

THE EFFECT OF LARGE SCALE SOCIAL RESTRICTION POLICY AND SERVICE QUALITY ON COMMUTER LINE CUSTOMERS SATISFACTION AT BEKASI STATION**Arief Rizky Satriawan¹, Muhammad Thoha², Lis Lesmini³, Asep Ali Thabah⁴**^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia*Corresponding author: ariefrikysatriawan@gmail.com

Abstract. The purpose of this study is to analyze the impact of PSBB policy (Large Scale Social Restrictions Policy) and service quality on the customers' satisfaction of Commuter Line at Bekasi Station. The research method used in this study was quantitative descriptive, where the data were obtained by questionnaires and literature studies. The study population was Commuter Line customers who use Commuter Line at Bekasi Station. The research sample was obtained by using the Purposive Sampling technique from 105 respondents as the sample. The data analysis technique used in this study was a multiple linear regression analysis. The results of this study are that the PSBB (X1) and service quality (X2) policies have a positive and significant effect on customer satisfaction (Y) with an R Square output value of 0.621. This means that the variables X1 and X2 have a simultaneous influence on Y variable by 62.1%.

Keywords: PSBB Policy, Service Quality, Customer Satisfaction, Bekasi Station, Commuter Line

A. Introduction

Transportation has become an inseparable part of the community's daily activities. The need for transportation, which is followed by the increasing of community activities, will require an increase in the field of transportation services (Zefri & Mutiara, 2019), to fulfill the needs, transportation service providers need to pay attention on the improving of the quality of services provided for customers, especially during the Covid-19 pandemic. One of the transportation choices that people make in their daily activities is Commuter Line. Many people choose Commuter Line because it has more flexible and fixed schedule that people can choose compared to other available modes of transportation. The fast spread of the Covid-19 virus forced Bekasi city government to apply PSBB policy. PSBB policy is a limiting some resident's activities in an area suspected of being infected with the coronavirus to prevent further spread. This policy is regulated in West Java Governor's Regulation No. 27 of 2020 concerning Guidelines for Large-Scale Social Restrictions in Handling Corona Virus. This policy also has an impact on the way transportation service providers provide services to their customers. The changes affect the satisfaction of Commuter Line customers at Bekasi Station.

Service Quality is an effort made by a company to meet the desires, needs, and expectations of customers (Philip et al., 2018). Meanwhile, according to Tjiptono in (Indrasari, 2019), service quality is a condition related to products, human resources, processes, and the environment that can provide or can exceed the quality of service expected by customers. The quality of service can usually be measured by how well the level and quality of the service provided can satisfy service users (Chairunnisa et al., 2018). This means that the level of how good the quality of services provided is based on the experience of passengers or consumers of the quality of service they feel. According to Lupioyadi in (Wahyuningsih & Wartiningsih, 2018), service quality is a factor that can determine the level of success of a company in providing quality services to consumers.

Customer satisfaction according to Umar in (Indrasari, 2019) is the level of feeling felt by consumers after comparing the level of service received with the expectations given. Meanwhile according to Zeithaml and Bitner in (Pesoth, 2015) customer satisfaction is an assessment given by the customer to the characteristics or features of a product or service that the level of

customer pleasure associated with meeting customer needs. If the customer receives a product or service performance that is lower than customer expectations, the customer will feel disappointed. On the other hand, if the customers receives a good product performance better than they expected, they will feel satisfied or happy (Rentha & Silaban, 2015). This shows that the satisfaction felt by each customer is different from one another because customer expectations of a product or service are different from one another. A company must improve or maintain the quality of a product or service they offer (Putri & Utomo, 2017). Maintaining or improving the quality of product or service will affect the customers to repurchase or repeat using the service. Moreover, they will recommend it to people around them. Here are some previous research related to this study.

