

E-Ticketing Service And Employee Professionalism On Jabodetabek Krl Passenger Customer Satisfaction

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Abstract

The purpose of this study is to determine the effect of E-ticketing service and employee professionalism on customer satisfaction on passengers at Bogor Station Jakarta-Bogor route. This study aims to investigate the effect of e-Ticketing and employee professionalism on customer satisfaction. The survey was conducted at Bogor Station with a sample of 204 using the Slovin Formula. randomly selected. Based on the results of the research, Customer Satisfaction can be increased directly to Customer Satisfaction and Employee Professionalism and indirectly from E-Ticketing Services with Professional Employee mediation to Customer Satisfaction.

Keywords: Service, Employee Professionalism, Customer Satisfaction

Introduction

At present, most commuter trains operating in Jabodetabek are electric trains (KRL) which are commonly called commuter lines. Previously, it was also operated by non-AC economic trains, which since June 2013 the operation had been withdrawn because it was deemed not roadworthy.

For Jabodetabek residents, the operation of KRL is certainly considered important and necessary, because KRL has proven to be a means of transportation that contains multi-comparative advantages, such as fuel saving, energy saving, low pollution, free traffic, and more mass. This comparative advantage is expected to be used as a bottom line to be a solution to the problem of urban transportation which is increasingly complex day by day.

However, so far, there are still obstacles surrounding the KRL mode of transportation, such as (a) the lack of gate e-ticketing, causing queues, especially during peak hours; (b) increasing number of passengers not accompanied by an increase in the number of KRL facilities; (c) the customer must first incur costs to

purchase an e-ticketing card and must have a minimum balance; (d) KRL employees who still do not carry out their work in accordance with their expertise, which reflects the lack of training and guidance on electronic ticketing systems; (e) services have not been maximized to customers; (f) lack of employee attention to customer needs and customer satisfaction. This certainly requires improved performance through research actions, so that KRL management (PT KAI) can improve its performance, for customer satisfaction.

Regarding the topic of this research (Sitorus, Irfan, & Sarbanon, 2015), researchers only focused on a number of variables, namely the influence of e-ticketing services and employee professionalism on the satisfaction of Jabodetabek KRL customers, through a passenger survey at Bogor Station Jakarta-Bogor route in 2018. Thus, the formulation of problems such as (a) is there a direct effect of e-ticketing service on customer satisfaction on passengers at Bogor Station Jakarta-Bogor route; (b) whether there is a direct influence of employee professionalism on passenger satisfaction at Bogor Station Jakarta-Bogor Route; and (c) whether there is an indirect effect of e-ticketing services on passenger satisfaction at Bogor Station Jakarta-Bogor Route through employee professionalism, can be answered.

Customer satisfaction is a very pleasant response. Therefore, evaluation of satisfaction can be directed to one or all elements of the experience experienced by Parasuraman customers in (Saribanon, Sitanggang, & Amrizal, 2016). (Saribanon & Reza Fauzi Jaya Sakti, 2016)

In another assertion, customer satisfaction is an individual's perception of the performance of a product or service in relation to his expectations (Lupiyoadi, 2006) Associated with satisfaction is the feeling of someone about being happy or disappointed resulting from comparing the performance of a perceived product (or outcome) in relation to his expectations. If performance is far from expectations, customers are not satisfied. If the performance is in line with expectations, customers are satisfied (Kotler & Keller, 2006).

The customer will be loyal when he feels he gets something of value for the product, because the value can be considered as the ratio between the perceived

benefits of the customer in terms of economy, function and psychological factors (Saribanon & Kurniawati, 2015). In addition to this, there are factors of resources, both in the form of funds, time and energy used to obtain these benefits, even though the perceived value is relative and subjective. The same thing is expressed by (Saribanon et al., 2016) that customer satisfaction is a feeling of pleasure at the experience of the level of difference between customer expectations or their desires and perceptions. Some key factors shape customer expectations through good verbal communication, meeting customers' personal needs, and level of past experience in enjoying services. Therefore, in general it can be stated that customer satisfaction is an indicator of the future of business success that measures how well customers will respond to the company in the future (Chu, 2002).

