

Analysis of SPM Application in Safety Aspect on Commuter Train Line Bekasi - Jakarta Kota on Customer Loyalty

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Abstract. KRL Commuter Line or commonly known as KRL Jabodetabek by Indonesians, is a commuter rail system for Greater Jakarta in Indonesia and in terms of Railway Commuter Line safety is the transportation that is most in demand by the society. To maintain customer loyalty, PT. Kereta Commuter Indonesia is expected to be able to implement SPM specifically in the applicable safety. Then this study aims to find out what case the Minister of Transportation Regulation of the Republic of Indonesia Number: PM. 48 of 2015 concerning Minimum Service Standards in safety aspects has been implemented by PT. Kereta Commuter Indonesia and know the factors that can affect customer loyalty, especially in Bekasi - Jakarta Kota. The research method uses primary data obtained from direct observation from PT. Kereta Commuter Indonesia and users of KRL transportation services and library research as research objects. To find out these factors, obtained by interview with PT. Kereta Commuter Indonesia and users of Commuter Railway transportation services. The results of this study found that the factor of cheap ticket prices is the main cause of customer loyalty to the Commuter Line Railway.

Keywords: commuter line, SPM, safety, customer loyalty

PRELIMINARY

Transportation is the people or goods transfers from one place to another or from the origin place to the destination by using vehicles driven by humans, animals or machines. The purpose of people using transportation is to be faster and easier in people or goods transfers from their original place to their destination. The function of transportation is not only seen individually but also seen from the interests of the wider society [1]. Transportation is used by the society to facilitate daily activities. Everyone needs transportation in various activities such as work, school, traveling and other activities. The number of people who are still dependent on public transportation does not seem to be balanced with the services and conditions of public transport which still do not meet the expectations of the society [2]. There are five main elements of transportation, namely:

- a. Humans, who need transportation;
- b. Goods, which are needed by humans;
- c. Vehicles, as a means of transportation;
- d. Road, as a transportation infrastructure;
- e. Organization, as a transportation manager.

It can be concluded the five elements above are interrelated for transportation. The transportation process is created due to differences in needs between humans with each other, which are qualitative in nature and have different characteristics as a function of time, purpose of the trip, the type being transported, and others. [3]

Transportation covers a comprehensive sector. Almost all human life is inseparable from the need for increased transportation services in line with the advancement of culture and welfare of human life. An advanced society is characterized by a high level of mobility because sufficient transportation services are available at reasonable prices, which are managed

efficiently and effectively in a good system. All aspects of people's lives use transportation as a means of movement, especially land transportation, especially trains. The role of passenger trains lately has begun to increase again, not only between cities, but also in urban areas with heavy traffic. Passenger trains are operating facilities which have experienced rapid technological progress. To serve transportation within the city or around it, passenger trains are equipped with driving forces which are often operated in urban transportation, such as electric trains (KRL) and diesel trains (KRD).

The number of Jabodetabek Line Commuter Rail Transportation services users has increased from year to year. As of June 2018, the average number of KRL users per day reaches 1,001,438 users on weekdays, with the highest number of users record served in one day is 1,154,080 (www.krl.co.id). By carrying out the spirit and motto of Best Choice for Urban Transport, KCI is currently working hard to meet its target of serving 1.2 million passengers per day with a KRL fleet strength of up to 1,450 units in 2019. Maintaining customer loyalty is a good step which can be applied by companies to still be able to compete. To realize this purpose, PT. Kereta Commuter Indonesia is expected to be able to maintain friendly, efficient and effective behavior in presenting its products / services, so it can foster trust and comfort from the customer's side, and able to apply the Minimum Service Standards (SPM) specifically in the safety aspect based on the Minister of Transportation Regulation of the Republic Indonesia Number: PM. 48 of 2015 concerning Minimum Service Standards for People Transportation by Train.

THEORETICAL BASIS

Minimum Service Standards (SPM) according the Minister of Transportation Regulation of the Republic Indonesia Number: PM. 48 of 2015 concerning Minimum Service Standards for People Transportation by Railways is a minimum measure of service must be met by service providers in providing services to service users, which must be equipped with benchmarks which are used as guidelines for the provision of services and references for evaluating service quality as obligations and promises service providers to the society in the context of quality, fast, easy, affordable and measurable services.

