

Effect of Service Quality on Customer Satisfaction in PT. Indonesian Railways (Study Case on KRL Baraya Geulis)

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Abstract

The purpose of the author's research is to determine the response of Indonesian consumers to PT Kereta Api Indonesia on service quality and satisfaction consumers, as well as to determine the extent to which service quality affects consumers (KRLBaraya Geulis case study). To measure and analyze the relationship between variables independent on the top and variable dependent, author spreading questionnaires to 150 consumer users KRLBaraya Geulis, then use the methods of statistical analysis of the coefficient of correlation rank correlation to assess the respondent. The results of the answers are analyzed. The coefficient of determination and statistical t-test both performed by using tools SPSS 14.0. From the results of the research that the response of consumers on the quality of services and satisfaction of consumers KRLBaraya Geulis is, there is a positive relationship between the quality of service (X) and the satisfaction of the customer (Y) at KRL Baraya geulis. So, the hypothesis that the author makes can be accepted, meaning that the author's hypothesis is supported by facts in the field. Statement hypothesis "Quality of service (X) has the effect that significant to the satisfaction of the customer (Y) at KRL Baraya geulis".

Keywords: Service Quality, Customer Satisfaction.

INTRODUCTION

1. Background of Research

With the development of science knowledge, income, diversification of employment and place of work of society, the demand of society will be a wide range of services are also getting increased. For people who live in cities large, the demand would merit further increased, as the needs of the means of transport, restaurant fast -food and a means of entertainment end of the week. This is in line with the economic view that the trend of demand for diversity and quality of services is in line with developments in the quality of life and people's income (Saudi, 2018).

With the trend of this, the community will provide the service which is well in accordance with their needs, so that they can be more careful and critical in selecting all of the content that can be used to meet their needs. Most major department of the public aware of the importance of the satisfaction of customers and have restrictions budget at the service of customers. Regardless of the obstacles that, the leadership of the organization sector of the public must continue to improve the quality of service.

This is also done by PT. Kereta Api (Persero) as one of the state- owned companies engaged in the land transportation service business. Kereta Api is an alternative to the problems of transportation road highway. In its development, PT. Kereta Api (Persero) has demonstrated performance that is getting better, the quality of products which increased by attention to comfort, the accuracy of the risk of congestion that is relatively small. The tendency of demand the market to train railway passenger class commercial (executive) continues to rise which appears in the table. This is an opportunity to increase the volume of revenue by increasing the operation of trains, especially for the Jakarta destination. Consumers tend to use the train fire as one of the forms of transport rather than air to fly (Basu & Umi Khasanah, 1999), which is used as an alternative by the public because considered the tariff is cheap compared to rates plane fly that soared as a result of the crisis monetary (Business Indonesia, 2000).

In order still exists in the environment business freight land they should be able to compete in a fighting chance of market exist with companies' transport land owned privately. To that PT. Kereta Api (Persero) in particular the Regional Operations (DAOP) II Bandung gave rise to train fire executives as featured as Argo Bromo Anggrek, Argo Bromo, Argo Bromo Morning, Argo Wilis, Sembrani, Gajayana, Gumarang, Bima, South Pearl, Turangga and Sancaka.

Table 1. Number of Passenger Train Fire Class Executive at the Regional Operations (DAOP) II Bandung Year 2007 - March, 2008

Kereta Api Executive	2008				2009
	Quarter I	Quarter II	Quarter III	Quarter IV	Quarter I
Agro Bromo Orchid	56,429	48,934	57,538	60,796	41,547
Agro Bromo Morning	3,465	1,964	1,631	4,513	19
Agro Bromo	33,264	30,896	31,037	35,066	24,419
Agro Wilis	8,470	6,971	7,987	9,445	6,683
Gumarang	-	5,680	11,614	14,055	7,276
Sembrani	32,726	35,577	33,148	36,366	18,370
Bima	15,536	13,863	15,265	15,791	8,191
Gajayana		28,974	35,306	39,360	22,602
South Pearl	28,902	26,413	30,947	36,514	27,044
Sancaka	29,120	31,110	32,984	35,774	12,407
Turangga	20,685	19,641	21,042	21,100	17,845
amount	228,597	250,023	278,499	308,780	186,403

* For the year 2002 the data only to the month of March

Source: Secondary data from PT. Kereta Api (Persero) Regional Operations (DAOP) II Bandung

Satisfaction of consumers is one of the core philosophy of the concept of marketing. Therefore, a program of marketing that both must be able to influence and encourage the behavior and the decision to buy the consumer to the product of goods or services, by offering the ease in servicing as well as guarantees that will be given by the company (Ety, 2001). For this reason, companies are required to be customized, meaning that companies are required to be more responsive to their customers and more able to attract customers.

