

THE INFLUENCE OF THE SERVICE TO PASSENGERS' SATISFACTION DURING *PSBB* AT BEKASI STATION

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Abstract. The community considers trains as the main mode of transportation as the users of trains increasing day by day especially in Bekasi station. Service is a resource that should exist in any transportation industry. Before a service is offered to consumers, in this pandemic situation, the industry should paid extra attention to service. To reduce the Covid-19 victims, the government carries out a Large-scale Social Restriction or known as *PSBB* (Pembatasan Sosial berskala Besar) in Indonesia for every transportation, especially rail transport. The study aims to determine if the service in pandemic situation has an influence on the passengers. This study used a descriptive quantitative approach with linear regression tools. The result indicates that the service variable affects passenger service. Quantitative analysis showed strong independent variables, i.e. the application of passenger service to the passengers' satisfaction as variable dependent.

Keywords: *satisfaction, service, train, passenger, PSBB*

Introduction

Service is an intangible activity that cannot be defined individually and is fulfillment of needs that does not have to be related to the sale of other products or services. Service could also defined as benefits and satisfaction activities offered for sale.

Customers' satisfaction is a prelude of consumers' buyback, customers' loyalty, and consumers durability' who ultimately benefit the company. Customer's satisfaction provides many advantages for the company which one of the important ones is to allow the achievement of customer's loyalty (Lovelock, 2005).

Large-scale social restriction is the health term, in Indonesia called as *PSBB* or *Pembatasan Sosial berskala Besar*, defined as restricted activities of certain inhabitants in an area suspected of disease and/or contaminated in such a way as to prevent the possibility of spreading the disease or contamination.

In transportation sector, especially train, the services become one means of mass transportation that could be reached by the whole community. Train, though in this pandemic situation, remains crowded by the passengers. PT KAI (Kereta Api Indonesia) has applied the Health protocol and limited service to the public due to the increasing number of patients contracted the virus. The service should be supervised optimally both during the trip and in the train station.

Large-scale Social Restrictions or *PSBB* along with the health protocol regulation is issued to reduce the amount of the Covid-19 outbreak. In order to apply this regulation in various regions, *PSBB* rule is recorded in the regulation of Health Minister No 9 year 2020. The purpose of the research is to find out the service at Bekasi station when there is *PSBB* regulation. The research was using Quantitative research method. This research is focusing on the field records of the passengers' satisfaction when *PSBB* regulation is applied. The problem of this research was the service satisfaction provided by Bekasi station.

In this research, the researchers were formulating three problems which were the passenger's response about service at Bekasi station during *PSBB*, the passenger's response to the passenger's satisfaction at Bekasi station, and influence of the passengers' satisfaction at Bekasi station.

The research also has three purposes which are to find out the passengers' response related to service at Bekasi station during *PSBB*, to find out the passengers' response about satisfaction at Bekasi station, and to find out the influence of service to the passengers' satisfaction at Bekasi station. These purposes then were generated into the problems' formulation.

Method

Data retrieval techniques were crucial in a study, as the purpose of the study is to obtain data. Data collection could be done in various ways. When the data collection were viewed from data sources, they could use primary and secondary sources.

In this Quantitative research, researchers used some data collection techniques which were :

a. Observation

Observation is a data collection technique that researchers conduct observations directly to the research object to look closely at the activities undertaken (Riduwan, 2004).

b. Literature study

According to Nazir (1998), a literature study is an important step after a researcher has established a research topic, then the next step is to conduct a study related to the theory in the research topic.

c. Questionnaire

Questionnaire is data collection techniques done by giving a set of questions or statements to the respondent that expecting them to answer (Sugiyono, Business Research Method, 2005).

Discussion and Result

1. Population

The researchers determined the sample of the population based on the number of passengers' data of 26,642 at the pandemic situation to get the number of population per day. The researchers calculated using this calculation

$$\begin{array}{r} \text{PnP amount 3 month} \\ \hline 92 \text{ days} \\ 26.642 \\ \hline 92 \\ = 289,586957 = 290 \end{array}$$

Table 3.1 Passengers' Data during pandemic at Bekasi station

Passenger Data at stations during pandemic Year 2020	
Months	2020
March	7.920
April	9.750
May	8.976
TOTAL	26.642

Source: Bekasi Station

2. Sample

To determine the population and sample of the research, the researchers used random sampling technique with the sample determination of Solvin formula.

