

THE IMPACT OF COVID-19 PANDEMIC TO THE QUALITY OF SERVICE AND CUSTOMER SATISFACTION ON THE PERFORMANCE OF INDONESIA RAILWAYS COMPANY (PT. KERETA API INDONESIA) (PERSERO)

Wahyu Adinda Febriana Firdaus^{1*}, Gideon Noven Morales², Abdullah Ade Suryobuwono³,
Datuknabolon⁴

^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding author : wahyuadindaffs@gmail.com

Abstract. The purpose of this study is to understand the impact of the COVID-19 Pandemic on the quality of service and customer satisfaction on the performance of Indonesia Railways Company (Persero). The method that used in this research is quantitative descriptive using obtained data from the questionnaires and literature studies. The population of this research is from train passengers. Sample research which is used with purposive sampling technique, is 205 respondents. The data analysis techniques used in this research are multiple linear regression analyses. The result of this research is that the beta value of service quality (X_1) is 0.582 while the value of customer satisfaction beta (X_2) is 0.316. It can be concluded that the quality of service (X_1) has a dominant impact on the performance of Indonesia Railways Company (Y) and the two variables (X_1 and X_2) have positive and significant impact on the performance of PT. Indonesia Railways (Y) with an R Square output is 70.7%.

Keywords: *Quality of service, customer satisfaction, performance, pandemic Covid-19*

Introduction

Transportation means transporting people or goods using human-driven rides or machinery and it is used to facilitate people to do daily activities. Lately, the Coronavirus outbreak or the Covid-19 has become a pandemic all around the world including Indonesia. Coronavirus or Severe Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system and it effects several sectors including the transportation sectors which one of them is train.

Train is one of the modes of transportation that is often used by people to travel both from long and short distances. Trains have an offer so many things like punctual travel times and cheap prices with quality adjustment. However in this pandemic Covid-19 situation like this, some policies are set up to prohibit the spread of the virus by still supporting the mobility of users who use trains for their daily activity. In line with the recent condition, Indonesia Railways Company or PT. Kereta Api Indonesia (Persero) should be able to solve the problems especially in the pandemic and keep maintaining the quality of service, satisfaction of passengers, and the performance of Indonesia Railways Company (Persero).

Quality of service can be interpreted as a company's concern for the customers. Quality of service is dynamic and always changes following the customers' demand. However, the company also actually pays attention to the customer aspect which always wants the company to do the improvement of product quality, by increasing its service to the passengers. It will effect the passengers, so they can feel the value of the company services and will be more satisfied with what they get, as a good price with high quality of services.

Satisfaction is the level of a person's feelings after comparing the performance and his hopes (Tjiptono 2012:228). While according to C. H Lovelock (2007:102), satisfaction is the emotional state, their post-purchase reaction, and the result can be anger, dissatisfaction, aggravation, neutrality, excitement, or pleasure. Overall customer satisfaction demonstrates

attitudes towards service providers or emotional reactions to differences between what the customer expects and what they receive. (Hansemak and Albinsson 2004).

Performance is the periodic determination of the operational effectiveness of the Organization, part of the organization, employees based on their objectives, standards, and predefined criteria (Srimindarti, 2006:34). According to Gibson (2003:355) job performance is the result of work-related to organizational objectives, efficiency, and performance effectiveness of other performance.

Therefore, the purpose of this research is to find out the quality of service from Indonesia Railways Company (Persero) and the customer satisfaction of PT. Kereta Api Indonesia (Persero) at the time of the Covid-19 pandemic that can be shown the public assessment of the performance of Indonesia Railways Company (Persero).

Here are some previous research journals related to the research:

1. (Wildan Achsanul Fikri, Ferdian Permana Fhazrel, and Rizqi Anfanni Fahmi in 2018) titled "Customer satisfaction Analysis of PT. Kereta Api Indonesia (Persero)". The method of analysis used in this research is a descriptive study with a quantitative approach and using primary data in the form of a questionnaire filled by respondents and analyzing data using the comparative method. The results of this research in general customers of PT. Kereta Api Indonesia has a good level of satisfaction above 66.7%.
2. (Siti Rochmah Ika, Ariesta Prisasanti Kusmaryati Dwi Rahayu in 2019) titled "The Effect of financial compensation, job satisfaction, and organizational culture on the performance of employees of PT Kereta Api Indonesia (Persero) DAOP 6 Yogyakarta". At the time of the research, the transformation of the organization was Ignasius Jonan era and the analysis method used in this research is a type of double regression. The results of multiple linear regression test analyses showed that work satisfaction and organizational culture have a positive effect on employee performance, while compensation does not effect employee performance.
3. (Noval Prabowo, Febsri Susanti in 2019) titled "Service Quality analysis on consumer satisfaction PT. Kereta Api Indonesia". The method of analysis used in this research is a type of double regression. The result is that the customers feel satisfied with the services provided by the company, but do not close the possibility of deficiencies in providing services to its customers.