Government Regulation No. 65 of 2005 concerning Minimum Service Standards (article 1 point 6) states "Minimum Service Standards are provisions concerning the type and quality of basic services which are mandatory regional affairs which are entitled to be obtained by every citizen at a minimum". Basic service is a type of public service which is fundamental and absolute to meet the needs of the community in social, economic and government life ". [4]

According to Kotler (2008: 138), loyalty is a commitment held in depth to buy or support a product or service which is favored in the future despite the influence of the situation and marketing efforts which cause customers to switch. Based on these opinions, it can be seen which loyalty is a commitment from customers which shape customer loyalty to a product or service, so customers will make continuous purchases of selected products and services. Customers will remain consistent and not easily affected by market situations which are volatile and generally could affect consumer behavior. [5] Griffin (2005: 31) states loyal customers have characteristics including:

1. Make regular purchases (repeat buyers). Customers buy the same products back offered by the company.
2. Buy outside the product line or service (purchase across product and service lines). Customers make purchases between product lines or services offered by the company
3. Demonstrating immunity from the attraction of competitors, not affected by competing pulls of other similar products (demonstrates immunity to the full of competitions). Customers will not be interested in offering similar products produced by competitors.

4. Recommend to others. Customers communicate by word of mouth regarding the product to others. [6]

RESEARCH METHODS

The data obtained by researchers from the primary data obtained from interviews with several informants (PT. Kereta Commuter Indonesia and commuter line users) as data sources were processed using descriptive qualitative methods, so the final results of the study were in the form of word or sentence descriptions of research problems. Primary data sources are sources of data obtained directly from the field, both through observation and recording of the object of research which includes observing data collection through observing transportation equipment on the object of research directly [7]. According to Nasution (1988) observation is the basis of all science. Scientists can only work based on data, namely facts about the world of reality obtained through observation. In qualitative research, data collection techniques could be done through observation. Researchers are directly involved in research in the field, so researchers will know the facts and understand the social symptoms which are being observed. [8]

According to Widodo (2019) the population is the whole of individuals or from certain units as members or as a set in a group [9]. Whereas according to Suharsimi Arikunto (2006: 130) Population is the whole subject of research. If someone wants to examine all the elements in the research area, the research is population research [10]. The population of this study is commuter line users who are in the Bekasi - Jakarta Kota department.

According to Sugiyono (2013: 149) the sample is part of the number and characteristics possessed by the population [11]. The sample of this study is 50 commuter line users who are in the Bekasi department - Jakarta Kota who will be interviewed. Interviews are used to obtain information that is impossible to obtain through observation. The technique of collecting data is by holding a question and answer in person. The people interviewed are those who have something to do with the research being carried out. According to Nazir in the research method book (2003: 193), interviewing is the process of obtaining information for research purposes by way of question and answer, face to face between the questioner and the interviewer with the answerer using a tool called the Interview Guide (interview guide). [8]

This research was carried out in the Commuter Line of Bekasi - Jakarta Kota direction and at PT. Kereta Commuter Indonesia. Commuter Line is managed directly by a subsidiary of PT. Kereta Api Indonesia, namely PT. Kereta Commuter Indonesia. This research was conducted for approximately 3 months, starting from April - June 2019. Adjusting to the data provided directly with interviews by PT. Kereta Commuter Indonesia as a Commuter Line manager.

RESULT AND DISCUSSION

According to the Minister of Transportation Regulation of the Republic of Indonesia No: PM. 48 of 2015, SPM (Minimum Service Standards) consists of; Safety, Security, Reliability, Comfort, Ease and Equality. In this case we examine MSS related to safety which have the following indicators:

1. Information and safety facilities (easily visible and affordable), including:
 - a. 1 Light Fire Extinguisher (APAR) per train with a minimum size of 3 kg.
APAR is a tool used to extinguish fires or control fires on a light scale. 1 APAR has been provided in each train which is located at the corner. APAR can be used by officers and passengers in an emergency.
 - b. Emergency brake / emergency button.
Emergency brakes / emergency buttons function to open valves that are connected to wind lines which run along the Railroad. Once rotated, the air pressure in the wind channel will be wasted, the cylinder will lock, the train will brake the emergency. As

the name implies, this instrument should only be used when an emergency is possible and must wait for instructions from the train officer.

- c. Glass breaker which is easy to see and affordable.

Glass breaker serves to break the glass so people trapped inside the train could save themselves in an emergency. However, now the glass breaker is no longer relevant to use, because the glass used by commuter lines has been modified using acrylic glass which is not easily broken because of the vulnerability of vandalism. Instead of breaking glass, passengers do not need to break the glass and simply pull the window down and can also open the door using the lever provided.