The quality of service and satisfaction of consumers is important for assessment of consumers to purchase services are constructs that determine the possibility of their purchase back from the consumer, and ultimately will affect the success of an enterprise (Iacobucci et al., 1994).

Departing from the description in the above, the authors are interested to investigate about the quality of services and satisfaction of consumers on PT. Kereta Api (Persero) Regional Operations (DAOP) II Bandung, as a provider of services of transport and where the operation of the train fire class executive.

2. Problem Identification

Based on the background, the problems in this study can be formulated as follows:

- a) How do the responses of respondents regarding the quality mop ayanan at KRL Baraya Geulis.
- b) How do respondents respond to satisfaction with KRL Baraya geulis.
- c) How is the effect of service quality on customer satisfaction at KRL Baraya Geulis.

3. Purpose and Research Objectives

a) Purpose of research

Purpose of the purpose of research it is to get the data, process, analyze and interpret. Results of the research is to be used as an ingredient for the preparation of the thesis which is one of the requirements to take the exam session on S1 program of study management.

b) Research Objectives

The purpose of this research is to know and study:

- Presumption of respondents regarding the quality mop ayanan at KRL Baraya Geulis.
- Respondents' responses regarding satisfaction with KRL Baraya geulis.
- Influence of quality of service to the satisfaction of the customer at the KRL Baraya Geulis.

LITERATURE REVIEW

1. Definition of Marketing Services

Zeithaml and Bitner cited by Alma (2007) states that services are as follows: "Broad definition is one that defines service" includes all economics activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in form (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its first purchaser".

Definition of Service Quality

According Wykof were cited by Tjiptono (2006), namely the quality of services is the level of excellence that is expected to and control over the level of excellence it to meet the wishes of customers.

Measuring Service Quality

According to Kotler who was quoted by Alma (2007) reveals there are five factors dominant or determinant of the quality of the quality of services, the fifth factor of dominant it among which are:

- a) Tangible (tangible), namely in the form of appearance of physical, equipment and various materials of communication are good.
- b) Empathy, namely the willingness of employees and employers to be concerned give attention is personal to the customer. For example, employees should try to position themselves as customers. If customers complain then have to look for a solution immediately, so that always

maintained a relationship in harmony, to show a sense of caring that is sincere. By way of the attention that is given each employee in the airport and provide feedback on the complaints of the consumers.

c) Responsiveness (quick response), namely the willingness of employees and employers to help customers and provide services with fast and hear and resolve complaints of consumers. By way of the wishes of the employees in to help and provide service with responsiveness, ability to provide services to quickly and correctly, alertness of the employees for a friendly on every consumer, alertness of the employees to work together with consumers.

d) Reliability (reliability), which is the ability to provide services in accordance with what was promised, reliable and accurate, and consistent. Examples of the case is among other things, the ability of employees to provide the service that is best, the ability of employees to handle the needs of consumers to quickly and properly, the ability of the company to provide the service which is well in accordance with the expectations of consumers.

e) Assurance (certainty), which is the ability of employees to generate confidence and trust in promises that have been made to consumers. Examples of the case is among others, the knowledge and skills of employees to carry out their duties, employees can be relied upon, employees can give confidence to consumers, employees have the skills technically that good.

4. Understanding Customer Satisfaction

According to Kotler Keller (2007), satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing the performance (results) of the product that is thought to the expected performance (outcome). If the performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied and happy.

Measuring Customer Satisfaction

According to Kotler, quoted by Tjiptono (2006), there are several methods that can be used by every company to measure and monitor customer satisfaction, namely:

a) The system of complaints and suggestions

Every company that is oriented to the customer (customer oriented) should give a chance wide as possible for the customers to submit suggestions, opinions and complaints they are. The information that is obtained through the methods it can give ideas of new and feedback are valuable to the company, so as enable it to provide a response as quick and responsive to any problems that arise.

b) Customer satisfaction survey

Through the survey, the company will obtain a response and feed back is directly from the customer and at the same time also gives a sign positive that the company pay attention to the customers.

c) Ghost shopping

The method is implemented by way of employing a few people (ghost shopper) to play a role or act as customers / buyers of potential products company and a competitor. Then, the ghost shopper that deliver findings about the strengths and weaknesses of the product companies and competitors based on experience them in the purchase of products of these.

d) Lost customer analysis

The company tries to contact its customers who have stopped buying or who have switched suppliers. Which is expected is to be obtaining information about the cause of the occurrence of terms such. This information is very useful for companies to take further policies in order to increase customer satisfaction