Research Methods

The research method used in this study is quantitative descriptive methods. This research was conducted by distributing questionnaires to the customer or users from long-distances and short distances services in June 2020. This research uses data consisting of primary data that is a questionnaire and secondary data derived from literature studies such as journals and relevant reading sources found on the Internet. There are 205 respondents in this study. The data analysis techniques used in this study are the techniques of multiple linear regression analyses. Double linear regression analysis is used to determine the effect of independent variables consisting of X_1 , namely service quality and X_2 , which is customer satisfaction to the dependent variable of Y performance of Indonesia Railways Company. In this study, a partial test (t -test) is used to determine whether there is a partial influence of the variable independent of the dependent variable. The sampling technique used in this research is the purposive sampling technique and the number of samples obtained are 205 respondents.

Results and Discussion

Recently Covid-19 Pandemic happened across Indonesia and the Government adopted several various policies to handle the Covid-19 virus. Large-scale Social Restriction (as it is called

PSBB) policy has been implemented in Indonesia to reduce the growth and spread of the Covid-19 virus. Ministry of Transportation issued regulation of the Minister of Transportation number 18 the year 2020 concerning transport control to prevent the spread of viruses COVID 19 dated April 9, 2020, and regulation of the Minister of Transportation of the Republic of Indonesia number PM 63 the year 2019 about minimum service standards of people with trains to overcome people who want to travel in the JABODETABEK area during the Covid-19 pandemic. These regulations effect public transport service providers, like Indonesia Railways Company (Persero) in terms of service and operations.

Indonesia Railways Company (Persero) has decided to implement social distancing by making a distance among passengers during the train journey. Indonesia Railways Company or PT KAI (Persero) has also reduced the train capacity from a maximum capacity of 100% in one trip, to a maximum of 70% in one trip. With the policy applied to PSBB there are several health protocols that the train officers and passengers are required; they are obliged to wear masks, facial shields, wear long-sleeve clothes, and maintain a safe distance. For passengers who are going to enter DKI Jakarta, they must have an exit permit letter (SIKM). However, based on the response from the train user community through a questionnaire, it can figured out that the quality of service provided to the train passengers is assessed quite well. This is evidenced from the average results of the community's response to the quality of service in the station and the train that has a value of 84.5%.

The comfort indicator has an average score of 81.2% indicating that the reliability provided by Indonesia Railways Company (PT KAI Persero) has been good with the highest score in the dimension found in the statement "at the time of pandemic Covid-19". The availability of facilities and infrastructure that supports the health protocol in the station with an average value is 4.1. It indicates that the facilities and infrastructure in the station are appropriate in the period of Covid-19 pandemic.

The security indicator has an average score of 86.4% indicating that the security provided by Indonesia Railways Company (PT KAI Persero) during the Covid-19 pandemic has been good with the highest score. This score is based on the dimensions found in the statement "at the time of pandemic Covid-19, officers conducted detection and monitoring of body temperature against passengers" with an average value of 4.3 indicates that the officers check the temperature of each passenger who will use the train properly.

The reliability indicator has an average score of 76.3% which indicates that the guarantee is given by Indonesia Railways Company in pandemic Covid-19 is good enough, the highest score is found in the statement "in the period of Pandemic Covid-19, the officer gave information by showing polite attitude and ready when serving the passengers" with an average of 4.1.

Respondents also showed that they agreed and satisfied the service provided by Indonesia Railways Company at the time of the Covid-19 pandemic according to the needs and hopes of the train passengers. This is evidenced by the average result of consumer satisfaction of 78.4%.

From the validity test. the results show that the variable service quality (X_1), variable customer satisfaction (X_2), and the performance variable PT. Kereta Api Indonesia (Persero) (Y) has r count higher than in R table (r count $>$ R table). Then it can be concluded that all statements on each of the variables are declared valid and for the reliability test, it is demonstrated that the value of the reliability coefficient of service quality is 0.902, while customer satisfaction is 0.855, and the performance of Indonesia Railways Company is 0.908. This indicates that the three variables can be considered reliable because they have a coefficient value above 0.06 (Cronbach's alpha $>$ 0.6).

ANOVA

Model	Sum of square	df	Mean Square	F	sig
Regression	63,884	2	31,942	244,515	,000 ^b
Residual	26,519	203	,131		
Total	90,403	205			

The results of Goodness of Fitness test using F test is 244.515 and its significance value of $0.000 < 0.05$, so that it can be concluded that the quality of service (X_1) and customer satisfaction (X_2) simultaneously or together influence the performance of PT. Kereta Api Indonesia (Y).

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	,269	,180		1,488	,138
Kualitas Pelayanan	,630	,060	,582	10,451	,000
Kepuasan Pelanggan	,332	,058	,316	5,677	,000

a. Variable Dependent: Operational performance

The results of the formula Y hypothesis test is $0,630X_1 + 0,332X_2 + 0.269$ and the results can be obtained and calculated t value of 10.451 and its significant value is $0.000 < 0.050$. It can be concluded that the quality of service (X_1) is partially or individually has a significant influence on the performance of Indonesia Railways Company than hypothesized. Then for customer satisfaction (X_2) is found out by calculating t value which is 5.677 and its significant value is $0.000 < 0.050$. It can be concluded that customer satisfaction (X_2) partially/individually influences the performance of Indonesia Railways Company (Y), hence the hypothesis is received.