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Samples need to be searched

N = Population number

e^2 = Margin Error

Hence, the sample research calculation using Solvin formula of 290 population and margin of error set by 5% or 0.05 was as follow

$$\begin{aligned} n &= \frac{N}{1 + Ne^2} \\ n &= \frac{290}{1 + (290 \times 0,05^2)} \\ n &= \frac{290}{1 + (290 \times 0,0025)} \\ n &= \frac{290}{1 + 0,725} \\ n &= \frac{290}{1,725} \\ n &= 168,11 \\ &= 168 \text{ respondents} \end{aligned}$$

3. Data findings

a) Respondents' Profile

- Gender of the respondents

This research was dominated by men as many as 92 respondents with a percentage of 54.8%. While the female gender was as much as 76 respondents with a percentage of 45.2%.

- Age of the respondents

In terms of the respondents' age, the age of < 17 years were dominating with a total of 14 people in a percentage of 8.3%, followed by the age between 18 to 28 years of 75 people with a percentage of 44.6%. The last was respondents whose age between 29 to 39 years with total of 71 people (the percentage was 42.3%). While the other age categories could be categorized above 39 years with 8 people (a percentage of 4.8%).

- Travel destination

The users of commuter line were dominated by teachers or students of 26 people with a percentage of 15.5%, the 95 working people with a percentage of 56.5%, the 22 respondents on the road with a percentage of 13.1%, and for the other purposes as much as 25 people with a percentage of 14.9%.

- Work

The work was dominated by students of as many as 28 people with a percentage of 16.7%, subsequent respondents with civil servants work of 62 people with a total percentage of 36.9%, subsequent respondents with self-employed work as many as 52 people with a percentage of 31% and the last respondents with other jobs categorized as housewives and retirees of 26 people with a percentage of 15.5%.

b) Recapitulation of the questionnaire

- Variable X (Service)

The results of the questionnaire recapitulation in the statement of "The time of service provided in the period of PSBB at Bekasi station is already in accordance with the rules of PSBB that is applied on the mode of transportation" were 53 respondents who choose strongly agree, 77 people chose agree, 16 people were neutral, 19 people were disagree and there were 3 respondents who choose strongly disagree.

The results of the questionnaire recapitulation in the statement of "Information about the train waiting time in Bekasi station is adequate" were 69 respondents who choose strongly agree, 81 people chose agree, 14 people were neutral, 3 respondents were disagree and there was only 1 respondent who voted strongly disagreed.

The results of the questionnaire recapitulation with the statement "body temperature detection equipment used according to the body temperature that I feel" respondents who chose to strongly agree with 44 people, agreed 65 people, a neutral of 30 persons, disagreed of 26 people, and the respondent who voted strongly disagreed of 3 persons.

The results of the questionnaire recapitulation with the statement "Officers give the appropriate information" the respondent who chose to strongly agree of 59 persons, agreed 85 people, a neutral of 13 persons, disagreed a 10 person and the respondent who voted strongly disagreed of 1 person.

The results of the questionnaire recapitulation with the statement "There are many officers who help to regulate the distance between passengers" respondents who chose to strongly agree at 58 people, agreeing 65 people, a neutral of 24 people, disagree as much as 17 people and respondents who choose strongly disagree by 4 people.

The results of the questionnaire recapitulation with the statement "the number of officers to check body temperature is adequate" respondents who chose to strongly agree of 54 people, agreed at 68 people, a neutral of 24 people, disagree by 15 people and respondents who voted strongly disagree 7 people.

The results of the questionnaire recapitulation with the statement "provision of distances on passenger lounges at the time PSBB is appropriate" the respondent who voted very well in the amount of 74 people, agreed 71 people, a neutral of 13 persons, disagreed of 10 people, and the respondent who voted strongly disagreed 0 people.

The results of the questionnaire recapitulation with the statement "the number of seats provided in the passenger lounges adequate" respondents who chose to strongly agree of 60 people, agreed 75 people, a neutral of 23 people, disagreed of 8 people, and the respondent who voted strongly disagreed of 2 persons.

The results of the questionnaire recapitulation with the statement "the availability of a room disinfectant for passengers who will ride the commuter line" respondents who chose to strongly agree with a 51 person, agreed 75 people, a neutral of 25 people, disagreed by 13 people, and the respondent who voted strongly disagreed of 2 persons.

The results of the questionnaire recapitulation with the statement "availability of the sink for passengers to wash hands when ascending or descending from the commuter line" respondents who chose to strongly agree of 47 people, agreed 71

people, a neutral of 28 people, disagree with 17 people and the respondent voted strongly disagree of 5 people.

- Variable Y (Passengers' satisfaction)

The results of the questionnaire recapitulation with the statement "I feel satisfied because the station provides a safe and comfortable service at the time of PSBB" respondents who chose to strongly agree of 63 people, agreed at 63 people, a neutral of 31 people, disagree of 9 people and the respondent who voted strongly disagree of 2 people.