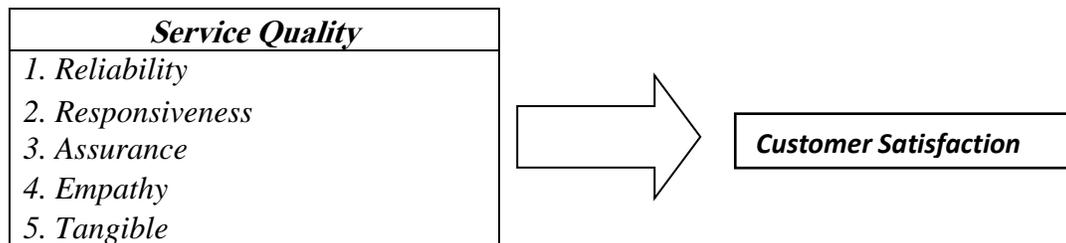


Figure 1. Service Quality Thinking Framework for Satisfaction

Source: Parasuraman (2010) and Kotler (2007)

OBJECT AND RESEARCH METHOD

1. Research Methods

a). Field Research

Conduct direct research into companies that is carried out using the following techniques:

1. Observation

Observation is the process of recording the pattern of behavior of the subject (person), objects (objects) or events or communication with individuals who were being the researched.

2. Interview

A technique of collecting the data by holding responsible manner directly with officials of the company who authorized or parts that relate directly to the problem that is investigated.

3. Questionnaire

A list of questions regarding the depiction general of the respondents, as well as a set of questions that are logically related to the issue of research and any questions are answers that have meaning in testing the hypothesis, in order to obtain data- virgin primer to be processed, analyzed and drawn conclusions.

b). Literature Studies (Library Research)

That is the information that is obtained from the books of records and sources of other associated with the problem that investigated.

2. Method of Analysis

a. Validity Test

According to Nazir (2003) defines valid as follows: "Valid means that the instrument can be used to measure what should be measured". Thus, validity is defined as the extent to which the accuracy and accuracy of a measuring instrument in performing its measure function.

b. Reliability Test

According to Nazir (2005) defines reliable as follows: "A reliable instrument is an instrument that when used several times to measure the same object, will produce the same data".

3. Descriptive Analysis

a. Cartesian diagram

To find out the level of customer loyalty, an *Important Performance Analysis* is used which is described in a Cartesian diagram. Diagram Cartesian is a wake which is divided on four parts of which are restricted by the two sides of the line that intersects the upright straight at points (X, Y), where X is the average of the average score of the level of execution or performance of the whole factor or attribute, and Y is the average of the average score for the level of interest or expectation of Supranto (2006).

b. Spearman Rank Correlation Coefficient Analysis

The author uses the Spearman Rank correlation analysis method, intended because the two variables are measured on an ordinal scale and to determine whether or not the relationship is strong or the direction of the relationship between the independent variable (service quality) and the dependent variable (customer loyalty). As for testing the Spearman Rank correlation the authors used the SPSS program 16.

4. Hypothesis Testing Design

According to Nazir (2005), hypothesis is a correlation coefficient must have a significant value (significant). To test the correctness of the correlation coefficient, the steps taken are:

Define the formulas for Ho and Ha

Ho: $r_s \leq 0$; this means that the quality of service does not have a positive influence on consumer loyalty.

Ha: $r_s > 0$; This means that the quality of services has a positive influence on consumer loyalty.

RESULTS AND DISCUSSION

1. Spearman Rank Coefficient Analysis

To analyze the pattern of the relationship causal between variables with the purpose to determine the effect of quality of service (X) to the satisfaction of the customer (X4) at KRL Baraya geulis, used analysis of Rank Spearman where the process calculations using tools help software SPSS 13.0 for Windows.

Table 1
Correlations

			x	y
Spearman's rho	x	Correlation Coefficient	1,000	,501**
		Sig. (2-tailed)	.	,000
		N	150	150
	y	Correlation Coefficient	,501**	1,000
		Sig. (2-tailed)	,000	.
		N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

From the calculations in the above correlation of quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis, which amounted to 0.501. Conclusion is, there is a relationship that is positive and the direction between the quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis.

2. The coefficient of determination

To calculate how much influence (contribution) is given by service quality (X) on customer satisfaction (X) on KRL Baraya geulis as a whole can be known through the coefficient of determination (Kd), with the formula:

$$\begin{aligned} Kd &= r_s^2 \times 100\% \\ &= 0.501^2 \times 100\% \\ &= 25.10\% \end{aligned}$$

The coefficient of determination (Kd) was at 25.10 % has the sense that the quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis is at 25.10 %, while the rest of 74.90% is influenced by variables other was not examined in this research.

3. Hypothesis Testing

A correlation coefficient must have a value that is meaningful (significant), to give the significance of correlation that there is the need to do test the hypothesis of the rs between the style of leadership with motivation work employees. In testing the hypothesis, the authors set a significant level () = 0.05 with degrees of freedom df = n - 2.