The output of beta quality of service (X_1) is 0.582 while the value of customer satisfaction beta (X_2) is 0.316, then it can be concluded that the quality of service (X_1) has a dominant influence on the performance of Indonesia Railways Company (Y).

Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	,841 ^a	,707	,704	,36143

a. Predictors: (Constant), Customer satisfaction, Service quality

Based on the results of this study it can be noted that the quality of service (X_1) and customer satisfaction (X_2) has a fairly dominant influence on performance variables (Y). The magnitude of the X_1 and X_2 against Y based on R Square is 70.7%. It is also known that the variable quality of service (X_1) and customer satisfaction (X_2) has a significant positive influence on the performance of Indonesia Railways Company (Y) based on its indicator of safety, security, reliability, comfort, convenience, and equality of 70.7% and other variables not researched by 29.3%.

The results of this study showed that the quality of service (X_1) and customer satisfaction (X_2), jointly effect the performance variables (Y). This is in line with the research conducted by Nova Hari Santhi and Widya Hartati (2017) because the direct influence of the value is smaller than the indirect influence. Therefore employee performance variables are a variable that is fitting to be mediation variables with quality of service that will affect consumer satisfaction through employee performance variables.

The existence of these three variables cannot be denied by the customers or passengers in the user of the train services. There is a simultaneous relationship between the quality of service and customer satisfaction, as well as the impact of performance variables and positive influence on the performance of Indonesia Railways Company when the two variables (X_1 and X_2) rise simultaneously. It can be interpreted the impact of good quality of service will make customers satisfied with the service provided then automatically the performance of Indonesia Railways Company will be priceless well too.

Conclusion

Indonesia Railways Company can overcome the problems that occur during the pandemic the Covid-19 by maintaining the quality of service, and satisfaction of passengers, as well as the performance of Indonesia Railways Company. It is shown by the existence of good results due to satisfactory service, quality of service provided to the train passengers are assessed quite well, evidenced from the average result of public response related service quality in stations and trains which is obtained very well. Service users also indicate that they agree and are satisfied with the service that Indonesia Railways Company provided at this Covid-19 pandemic situation based on the needs and wishes of the train passengers, evidenced by the average result of consumer satisfaction. With this performance, Indonesia Railways Company has done the role very well in addressing the problem of the impact of the Covid-19 pandemic for all the people who use the services of Indonesia Railways Company

Reference

- Depitra, P. S., & Soegoto, H. (2018). Pengaruh Gaya Kepemimpinan Terhadap Kinerja Karyawan. *Majalah Ilmiah UNIKOM*, 16(2), 185–188. <https://doi.org/10.34010/miu.v16i2.1361>
- Fikri, W. A., Fhazrel, F. P., & Fahmi, R. A. (2018). Analisis Kepuasan Pelanggan Pt . Kereta Api Indonesia. *Analisis Kepuasan Pelanggan PT. Kereta Api Indonesia*, 1(4), 1–11.
- Konsumen, K., Kereta, P. T., Prabowo, N., & Susanti, F. (n.d.). (*Studi Kasus Stasiun Pariaman*). 1–12.
- Luqman, Bedi A. H (2017) *Implementasi Augmented Reality Sebagai Media Pembelajaran Pengenalan Alat Transportasi Tradisional Pada Mata Pelajaran Ilmu Pengetahuan Sosial Berbasis Android*, Jurnal STT PLN : Jakarta, 2017, 1- 10. 202.159.8.148

Oliver, J. (2019). 済無No Title No Title. *Hilos Tensados*, 1, 1–476.
<https://doi.org/10.1017/CBO9781107415324.004>

Perpustakaan, D., Politik, I., & Surabaya, U. A. (2001). *I 0713116330*.

Puspitasari, M. D., & Istiantara, D. T. (2018). *Elastisitas Jasa Kereta Api Bandara Kualanamu (Airport Railink Service)*. *II*(1), 22–33.

Siti Ika, Ariesta Prisasanti, K. R. (2019). Budaya Organisasi Terhadap Kinerja Karyawan Pt Kereta Api Indonesia (Persero) Daop 6 Yogyakarta Pada Saat Transformasi Organisasi Era Ignasius Jonan. *ISEI Business & Management Review*, *III*(2), 79–89.

Wedarini, N. (2013). Pengaruh Kualitas Produk Terhadap Kepuasan Dan Loyalitas Pelanggan Telkom Flexi. *E-Jurnal Manajemen Universitas Udayana*, *2*(5), 243526.

Wicaksono, A. T., & Surjanti, J. (2016). PELATIHAN SEBAGAI VARIABEL MEDIASI STUDI pada PT GRESIK CIPTA SEJAHTERA. *Bisnis Dan Manajemen*, *8*(2), 33–42.