- d. Directions for evacuation routes.

The evacuation route instructions are directions which are used as safety guidelines to connect all areas to a safe area as a gathering point.

2. Health information and facilities:

- a. First aid kits are taken by security or escort officers and in each driver's cabin are also first aid kits.
- b. First aid kits carried by railroad officers consist of Kasa, Betadine, Eucalyptus Oil, and Plaster.

Strategy of PT. Kereta Commuter Indonesia in increasing customer loyalty by innovating to make changes in order to realize the principles of PT. Kereta Commuter Indonesia is to transport as many people as possible from the initial station to the destination station to reduce the burden on the highway. PT. Kereta Commuter Indonesia then made a strategy to add a series from 8 to 10 and from 10 to 12, and janitors to optimize their duties. In terms of government, namely rebuilding the station (Infrastructure) to provide more services to customers and also preparing 3 people on each train.

The frequency of Bekasi - Jakarta Kota commuter line reaches 980 trips per day for all routes. The capacity of carrying 1 (one) train can transport 180 people for a comfortable position including users who sit and stand. For peak hours 1 (one) transport train reaches 230 to 250 people, and for 1 square meter can be filled with 6 passengers standing.

First, we conducted an interview to the Corporate Communication Supervisor of PT. Kereta Commuter Indonesia is related to the Minimum Service Standards (SPM) especially in the aspect of safety, according to the Corporate Communication Supervisor of PT. Kereta Commuter Indonesia, the Minimum Service Standard (SPM) specifically in the overall safety aspect has been applied to the commuter line except for glass breakers whose existence is no longer relevant for use because the glass used by commuter lines has been modified using acrylic glass that is not easily broken because of the vulnerability of vandalism.

Second, 50 commuter line users consisting of 25 women and 25 men we interviewed related to information and safety facilities said as many as 36% agreed the light fire extinguishers (APAR) were easily visible and affordable on trains. However, 64% do not agree if there is a light fire extinguisher which is easily visible and affordable on the train, especially during peak hours. As many as 24% passengers agreed with the emergency brake / emergency button which was easily visible and affordable on the train. However, 76% do not agree if there is an emergency brake / emergency button which is easily visible and affordable because this button cannot be used by passengers and may only be used by officers in an emergency, so not many passengers are aware of the emergency brake / emergency button, especially during rush hour (peak hour). As many as 64% passengers agreed with the presence of easy-to-see and affordable evacuation routes on the train because these instructions were familiar to passengers. However, 36% do not agree if there are instructions for evacuation routes which are easily visible and reachable on the train during peak hours. While the results of the interview were related to information and health facilities, 34% agreed if each officer on the train carried first

aid kits and in each driver's cabin there were also first aid kits and 66% did not agree if every officer on the train carried first aid kits and in each driver's cabin there are also first aid kits.

According to interviews with 50 commuter line users consisting of 25 women and 25 men related to SPM on customer loyalty, as much as 30% agreed with what makes them loyal to commuter lines is the Minimum Service Standard (SPM) especially in the aspect of safety. However, 70% do not agree with the Minimum Service Standards (SPM) especially in the aspect of safety are not the reason they are loyal to the commuter line, but because there is a factor of 34% Low ticket prices, 10% No traffic, 10% Fast to destination, 4% Convenient, 6% On time, 4% Clean, 2% Easy to use.

According to the lecturer teaching the field of Railways at the Trisakti Institute of Transportation and Logistics, he stated that the lack of socialization from PT. Kereta Commuter Indonesia to commuter line users, so that many users do not know the existence of Minimum Service Standards (SPM) specifically in the safety aspects that are on the commuter line.

CONCLUSIONS AND RECOMMENDATIONS

1. With the Minimum Service Standards (SPM) in the aspect of safety, it does not significantly affect customer loyalty. Because there are several factors that make loyal customers, namely ticket prices are cheap, not jammed, fast to the destination, comfortable, on time and easy to use.
2. PT. Kereta Commuter Indonesia is expected to be able to socialize information related to Commuter Line to the public so that the public knows all information, especially the Minimum Service Standards (SPM) in aspects of safety.
3. PT. Kereta Commuter Indonesia is expected to be able to maintain ticket prices at this time considering the biggest factor in the occurrence of customer loyalty is cheap ticket prices

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