The results of the questionnaire with the statement "I feel satisfied that the station is able to provide the appropriate service in accordance with the applicable PSBB regulations" respondents who chose to strongly agree of 55 people, agreed 60 people, a neutral of 37 people, disagreed by 14 people, and the respondent who voted strongly disagreed of 2 persons.

The results of the questionnaire recapitulation with the statement "I am satisfied with the PSBB regulations applied at the Bekasi station" the respondent who chose to strongly agree with the 34 people, agreed 59 people, a neutral of 42 people, disagree by 25 people, and the respondent who voted strongly disagree of 8 persons.

The results of the questionnaire recapitulation with the statement "I feel that Bekasi station is quick to apply the stipulated rules" the respondent who voted very well in the amount of 46 people, agreed 72 people, a neutral of 40 people, not agree on 7 persons, and the respondent who voted strongly disagreed of 3 persons.

The results of the questionnaire recapitulation with the statement "I am satisfied with the service established by the Bekasi station to try to ensure the health of the passengers who will use the commuter line." The respondent who voted very well in the amount of 60 persons, agreed 65 people, a neutral of 31 persons, disagreed of 11 people, and the respondent who voted strongly disagreed of 1 person

The results of the questionnaire recapitulation with the statement "I feel satisfied with the rules of use are mandatory masks at the time of the station and in the train." The respondent who voted very well in the amount of 80 persons, agreed 69 people, a neutral of 14 persons, disapproved of 2 persons, and the respondent who voted strongly disagreed of 3 persons.

The results of the questionnaire recapitulation with the statement "I am satisfied with the service of the officers related to the health protocol rules that are applied." The respondent who voted highly agrees to 65 people, agreeing 76 people, neutral by 23 persons, disagrees of 3 persons, and the respondent who voted strongly disagreed of 1 person.

The results of the questionnaire recapitulation with the statement "I feel satisfied with the officer who always reminded the importance of using masks and hand washing when at the station" the respondent who voted very well in the amount of 62 people, agreed 85 people, a neutral of 14 people, not agree on 6 people, and the respondent who voted strongly disagreed of 1 person.

The results of the questionnaire recapitulation with the statement "I am satisfied with the information delivered by the officer at the time of PSBB" the respondent who voted very well in the amount of 56 people, agreed 71 people, a neutral of 30 people, not agree with 9 people, and the respondent who voted strongly disagree of 2 persons.

The results of the questionnaire recapitulation with the statement "I am satisfied

with the communication between passengers and officers in support of the implementation of PSBB at Bekasi Station" the respondent who voted very well in the amount of 56 people, agreed 63 people, a neutral of 39 people, disagreed by 8 people, and the respondent who voted strongly disagreed of 2 persons.

c) Validity test

The validity test is a measurement of a questionnaire i.e. the data obtained is not much different or even equal to what is in the field and the size is declared valid.

a. Variable X (service)

Table 4.1 Validity variable of X test

	Service variable statement (X)									
	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10
R count	.833	.838	.800	.782	.822	.857	.785	.702	.915	.853
R table	.361	.361	.361	.361	.361	.361	.361	.361	.361	.361
Description	VALID									

Source : Data SPSS ver. 25

b. Variable Y (Passengers' satisfaction)

Table 4.2 Validity variable of Y test

	Passenger variable satisfaction (Y) statement									
	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10
R count	.858	.890	.802	.913	.936	.858	.867	.836	.735	.926
R table	.361	.361	.361	.361	.361	.361	.361	.361	.361	.361
Description	VALID									

Source : Data SPSS ver. 25

d) Reliability test

Reliability tests are said to be reliable or powerful if a person's answer to a statement is consistent or stable over time.

Variable	Alpha Cronbach	Nilai Alpha Cronbach	Description
Service (X)	.944	.600	RELIABLE
Passengers' satisfaction (Y)	.960	.600	RELIABLE

Table 4.3 Reliability test

The service variable (X) obtained an alpha value of 0.944, and the passengers' satisfaction variable (Y) obtained the value of the Alpha Cronbach of 0.960. Thus, the value of the Alpha Cronbach of the two variables > the set value of Alpha Cronbach is 0.600. So, it can be concluded that the results of all the variables of this study were reliable.

e) Simple regression analysis

The results of a Simple Regression Analysis on this study is as follows:

**Table 4.6 Simple regression analysis
Coefficients^a**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9.011	1.885		4.780	.000
	service	.777	.046	.792	16.718	.000

a. Dependent Variable: passenger satisfaction
Source : Olah Data SPSS ver. 25

Based on the table 4.6 above, it could be taken X regression equation to Y ie Y was $9,011 + 0.777 X$

f) Coefficient of correlation

**Tabel 4.7 Coefficient of correlation
Correlations**

		Service	Passengers' satisfaction
service	Pearson Correlation	1	.792**
	Sig. (2-tailed)		.000
	N	168	168
Passengers' satisfaction	Pearson Correlation	.792**	1
	Sig. (2-tailed)	.000	
	N	168	168