1. (Zefri & Mutiara, 2019) entitled Analysis of Commuter Line KRL Service Quality at Bekasi Station. The analytical method used in this study is Important Performance Analysis with data obtained through questionnaires, interviews, and observations. The results of this study are the five attributes that are declared important, but their performance is still below standard.
2. (Chairunnisa 2018) entitled The Role of Automatic Ticketing System in Providing Service Quality to Passengers in 2017. This study uses quantitative descriptive methods with data obtained through questionnaires and interviews. The results of this study shows service quality has a significant influence on customer satisfaction.
3. (Partogi, 2018) entitled The Analysis Of Customers' Satisfaction Towards Commuter Line Service Train A Case Study At Bekasi Station, Bekasi - Jakarta City Route 2017. This research uses quantitative descriptive methods with data obtained through questionnaires, literature studies, field studies, and observations. The results obtained are that the expected service expectations of Commuter Line passengers have not yet been fulfilled by PT. KCI.

❖ **Framework and Hypothesis**

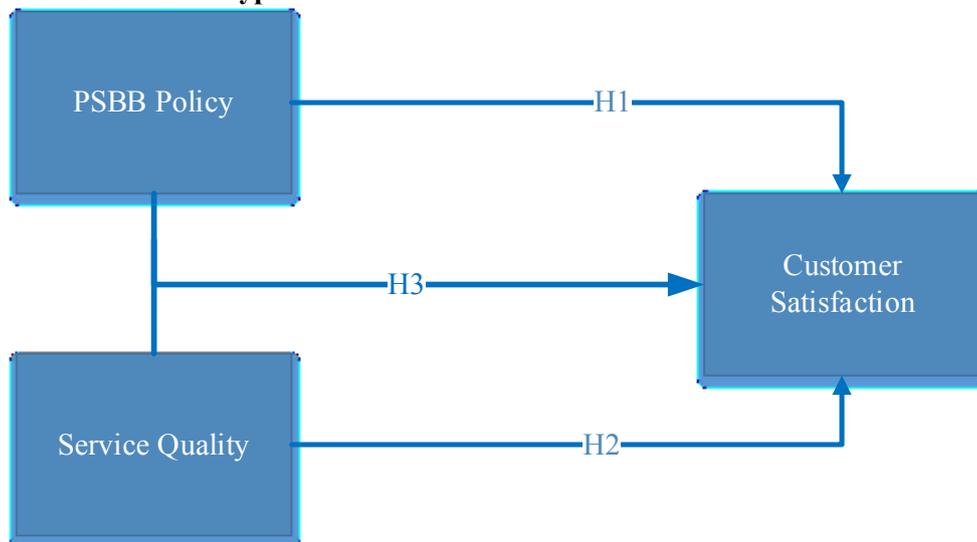


Figure 1.1 Framework

Information :

- H₁ : The first hypothesis
- H₂ : The second hypothesis
- H₃ : The third hypothesis

Based on the framework in Figure 1 above, it can be determined a hypothesis in this study:

- a. The simultaneous hypothesis in this study is that there is an influence of PSBB policy and service quality on commuter line customer satisfaction.
- b. Partial research hypothesis in this study is, first the influence of PSBB policy on commuter line customer satisfaction, and the second is the influence of service quality on commuter line customer satisfaction.

B. Method

The research method used in this study was quantitative descriptive method. This study was conducted at Bekasi Station, West Java. The population in this study were all Commuter Line passengers who used the Commuter Line at Bekasi Station in June 2020. This study used primary and secondary data. Primary data is attained by using a questionnaire and secondary data were in the form of literature studies such as journals and sources of reading that are readily available on the internet. There are 105 respondents in this study. The data analysis technique used in this study was multiple linear regression analysis techniques. Multiple linear regression analysis was used to determine the effect of independent variables consisting of PSBB policy (X1) and service quality (X2) on the dependent variable customer satisfaction (Y). In this study, a partial test (t-test) was used to determine whether there was a partial influence of the independent variable on the dependent variable. The sampling technique used in this study was the Purposive Sampling. The condition of respondents who were sampled were customers who had used the commuter line during the PSBB. The number of samples obtained was 105 respondents.

C. Discussion and Result

PSBB or Large-scale Social Restrictions is a policy implemented by the government to overcome the Covid-19 virus pandemic in Indonesia. The PSBB policy that has been implemented completely changes customers' behavior and public transport service providers such as Commuter Line in their daily activities. With the implementation of the PSBB policy, officers or customers are required to wear masks and as much as possible to maintain a minimum distance of 1 meter. Services provided to customers have also been affected by reducing the maximum number of customers on the train by 50%. However, based on the response from the Commuter Line user community through a questionnaire, it can be seen that the quality of the service provided at Bekasi Station is considered as quite good, this evidenced was taken from the average response of the public regarding service quality at Bekasi Station which has a value of 76, 2%. Respondents also indicated that they agreed and were satisfied with the services provided during the PSBB in accordance with the needs and demands of customers. This was proven by the results of average customer satisfaction of 70.7%.

