

The Influence of Service Quality, Customer Value and Customer Expectations on Customer Satisfaction of Commuter Line Train Services

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Abstract:

The purpose of this study is to ascertain how customer happiness among users of commuter trains is influenced by customer expectations, customer value, and service quality. Multiple linear regression has been employed as the analytical technique. The distribution of questionnaires is the primary method of data gathering in this quantitative study. Accidental sampling is the method employed. Participants in this study were commuter service users from Jabodetabek. Between September and October of 2022, this study was carried out at a number of commuter train starting points, transit stations, and terminating points. Accidental sampling was the method used in this investigation. Questionnaires are distributed to gather this data. The customer expectation variable has no impact on customer satisfaction for consumers of the Jabodetabek commuter rail service, according to the research findings. Customers of the Jabodetabek commuter train service are significantly more satisfied when the customer value variable is taken into account. Customers who utilize the Jabodetabek commuter train service are significantly more satisfied when the service quality variable is taken into account. Consumer happiness is significantly influenced simultaneously by customer expectations, customer value, and service quality.

Keywords: customer satisfaction, customer expectations, service quality, customer value.

INTRODUCTION

Along with the times, increasingly modern technology has had an impact on increasing competition in the business world in various fields. Whether it's a product or service business sector in this study, the author will discuss businesses engaged in services, especially transportation services. As we know, our country, Indonesia, is an archipelagic country. A nation with a large number of islands dispersed over the archipelago. Because to this, our nation has access to a variety of modes of transportation, including land, sea, and air. Whereas the infrastructure and amenities link and support all of the Indonesian people's activities and mobility. In land transportation, there are many types of vehicles, such as two-wheeled vehicles such as bicycles and motorbikes, four-wheeled vehicles such as cars, three-wheeled vehicles such as bajaj and tricycles, vehicles that have railroad crossings such as trains, vehicles that have special lanes such as the Transjakarta busway (transjakarta) in the city of Jakarta, the transsolo in the city of Solo, and there are also traditional vehicles that still use power as the main propulsion of these vehicles, such as delman, in land transportation. In sea transportation, there are ships, and in air transportation, there are airplanes (Ekasari et al., 2023).

One of the divisions of PT KERETA API (Persero), which was established in compliance with Presidential Decree No. 5 of 2008 and the letter from the Minister of BUMN No. S-653/MBU/2008 dated August 12, is PT KAI Commuter Jabodetabek. The fundamental reason for creating this subsidiary was so that its stakeholders may concentrate more on offering high-quality services and contributing to the solution of increasingly complicated urban transportation issues. In compliance with the deed of organization No. 415, PT. KAI Commuter Jabodetabek (KCJ) was finally established as a subsidiary of PT. KERETA API (Persero) on September 15, 2008.

A study conducted by the oil company Castrol stated that Jakarta is the most congested city in the world based on the frequency of drivers stopping and walking on the streets of Jakarta City, or how often the driver applies the brakes and gas during the trip. According to the study released, the average driver in Jakarta does it 33,240 times a year. Not only Jakarta, but there are other cities in Indonesia that are included in the ranks of the world's 10 most congested cities, namely Surabaya, which is in fourth place. The typical travel in Surabaya involves 29,880 stops and starts of the gas pedal. Some Indonesians, particularly those who reside in Jakarta, the country's capital, and adjacent areas like Tangerang, Bogor, Depok, and Bekasi, frequently experience traffic jams. Rapid population growth encourages the development of the quantity of transportation, whether it be private transportation such as two-wheeled vehicles (motorcycles) or four-wheeled vehicles (cars) or public transportation such as buses, taxis, city transportation, and trains (Febriyanti et al., 2007).

As is the case with the current condition of Indonesian society, especially Jabodetabek, with its high population mobility, now they prefer to use private vehicles. Apart from being considered an identity for the owner, private vehicles are also a reason for safety and comfort. Both of these reasons make it indeed difficult for users to travel by public transportation, because they don't get comfort; instead, they get a lot of trouble and terror. Several things make people reluctant to use public transportation, such as transportation that is not roadworthy, terror extortion under the guise of begging, sexual reduction in public transport, reckless bus and Metromini drivers, pickpockets, loan seekers, commuter train schedules that take according to schedule, Manggarai commuter train lines, as well as the anxiety of boarding the train due to various issues like power outages and broken rails (Kumar, 2002).