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

The results of table 4.7 can be concluded that:

The value of the correlation coefficient between the service (X) and passengers' satisfaction (Y) of 0.792 indicates that there is a strong influence at intervals (0.600 – 0.799).

g) Calculate T-test

This test is done to find out significant roles partially between independent variables against the dependent variables by dissecting that other independent variables are considered constant

The result of this calculation is further compared to T-table by using error rate 0.05. The criteria are used as the basis of comparison as follows:

Ho is accepted if the value of the T-count is $< \text{this}$ or sig value $> \alpha$

Ho is rejected if the calculated T-value is $> \text{Ttable}$ or a sig value of $< \alpha$

**Table 4.8 t-table
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.011	1.885		4.780	.000
	service	.777	.046	.792	16.718	.000

Dependent Variable: passenger satisfaction

Based on table Results 4.8 Service (X) to passenger satisfaction (Y) that:

T-count value of $> T$ -table is $16,718 > 0.675$, hence H_a was accepted and H_o was rejected. It could be concluded that there is a significant influence between service to passengers' satisfaction.

The value obtained from the calculation using the formula of degree of freedom or free degree $DK = N-2$ with the explanation of the number of the caller variable is 2 (k), the amount of data observation is 168 (n), the significance level is 5% (because from 2 sides, so the significance is 0.025) and the result is $DK = 168-2 = 166$ is obtained from the T-table results of 0.67597.

The value of sig is $0.000 < 0.05$ Hence, the result can be concluded that H_o was rejected and H_a was received.

4.1 Figure hypothesis Test curve

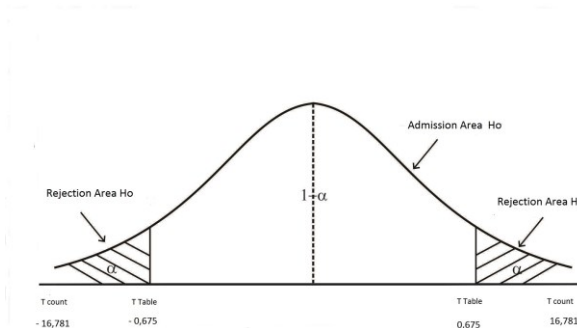


Table 4.9 Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.625	4.10798

a. Predictors: (Constant), service

Source : Data SPSS ver. 25

This coefficient of determination is used to determine the contribution or changes that are given by the independent variable to which the dependent variables are obtained with the following formula

$$KD = R^2 * 100\%$$

$$\begin{aligned}\text{Then, } KD &= (0.792)^2 * 100\% \\ &= 0,672 * 100\% = 67,2\%\end{aligned}$$

Based on the table above, the researchers generate- the value of adjusted coefficient of determination or Adjusted R Square = 0.672. Thereby, the magnitude of the influence of passengers' satisfaction variables on passenger service is 67.2%, while the remaining 32.8% is the influence of other factors.

Conclusion

Based on the results of the analysis and discussion in the research, it can be concluded as follows:

1. Passengers' response of service during *PSBB* at Bekasi station was already felt quite based on the outcome of the respondent's response to the service variable showed that most of the respondents answered agree (Setuju) with a score of 735 and a small portion of respondents answered strongly disagree with the number of scores as much as 28.
2. Passengers' response regarding the satisfaction of passengers in the station is satisfied with the service during *PSBB* applied at the large station Bekasi based on the results of the respondent's response to the passenger's satisfaction variable indicates that most The respondent replied concur (S) with a score of 683 a small portion of respondents answered strongly disagree with the total score of 25.
3. Based on the results of analysis and discussion on the influence of service on the satisfaction of passengers during the *PSBB* period it can be concluded as follows:
 - a. Analysis of the regression coefficient, $Y = 9,011 + 0.777 X$, means that if there is a change of each unit in the service variable, it will increase passenger satisfaction by 0.777 at a constant of 9,011
 - b. Analyses of the value of the correlation coefficient states that $r = 0,792$. The magnitude of 0.792 is at intervals 0.600 – 0.799, meaning that the relationship between the service variable (X) and the passengers' satisfaction variable (Y) is strong.
 - c. Analysis of adjusted coefficient of determination or Adjusted R Square = 0.672. Thereby, the magnitude of contribution of service variable influence to passenger satisfaction is 67.2%, while the remaining 32.8% is the influence of other factors.

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