❖ Respondent's identity

Analysis of the identity of respondents in this study viewed from several sides, such as the age of the respondent and based on the gender of the respondent.

- a. Respondents according to the age level

From the data obtained, shows that respondents aged 15-20 years amounted to 21 people or 20%, for respondents aged 21-30 years there were 82 people or 78%, then for respondents aged 31-40 years there were 1 person or by 0.95% and for respondents aged 41-50 years amounted to 1 person or by 0.95%. From these results, it can be concluded that the average age of respondents aged 21-30 years.

b. Respondents according to gender

From the data that has been obtained, shows that male respondents are 40 people or 38%, while for female gender respondents are 65 people or 61.9%, which means the average respondent is female.

❖ **Variable Description**

a. **PSBB Policy**

Basically, the PSBB policy aims to limit community activities so that the spread of the coronavirus does not increase. In this study, the average percentage of the PSBB policy variable was 80.9%.

The results of the recapitulation of respondent's answers to the PSBB policy variable from the data obtained can be explained:

The first questions is about whether you know that there is a policy limiting passenger capacity to 50% on the train, as many as 40 people or 38% responded strongly agree, 45 people or 42.8% responded agree, 16 people or 15.2% responded neutral, 2 people or 1.9% responded disagree, and as many as 2 people or 1.9% responded strongly disagree.

The second question is about whether the officers' conduct regular disinfection of KRL, as many as 24 people or 22.8% responded strongly agree, 43 people or 40.9% responded agree, 32 people or 30.4% responded neutral, 3 people or 2.8% responded disagree, and 3 people or 2.8% responded strongly disagree.

The third question about whether or not the officer detect and monitor body temperature of passengers who want to enter the station, as many as 44 people or 41.9% responded strongly agree, 44 people or 41.9% responded agree, 15 people or 14.2% responded neutral, and as many as 2 people or 1.9% answered disagree.

The fourth question is about whether or not the officer ensures the passenger is not experiencing an increase in body temperature above normal or sick, as many as 33 people or 31.4% responded strongly agree, 36 people or 34.2% responded agree, 35 people or 33.3% responded neutral, and as many as 1 people or 0.95% responded disagree.

The fifth question is about whether or not the officer urge passengers to maintain a minimum distance of 1 meter when they want to enter the station or on the train, 32 people or 30.4% responded strongly agree, 44 people or 41.9% responded agree, 20 people or 19% respondents answered neutral, 8 people or 7.6% of respondents answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

The sixth question is about whether or not the officer check the use of masks for passengers, as many as 48 people or 45.7% responded strongly agree, 33 people or 31.4% responded agree, 20 people or 19% responded neutral, and as many as 4 people or 3.8% responded disagree.

b. Service Quality

Quality of service is a crucial element for the company as an effort to meet the needs, desires, and expectations of customers. Service quality is also a factor that can determine the level of success of a company. In this study, the average percentage of service quality variables was 76.2%.

The recapitulation of respondents' answers to the service quality variables described through the sub-variables is as follows:

- **Reliability**

The first question is about how the availability of information related to the KRL schedule in the PSBB period, 29 people or 27.6% responded strongly agree, 41 people or 39% responded agree, 28 people or 26.6% responded neutral, 6 people or 5.7% of respondents answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

The second question is about how the accuracy of the KRL travel schedule during the PSBB is, as many as 19 people or 18% responded strongly agree, 43 people or 40.9% responded agree, 32 people or 30.4% responded neutral, 10 people or 9.5 % of respondents answered disagree, and as many as 1 people or 0.95% answered strongly disagree.

The third question is about how the ability of PT KCI in providing the best service to passengers during the PSBB is, as many as 23 people or 21.9% responded strongly agree, 44 people or 41.9% responded agree, 34 people or 32.3% responded neutral, 3 people or 2, 8% responded disagree, and as many as 1 people or 0.95% answered strongly disagree.

