0.1$, the sarana variable $0.135 > 0.1$ and the ticket price variable $0.264 > 0.1$, and the VIF value of the service variable $6.486 < 10$, the sarana variable $7.413 < 10$, and the ticket price variable $3.793 < 10$, so it was said that there were no symptoms of multicollinearity

c. Heteroskedasticity Test

This experiment intends to identify whether the regression form is intertwined with elastic inequality from the residual numbers of one observation to another. A good form of regression is not intertwined a sign of heteroskedasticity.

TABLE 4
Results of heterochedasticity test using scatterplot



The figure above shows the dots not forming a specific pattern and the dots are scattered above or below the number 0 on the Y axis, so it is said that heterochedasticity does not occur

3.4 Hypothesis Test

a. Test F

If sig < 0.05 or f number > f table, it can be said that there is a simultaneous effect of x on the variable y, if sig is greater than 0.05 or f the number is smaller than f table, it can be said that there is no effect of x simultaneously on the variable y F

TABLE 5
Test Results

ANOVA ^a					
	Type	Sum of Squares	Df	F	Sig.
1	Regression	756.159	3	28.246	.000 ^b
	Residual	240.937	27		
	Total	997.097	30		

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), HARGATIKET, SERVICE, SARANA

The value of Sig = 0.00, this value < 0.05 while the calculated value of f is 28.246, the value of f counts > f table where the value of f table is 2.96, then it means that there is an influence of variable x in the form of services, facilities and ticket prices simultaneously on variable y, namely customer satisfaction.

b. T Test

Syarat hasil uji T If the sig < 0.05 or t count > t table can be said to have an influence between variables x partially on variable y. if the sig < 0.05 or t count is smaller than t table it can be said that there is no influence between variables x partially on variable y

TABLE 6
T Test Results

Coefficients						
	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.224	5.507		1.493	.147
	SERVICE	.008	.290	.006	.026	.979
	MEANS	.429	.236	.469	1.820	.080
	HARGATIKET	.405	.173	.431	2.338	.027

a. Dependent Variable: SATISFACTION



Based on the results of the T Test, the result was obtained that the calculated t value on variable X1 was 0.026, this value < t table by 1.697 so it can be said that variable X1 (service) has no partial effect on customer satisfaction, but for t counting on variable X2 (facility) of 1,820 and variable X3 (ticket price) of 2,338 the value > t table of 1,697, so it can be said that the variables X2 and X3 have a partial influence on customer satisfaction.

c. Coefficient of Determination Test (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.732	2.98724
a. Predictors: (Constant), HARGATIKET, SERVICE, FACILITIES				

The results of the coefficient of determination test obtained a value of 0.732 or 73.2% where services, facilities and ticket prices had an influence of 73.2% on customer satisfaction. Meanwhile, 26.8% is explained by variables that were not studied in this study.

3.5 Discussion

The results of the descriptive analysis stated that the response given by respondents to the variables of the study was good and acceptable. This can be shown from the answers of each instrument in the variable. The next results show that all independent variables in this study, namely services, facilities and ticket prices affect the dependent variables, namely customer satisfaction in Daop 2 Bandung both simultaneously and partially. Simultaneously, the influence of service variables, facilities and ticket prices on customer satisfaction at Daop 2 Bandung was 73.2%. By looking at the magnitude of the influence of the three independent variables, namely services, facilities and ticket prices on customer satisfaction at Daop 2 Bandung, it has become a must to always maintain and improve service, develop and maintain the quality of the facilities provided and still provide decent ticket prices and in accordance with the services and facilities provided based on the class of ticket prices purchased by customers. The influence between services, facilities and ticket prices on customer satisfaction at Daop 2 Bandung is a positive influence shown from the results of the coefficient of determination. So it can be said that if the service variables, and the facilities provided have increased, it will increase the level of satisfaction of train customers in Daop 2 Bandung, especially if these services and facilities are supported by the suitability of ticket prices with the class ordered. But on the contrary, if the services and facilities provided decrease, the level of customer satisfaction also decreases. One of the efforts that can be made to increase train customer satisfaction in Daop 2 Bandung is to always improve and maintain the services, facilities provided and provide ticket prices in accordance with the level of class purchased, while still prioritizing customer satisfaction.

4. Conclusion

Based on the results of the analysis and discussion that has been carried out previously, the conclusions in this study are The services provided have a simultaneous effect on the satisfaction of train customers in Daop 2 Bandung. Facilities have a simultaneous and partial effect on train customer satisfaction in Daop 2 Bandung. The appropriate ticket price has a simultaneous and partial effect on the satisfaction of train customers in Daop 2 Bandung. One of the efforts that can be done is to continue to improve and maintain existing services and facilities, recognize consumer needs and continue to make improvements to services and facilities that are still felt to be lacking by customers, without increasing or providing high ticket prices.

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