In his view (Siahaan, 2010), stated that what is meant by professionalism is reliability in the execution of tasks, so that it is carried out with high quality, the right time, accurate and with procedures that are easily understood and followed by customers. Based on the above theory, it can be concluded that customer satisfaction with e-ticketing is the customer's happy feeling or form of post-evaluation using quality services or products that are of value, in accordance with personal expectations and needs, with indicators: (1) having good technical performance, (2) good treatment, and (3) ease of obtaining. Meanwhile, service is an activity or a series of invisible activities that occur as a result the interaction between customers and employees, or other things provided by the company in providing services intended to solve problems experienced by customers (Ratminto & Atik, 2009).

In connection with the above, (Fandi Tjiptono, 2008) confirms that services can be interpreted as services, namely activities, benefits, or satisfactions offered for sale. There are two important things related to service, namely serving (subject) and being served (object). Objects (which are generally served) can be interpreted as customers or service users. Definition of services or services according to (Kotler & Keller, 2006) is any action or activity that can be offered by one party to another party. Meanwhile, Christopher in (Tjiptono & Chandra,

2007) states that service to customers is the satisfaction of service users which is a very important part of the success of a business or business.

Based on the above, the purpose of this study was to determine the effect of E-ticketing Service and employee professionalism on customer satisfaction on passengers at Bogor Station Jakarta-Bogor Route.

Method

Method The research process carried out by the writer was completed within 3 (three) months during March to May 2018. The population in this study was the train service consumers at Bogor Station at PT. Jabodetabek Commuter Train, which amounts to around 50,000 people per day. Sampling was carried out using simple random sampling. The sample produced from Slovin formula is 204 people. (Sugiyono, 2014).

Data collection was done by distributing questionnaires using 5 scales likert. Data analysis includes descriptive statistical analysis, classical assumption test (analysis requirements), and parametric (inferential) statistical analysis with path analysis analyzed by the Linear Structural Relations (LISREL) 8.8 for Windows program.

Discussion and Result

Based on the research focus, the description of the data can be grouped into three parts, namely (1) passenger satisfaction, (2) e-ticketing, and (3) employee professionalism. The results of the statistical calculation description are the following.

1. Passenger satisfaction The theoretical score expected to be obtained from the variable of passenger satisfaction lies in the score range from 20 to 100. It turns out that the results show that the range of variable scores of passenger satisfaction is between 41 and 100, the average score is 76.51, standard deviation or standard deviation is 13,359, a median of 78 modes of 81. The Frequency distribution can be seen in Table 1.

Table 1. Frequency Distribution of passenger satisfaction

Number	Class Interval	Frekuensi Absolut	Frekuensi Relative (%)	Frekuensi Kumulatif (%)
1	41 - 47	3	1.47	1.47
2	48 - 54	8	3.92	5.39
3	55 - 61	19	9.31	14.71
4	62 - 68	27	13.24	27.94
5	69 - 75	33	16.18	44.12
6	76 - 82	43	21.08	65.20
7	83 - 89	34	16.67	81.86
8	90 - 96	23	11.27	93.14
9	97 - 103	14	6.86	100.00
Jumlah		204	100	

Source: Author

From the data in Table 1, the frequency distribution when compared to the average price shows that the passenger satisfaction score which is below the average price is 43 respondents (21.08%), while those in the average price class group are 71 respondents (34.80%) and those above the average price of 90 respondents (44.12%). The data tabulation shows that e-ticketing transactions occupy the highest order in line with customer expectations (KRL consumers).

2. E-Ticketing

The theoretical score that is expected to be obtained from the e-ticketing variable lies in the range of scores between 20 to 100. It turns out that the results show that e-ticketing is between 22 and 100, the average score is 66.40 standard deviation or standard deviation is 18.371. median is 67 modes by 67. The Frequency distribution can be seen in Table 2.