The fourth question is about how easy it is to obtain clear information in the PSBB period, as many as 18 people or 17.1% responded strongly agree, 48 people or 45.7% responded agree, 36 people or 34.2% responded neutral, and as many as 3 people or 2.8% responded disagree.

- **Responsiveness**

The first question is about how the speed and accuracy of officers in providing the information needed is, as many as 23 people or 21.9% responded strongly agree, 49 people or 46.6% responded agree, 30 people or 28.5% responded neutral, 2 people or 1.9% responded answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

The second question is about how the readiness of officers in responding to consumer problems during the PSBB is. as many as 23 people or 21.9% answered strongly agree, 45 people or 42.8% of respondents answered agree, 32 people or 30.4% responded neutral, and as many as 5 people or 4.7% of respondents answered disagree.

The third question is about whether or not the officer always shows confidence & attitude ready to serve, as many as 21 people or 20% responded strongly agree, 49

people or 46.6% responded agree, 30 people or 28.5% responded neutral, 4 people or 3.8% responded disagree, and as many as 1 people or 0.95% responded strongly disagree.

- **Assurance**

The first question is about how the hospitality and courtesy of officers in serving passengers is, as many as 24 people or 22.8% responded strongly agree, 48 people or 45.7% responded agree, 28 people or 26.6% responded neutral, 4 people or 3.8% responded disagree, and as many as 1 people or 0.95% responded strongly disagree.

The second question is about how is the ability of officers in carrying out their work is, as many as 18 people or 17% responded strongly agree, 50 people or 47.6% responded agreed, 34 people or 32.3% of respondents answered neutral, 1 people or 0.95% respondents answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

The third question is about how security is and security while at the station/train during the PSBB, as many as 22 people or 20% responded strongly agree, 42 people or 40% responded agreed, 30 people or 28.5% of respondents answered neutral, 8 people or 7.6% responded disagree, and as many as 3 people or 2.8% responded strongly disagree.

The fourth question is about how the availability of insurance or health insurance for passengers is, as many as 22 people 20.9% of respondents answered strongly agree, 32 people or 30.4% of respondents answered agreed, 36 people or 34.2% of respondents answered neutral, 14 people or 1.3% of respondents answered disagree, and as many as 1 or 0.95% of respondents answered strongly disagree.

- **Empathy**

The first question is about how is the ability of officers to provide information in a language that is easily understood, as many as 30 people or 28.5% responded strongly agree, 42 people or 40% responded agree, 32 people or 30.4% responded neutral, and as many as 1 people or 0.95% responded disagree.

The second question is about how willing officers are in appreciating and serving and prioritizing services, as many as 19 people or 18% responded strongly agree, 51 people or 48.5% responded agree, 31 people or 29.5 responded neutral, and as many as 4 people or 3.8% responded disagree.

The third question is about how honest & patient the officers are in providing services in the PSBB, as many as 26 people or 24.7% responded strongly agree, 42 people or 40% responded agree, 36 people or 34.2% responded neutral, and as many as 1 people or 0.95% responded disagree.

The fourth question is about how the ticket price is offered in the PSBB, as many as 28 people or 26.6% responded strongly agree, 34 people or 32.3 responded agreed, 38 people or 36.1% of respondents answered neutral, 4 people or 3.8% of respondents answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

The fifth question is about how comfortable when riding and getting off the train, as many as 22 people or 20.9% responded strongly agree, 38 people or 36.1% of

respondents answered agreed, 33 people or 31.4% of respondents answered neutral, 9 people or 8.5% of respondents answered disagree, and as many as 3 people or 2.8% responded strongly disagree.

- **Tangible**

The first question is about how the cleanliness of the station during the PSBB is, as many as 26 people or 24.7% responded strongly agree, 45 people or 42.8% responded agreed, 31 people or 29.5% of respondents answered neutral, and as many as 3 people or 2.8% responded disagree.

The second question is about how cleanliness is in the train during the PSBB is, as many as 31 people or 29.5% responded strongly agree, 41 people or 2.9% responded agree, 32 people or 30.4% responded neutral, and as many as 1 people or 0.95% responded disagree.