Testing Criteria:

Ho: rs0, then not there is influence that significantly between quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis

H1: rs > 0, then there is a significant influence between service quality (X) on customer satisfaction (X) on KRL Baraya geulis. The criteria for testing significant relationships are:

1. If T count T table, then H 0 is accepted, no there is influence that significantly between the variable x with y.
2. If T count > T table, then H 0 is rejected and H a is accepted, there is a significant influence between the variables x and y.

From the results of SPSS output, derived table as follows:

Table 2
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,385	,350		3,956	,000
	x	,739	,091	,556	8,140	,000

a. Dependent Variable: y

To calculate the T table used tables distribution T that contained in the annex to df = 148 and = 0:05. Then obtained T table = 1.655. From the calculation results, it shows that T arithmetic is greater than T table, namely T arithmetic = 8.140 > 1.655.



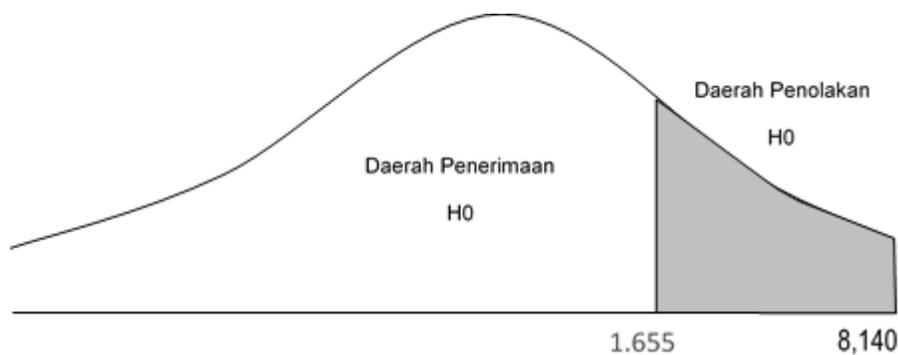


Figure 2. Areas of Acceptance and Rejection H_0

Based on the results of the above calculations $T_{count} > T_{table}$ that the hypothesis that the author made is acceptable, meaning that the author's hypothesis is supported by facts in the field. Referring to drawing 2, t arithmetic amounted to 8.140 are in the area rejection of H_0 , with such hypotheses that the authors proposed in Chapter 1, namely:

The hypothesis of "Quality of service (X) has the effect that significant to the satisfaction of the customer (X) at KRL Baraya geulis" is therefore, accepted.

CONCLUSION

1. Responses of respondents regarding the evidence of physical KRL Baraya Geulis can be inferred either because respondents AGREE against statements are filed evident from the value of the mean 4.03 which is the interval from 3.40 to 4.19.
2. Responses of respondents regarding empathy employees KRL Baraya Geulis can be inferred either because respondents AGREE against statements are filed evident from the value of the mean 4.02 which is the interval from 3.40 to 4.19.
3. Responses of respondents regarding the reliability Employees KRL Baraya Geulis can be inferred either because respondents AGREE against statements are filed evident from the value of the mean 4.04 which is the interval from 3.40 to 4.19.
4. Responses of respondents regarding the power responsiveness Employees KRL Baraya Geulis can be inferred either because respondents VERY AGREE against statements are filed evident from the value of the mean 4.23 which is the interval from 4.20 to 5.00.
5. Responses of respondents regarding the guarantee that is given KRL Baraya Geulis can be inferred either because respondents VERY AGREE against statements are filed evident from the value of the mean of 4.25 which is the interval from 4.20 to 5.00.
6. Responses of respondents regarding the statement that consumers feel satisfied with KRL Baraya Geulis can be inferred either because respondents VERY AGREE against statements are filed evident from the value of the mean 4.23 which is the interval from 4.20 to 5.00.
7. From the calculation Coefficient of Correlation *Spearman Rank* Quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis, which amounted to 0.501. Conclusion is, there is a relationship that is positive and the direction between the quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis. The coefficient of determination (Kd) was at 25.10 % has the sense that the quality of service (X) to the satisfaction of the customer (X) at KRL Baraya geulis is at 25.10 %, while the rest of 74.90% is influenced by variables other was not examined in this research.

8. From the results of the SPSS output, it is obtained $T_{table} = 1.655$. From the calculation results, it shows that $T_{arithmetic}$ is greater than T_{table} , namely $T_{arithmetic} = 8.140 > 1.655$. Thus, the hypothesis that the author created can be accepted, meaning that the author's hypothesis is supported by facts in the field. Statement hypothesis "Quality of service (X) has the effect that significant to the satisfaction of the customer (Y) at KRL Baraya geulis". Can be accepted.

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