Table 2. Distribusi Frekuensi E-Ticketing

Number	Class Interval	Frekuensi Absolut	Frekuensi Relative (%)	Frekuensi Kumulatif (%)
1	22 - 30	8	3.92	3.92
2	31 - 39	11	5.39	9.31
3	40 - 48	17	8.33	17.65
4	49 - 57	22	10.78	28.43
5	58 - 66	38	18.63	47.06
6	67 - 75	41	20.10	67.16
7	76 - 84	30	14.71	81.86
8	85 - 93	27	13.24	95.10
9	94 - 102	10	4.90	100.00
Jumlah		204	100	

Source: Author

Based on Table 2, the frequency distribution when compared to the average price shows that the e-ticketing score which is below the average price is 38 respondents (18.63%), while those in the average price class are 108 respondents (52.94%), and those above the average price of 58 respondents (28.43%). From the data tabulation, PT KAI is considered to provide real services to customers

3. Based on Table 2, the frequency distribution when compared to the average price shows that the e-ticketing score which is below the average price is 38 respondents (18.63%), while those in the average price class are 108 respondents (52.94%), and those above the average price of 58 respondents (28.43%). From the data tabulation, PT KAI is considered to provide real services to customers.

Table 3. Distribution of Employee Professionalism Frequency

Number	Class Interval	Frekuensi Absolut	Frekuensi Relative (%)	Frekuensi Kumulatif (%)
1	47 - 52	15	7.35	7.35
2	53 - 58	15	7.35	14.71
3	59 - 64	22	10.78	25.49
4	65 - 70	25	12.25	37.75
5	71 - 76	37	18.14	55.88
6	77 - 82	27	13.24	69.12
7	83 - 88	25	12.25	81.37
8	89 - 94	23	11.27	92.65
9	95 - 100	15	7.35	100.00
Jumlah		204	100	

Source: Author

From the data in Table 3, the frequency distribution when compared to the average price shows that the professionalism score of employees who are on the average score is 37 respondents (18.14%), while those in the group below the average price are 77 respondents (37.75%), and those above the average price of 90 respondents (44.12%). From the data tabulation, information is obtained that the highest total for PT KAI lies in customer service based on their duties. In connection with the above, this study proposes three hypotheses that are tested with inferential statistics through regression and correlation analysis techniques. The first and second hypotheses were tested by regression analysis techniques and simple correlation, while the third hypothesis is tested using multiple regression analysis and correlation, which is then followed by partial correlation analysis.

Based on this analysis, this study proves that e-ticketing service has a positive and very significant effect on customer satisfaction. This proves that the service of e-ticketing is very important for PT KAI Jabodetabek

Commuter, especially when PT KAI Jabodetabek Commuter is in crisis of trust from customers. In such circumstances, the company's efforts to use e-ticketing services can be said to be a form of accountability for PT KAI Jabodetabek Commuters to its customers. This, by PT KAI Jabodetabek Commuter is also accompanied by an increase in the fulfillment of customer needs (fulfillment of customer expectations), such as departure and arrival time schedules that are easily seen by customers, information and communication that is active during the trip until arriving at the destination. Thus, it can be emphasized that the e-ticketing service carried out by PT KAI Jabodetabek Commuter does indeed affect customer satisfaction.

Evidently, the professionalism of PT KAI Commuter Jabodetabek employees has a positive and very significant effect on customer satisfaction. This shows that PT KAI Commuter Jabodetabek employees realize that professionalism is very important, so they can work skillfully and be responsive to the problems faced by customers. This means that this research proves that professionalism has an effect on customer satisfaction. It can also be proven, e-ticketing services have an indirect and significant effect on customer satisfaction through mediating employee professionalism. Meanwhile, the results of the path coefficients are indirectly greater, indicating that customer satisfaction can be improved by simultaneously improving the service of e-ticketing and professionalism of employees. According to (Sitorus et al., 2015) This means that e-ticketing services do have an indirect effect on customer satisfaction through mediating employee professionalism.

Conclusion

Based on the results of the study it can be concluded that there is a significant and positive direct effect of e-ticketing service on passenger satisfaction; there is a significant direct and positive influence on the professionalism of PT KAI

Jabodetabek Commuter employees on passenger satisfaction; and there is a significant and positive indirect effect of e-ticketing on passenger satisfaction through professional employees.

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