The third question is about how the availability of a place to wash hands at the station during the PSBB, as many as 28 people or 26.6% responded strongly agree, 42 people or 40% responded agree, 31 people or 29.5% responded neutral, 3 people or 3.6% of respondents answered disagree, and as many as 1 people or 0.95% responded strongly disagree.

c. Customer Satisfaction

Customer satisfaction is a feeling that the customer or consumer feels after receiving a product or service. Satisfaction felt by customers is different from each other is influenced by how much customer expectations of existing products or services. In this study, the average customer satisfaction variable was 70.7%

The results of the recapitulation of respondents' answers to the customer satisfaction variable from the data obtained can be explained:

The first question is about whether the services provided by PT. KCI during the PSBB match your expectations, as many as 23 people or 21.9% responded strongly agree, 43 people or 40, 9% responded agree, 34 people or 32.3% responded neutral, 3 people or 2.8% responded disagree, and as many as 2 people or 1.9% responded strongly disagree.

The second question is about whether or not the complaints you report handled well by the officer, as many as 16 people or 15.2% responded strongly agree, 38 people or 36.1% responded agree, 44 people or 41.9% responded neutral, and as many as 7 people or 6.6% responded disagree.

The third question is about whether or not you feel safe and comfortable when using KRL in PSBB, as many as 16 people or 15.2% responded strongly agree, 42 people or 40,5% responded agree, 34 people or 32.3% responded neutral, 9 people or 8,5% responded disagree, and as many as 4 people or 3.8% responded strongly disagree.

The fourth question is about whether or not you are going to use KRL again during the PSBB period, as many as 17 people or 16.1% responded strongly agree, 30 people or 28.5% responded agree, 37 people or 35.2% responded neutral, 11 people or 10.4% of respondents answered disagree, and as many as 10 people or 9.5% of respondents answered strongly disagree.

The fifth question is about whether you would recommend KRL as the preferred mode of transportation during the PSBB, as many as 19 people or 18% responded strongly agree, 30 people or 28.5% responded agreed, 32 people or 30.4% answered neutral, 14 people or 13, 3% responded disagree, and 10 people or 9.5% responded strongly disagree.

The sixth question is about how the availability of tools to inform the trip during the PSBB is, as many as 25 people or 23.8% responded strongly agree, 46 people or 43.8% responded agree, and as many as 34 people or 32.3% of respondents answered neutral.

❖ **Validity and Reliability Test**

The results from the validity test show that all PSBB policy variables (X1), service quality variables (X2), and customer satisfaction variables (Y) have r count greater than r tables (r count > r tables). Then from these results, it can be concluded that all items in each variable are declared valid. The reliability test shows that the value of the PSBB policy reliability coefficient is 0.772, service quality is 0.952, and customer satisfaction is 0.897. This indicates that the three variables can be declared reliable because they have a reliability coefficient value above 0.6 (Cronbach's alpha > 0.6).

❖ **Multiple Linear Regression**

The results of the hypothesis testing using the t-test revealed that the significance value for the influence of PSBB policy (X1) on customer satisfaction (Y) was $0.072 > 0.05$, and the value of t-count was $-1.817 < t\text{-table } 1.983$. From the analysis can be concluded that H1 is rejected, which shows that there is no influence of X1 and Y, or there is no influence related to the PSBB policy that has been applied at Bekasi Station on customer satisfaction. Then for the significance value of the influence of service quality (X2) on customer satisfaction (Y) of $0,000 < 0.05$ and the value of t-count was $10.771 > t\text{-table } 1.983$. From the analysis can be concluded that H2 can be accepted, which shows that there is an influence of X2 and Y, or there is an influence of the quality of services provided by PT. KCI at Bekasi station towards customer satisfaction.

The results of the hypothesis test is achieved by the F test. Significance value for the influence of PSBB policy (X1), and service quality (X2) simultaneously on customer satisfaction (Y) is $0,000 < 0.05$ and F count value is $83.520 > F\text{ table } 3.08$. From the analysis can be concluded that H1 and H2 can be accepted which shows that there is a simultaneous influence of H1 and H2 on Y or which means there is a simultaneous influence between PSBB policy and service quality on Commuter Line customer satisfaction at Bekasi Station.