The desired level of perfection and the control over that excellence required to achieve client expectations are referred to as service quality (Gunawan et al., 2020). In order for the quality of service to be seen as an endeavor to satisfy consumer demands and wishes as well as the requirements of the drivers in fostering consumer expectations. By contrasting consumers' impressions of the service they actually experience or receive with the service they genuinely anticipate from a company's service qualities, service quality can be determined. If only what is got or felt (the perceived service) is as anticipated, the perception of the service's quality is extremely good and of a high grade. On the other hand, it is considered to be of bad quality if the degree of service is lower than anticipated.

LITERATURE REVIEW

Customer Expectations

Customer expectations are what customers want or expect to be "there" in a shopping place, especially when shopping. The word "there" here means not only limited to something tangible but much broader, such as atmosphere, service, and possibly even the payment system when making a sale or purchase transaction. Customer expectations are not fixed and can change according to technological, socio-cultural, and economic developments. Customers' expectations today may not be the same as those in the past or the future (Pandiangan et al., 2022). Consumer expectations, which are frequently expressed in terms of what the customer believes should or will happen, serve as the benchmarks or points of comparison for service experiences (Sutagana et al., 2022).

Customer Value

Customer value is the quality that the market perceives, corrected for the relative cost of the company's goods. The emotional bond that forms between a producer and a consumer when the latter consumes a good or service provided by the former and realizes it provides value is known as customer value (Tannady et al., 2020). Customer value is defined as perceptual preferences, customer appraisal of product characteristics, performance characteristics, and outcomes of product use that help (or hinder) the accomplishment of the customer's goals and objectives in usage circumstances (Tanuwijaya & Tannady, 2019; Febriyanti et al., 2007).

Service Quality

Consumers' sense of quality following use of a fictitious good or service (intangible). Customer satisfaction as a response to an item's or service's ability to satisfy a customer's needs at their level of consumption (Rahmawati, 2013). The precision of its delivery and efforts to satisfy the demands and wants of the customer are the main components of service quality (Samuel, 2006).

Customer Satisfaction

Customer satisfaction is the degree to which a person thinks that his expectations have been met in relation to the performance (or results). Customer satisfaction may be defined as the degree of customer feelings attained after consumers do or enjoy something. Customer satisfaction is an emotional response to the evaluation of the experience of consuming a good or service. Customer satisfaction is characterized as the total perception of a good or service following purchase and use (Setyawati et al., 2021). The definition of customer satisfaction here is the overall attitude that arises after buying or using a product or service (Suryati et al., 2022; Sweeney & Soutar, 2011).

METHODOLOGY

Respondents in this study were people who had used Jabodetabek commuter services. Between September and October of 2022, this study was carried out at a number of commuter train starting points, transit stations, and terminating points. Accidental sampling was the method used in this investigation. Questionnaires are distributed to gather the data. Secondary data in this study comes from a variety of textual sources (a library study) including books, literature, the internet, and other sources that are accurate and pertinent to the study's topic. Among the data analysis methods used in this study were the coefficient of determination, multiple linear regression, conventional assumption test, validity test, reliability test, and conventional assumption test.

RESULTS AND DISCUSSION

It can be seen that 84 respondents, or 84%, said they agreed, 14 respondents, or 14%, said they were unsure, and 2 respondents, or 2%, said they did not agree. The majority of respondents agree that the arrival and departure of commuter trains are according to schedule. It can be seen that 9 respondents or 9% strongly agreed, 57 respondents or 57% agreed, 26 respondents or 26% were doubtful, 6 respondents or 6% did not agree, and 2 respondents or 2% strongly disagreed. The majority of respondents concur that security officers are on duty when the commuter train counters are full. 56 respondents, or 56%, agreed; 29 respondents, or 29%, said they were undecided; 5 respondents, or 5%, said they disagreed; and just 1 respondent, or 1%, said they definitely disagreed. Nine respondents, or 9%, said they strongly agreed. The majority of responders concur that PT. KCJ commuterline staff

can provide customers ideas and suggestions. In the results, it can be observed that 9 respondents, or 9%, said they strongly agreed, 56 respondents, or 56%, agreed, 29 respondents, or 29%, expressed doubt, 5 respondents, or 5%, said they disagreed, and only 1 respondent, or 1%, said they severely disagreed. The majority of responders concur that PT. KCJ commuterline staff members are consistently courteous and friendly while interacting with customers.