The results of this study shows that the PSBB policy variable (X1) and service quality (X2) have a quite dominant influence on customer satisfaction variables. The magnitude of the effect of X1 and X2 on Y based on R Square is 62.1%. It is also known that the service quality variable (X1) has a positive influence on customer satisfaction (Y). It also known that the majority of respondents expressed the good services provided by PT. KCI at Bekasi station during the PSBB period, both service when at the station and while on the train, can be seen from the total percentage of service quality variables of 76.2%. This shows that the quality of service at Bekasi Station is quite good.

D. Conclusion

Based on the study results on the effects of large scale social restriction policy and service quality on commuter line customers satisfaction at Bekasi station, the following conclusions can be drawn;

1. PSBB Policy at Bekasi Station
From the analysis, t-test results show that the PSBB policy does not have a significant effect on customer satisfaction at Bekasi Station.
2. Quality of Service at Bekasi Station
From the analysis that has been done, t-test results show that the quality of service provides a significant influence on customer satisfaction. The analysis also indicates that the quality of service offered to customers at Bekasi Station is quite good, with a 76.2% percentage.
3. Customer Satisfaction at Bekasi Station
From the analysis, it can be seen that customers who use the commuter line at the Bekasi station are quite satisfied with the services provided, despite the implementation of the PSBB policy. This is evidenced by the percentage of customer satisfaction variables of 70.7%
4. The Effect of Large Scale Social Restriction Policy and Service Quality Simultaneously Graduates Customer Satisfaction at Bekasi Station
From the results of the analysis that has been done, the F test shows that the PSBB policy and service quality has a significant influence on customer satisfaction. The percentage of influence is about to 62.1%.

E. Reference

- Chairunnisa, E., Rahmawan, C. J., Lesmini, L., & Widiyanto, P. (2018). *the Role of Automatic Ticketing System in Providing Service Quality To Passengers*. 147(Grost 2017), 375–383. <https://doi.org/10.2991/grost-17.2018.33>
- Indrasari, D. M. (2019). *PEMASARAN DAN KEPUASAN PELANGGAN* (1st ed.). Unitomo Press.
- Partogi, J., Vicahya Dewangga, M. I., & S. Hutauruk, P. (2018). *the Analysis of Customers' Satisfaction Towards Commuter Line Train Service a Case Study At Bekasi Station, Bekasi - Jakarta Kota Route*. 147(Grost), 629–641. <https://doi.org/10.2991/grost-17.2018.54>
- Pesoth, M. C. (2015). Pengaruh Kualitas Produk, Packaging, Dan Brand Image Terhadap Kepuasan Pelanggan Pada Perusahaan Rokok Dunhill Di Kota Manado. *Jurnal EMBA*, 3(3), 1101–1112. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/10115>
- Philip, F. J., Fassa, F., & Nurhidayah, F. (2018). *Kesediaan Membayar Pengguna terhadap Peningkatan Kualitas Layanan Commuter Line The Consumers' Willingness to Pay (WTP) for the Improvement of Commuter Line Quality Services*. 05(02), 179–190.

- Putri, Y. L., & Utomo, H. (2017). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Variabel Intervening (Studi Persepsi Pada Pelanggan Dian Compp Ambarawa). *Among Makarti*, 10(19), 70–90.
- Rentha, N., & Silaban, U. (2015). Pengaruh Kualitas Layanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Koperasi Simpan Pinjam Rentha Jaya Purwakarta. *Jurnal Administrasi Bisnis Unpar*, 11(1), 65–87.
- Wahyuningsih, A., & Wartiningsih, E. (2018). Pengaruh Kualitas Pelayanan Terhadap Pengruh Kepuasan Konsumenn Pengguna Trasnportasi Umum Transjakarta (Studi Kasus Pada Mahasiswa Administrasi Niaga Politeknik Negeri Jakarta). *Epigram*, 15(1), 17–26. <https://doi.org/10.32722/epi.v15i1.1213>
- Zefri & Mutiara. (2019). Analisis Kualitas Pelayanan KRL Commuter Line Di Stasiun Bekasi. *Jurnal Ilmiah Plano Krisna*, 14(2), 27–38.