The t count value in this study is 0.888, and the t table value is 1.984 according to the SPSS output data. H_0 is accepted and H_a is rejected, according to the results of comparing t count and t table ($t \text{ count} < t \text{ table} = 0.888 < 1.984$), and when sig. with a significance level is compared, H_0 is accepted and H_a is rejected, according to the results of comparing sig. with a significance level ($\text{sig.} = 0.377 > 0.05$), respectively. This shows that the regression coefficient on the variable "customer expectations" is not significant, proving that the impact of this variable on "customer satisfaction" is only marginal. The analysis's findings indicate that the variable relating to customer expectations has no bearing on customer happiness. The findings of Mohamad Iqbal's (2008) study, "The Impact of Perceived Values, Expectations, and Trust on Customer Satisfaction in Internet Service Providers in Jabodetabek," are in line with these findings. He discovered through his research that client expectations had no discernible impact on satisfaction. As a result, it can be concluded that customers do not absolutely need expectations in order to be satisfied. The higher the degree of expectations, the greater the level of disappointment when such expectations are not met, which eventually results in discontent.

The t value in this study was 3.328, and the t table value was 1.984, according to the SPSS output data. By comparing the t count with the t table, it can be determined that H_0 is rejected and H_a is accepted. Similar to this, the results of the comparison of sig. with a significance level of $\text{sig.} = 0.001 < 0.05$ can be used to deduce that H_0 is rejected and H_a is accepted. This shows that the customer value regression coefficient is considerable, indicating that the relationship between customer value and customer happiness is not completely linear. The results of the investigation show that the customer value variable affects customer satisfaction. The results of the study conducted by Woro Mardikawati and Naili Farida in 2013 under the title "The Effect of Customer Value and Service Quality on Customer Loyalty, Through Customer Satisfaction on Efficiency Bus Clients," are consistent with these findings. In his research, he found that customer value had a major impact on customer satisfaction. Customer happiness is significantly influenced by customer value, demonstrating the high level of consumer value for commuter train services. As seen from the research results, 64% of respondents agreed that they get benefits from commuter train services in accordance with the costs they incur. Thus, the higher (better) customer value for commuter train services will strengthen customer satisfaction for commuterline train services.

According to the SPSS output statistics, the t count in this study was 6.720, and the t table value was 1.984. If $t \text{ count} > t \text{ table} = 6.720 > 1.984$, H_0 is rejected, while H_a is accepted, according to the comparison of the two variables. Also, the results of the comparison of sig. with a significance level of $\text{sig.} = 0.000 < 0.05$ may be used to deduce that H_0 is rejected and H_a is accepted. This demonstrates that the regression coefficient on the customer happiness variable has a considerable impact, indicating that customer satisfaction is somewhat influenced by service quality. The results of the investigation show that the factor influencing customer satisfaction significantly depends on the variable impacting service quality. The results of this study corroborate those of Ari Prasetyo's (2012) study, "The Effect of Quality and Price on Customer Satisfaction," which was carried out in a comparable way. His research found that customer contentment is substantially influenced by service quality. The availability of information facilities as a communication tool for service providers to their customers and the cleanliness of the station environment, which can create comfort for commuter train service users, show that service quality is improving in commuter train services. Customer satisfaction is significantly impacted by service quality.

The regression equation above makes it evident that the constant value, 7.405, stands for customer pleasure. Customer satisfaction (Y) will rise with any increase in customer value (X2) and service quality (X3); but, if customer expectations (X1) rise, customer contentment will fall. It follows that customer satisfaction (Y) cannot be directly correlated with consumer expectations (X1). Raising customer expectations (X1) has an effect on decreasing customer satisfaction (Y), while increasing customer expectations (Y) lowers consumer expectations (X1) (Y). The adjusted coefficient of determination (adjusted R-square) is 0.414, or 41.4%, according to the study's findings. The stronger the association between the four variables in the regression model, the higher the value of Adjusted R Square. Conclusion: The independent variables of customer expectations, customer value, service quality, and price may account for 41.4% of the dependent variable of customer satisfaction. The remaining 58.6% of the difference,

however, is affected or explained by factors outside the scope of this investigation.

CONCLUSION

The customer expectation variable has no impact on customer satisfaction for consumers of the Jabodetabek commuter rail service, according to the research findings. Customers of the Jabodetabek commuter train service are significantly more satisfied when the customer value variable is taken into account. Customers who utilize the Jabodetabek commuter train service are significantly more satisfied when the service quality variable is taken into account. Consumer happiness is significantly influenced simultaneously by customer expectations, customer value, and service quality.

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