

## THE IMPACT OF SERVICE QUALITY, PUNCTUALITY, AND FACILITIES ON CONSUMER SATISFACTION OF INTER CITY INTER PROVINCE BUS SERVICES PT. ROSALIA INDAH TRANSPORT ROUTE TERMINAL KP. RAMBUTAN JAKARTA – PALUR SOLO (HEAD OFFICE)

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**Abstract:** This research was conducted because there are still obstacles in terms of service quality, timeliness, and facilities that still cannot be maximized for customer satisfaction. The purpose of this research is to fix and continuously improve what consumers want.

**Keywords:** *Service Quality, Punctuality, Facilities, Customer Satisfaction*

### Introduction

The tight world of competition in business at this time makes business people continue to rack their brains to make ends meet and desires of consumers who are increasingly becoming more and more diverse in recent times. Consumers are now starting to demand for better quality and lower prices. Of course, this is a challenge that must be faced by business people, especially companies that have AKAP buses (inter-city and inter-provincial) which are increasingly competing with each other. Therefore one of the bus (Hidayat et al., 2021) companies, namely PT. Rosalia Indah Transport continues to think about making consumers feel satisfied by improving service quality, punctuality, and also facilities to provide a sense of satisfaction to its customers. (Hanif et al., 2020) One impact is that companies must be able to start thinking in a mature manner about how to improve

productivity with the best possible efficiency to compete in the business market and to meet the choices of its consumers.

Time is very important in a journey. For example, consumers have to meet business partners or travel out of town, therefore, when talking about travel, it is closely related to time. Facilities are tools that have been provided by the company to implement functions. Basically, this facility is a factor that determines a person's choice to use a service company or use another company. Consumer satisfaction is a personal pleasure of sense or disillusionment that appears after contrasting the achievement (goals) of the product that is thought to be the expected achievement.(Maros & Juniar, 2016)

### **(Includes Literature Review)**

#### **Quality of Service (translate)**

According to (Elfian & Ariwibowo, 2018) Service quality, namely Total Quality Management is a sense of prolonged repair, which can prepare a set of practical tools to every company to satisfy the needs, desires and expectations of its customers today and for the future, the dimensions of service quality are: 1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangible (Physical Evidence)(Rahmawati et al., 2021)

#### **Punctuality**

According to (Artati, 2019) punctuality is the time period when consumers order a product or service until the product or service arrives in the hands of consumers. Estimated arrival time is usually a benchmark for consumers to find out whether the service between a product or service is good or not, the dimensions of punctualities are: 1. Accuracy in goods delivery services 2. Accuracy in determining 3. Accuracy in determining time

### **Facility**

According to (Dewantoro et al., 2020) Facilities are access provided by the company to consumers in order to create facility that aims to pamper consumers, with the hope of achieving customer satisfaction, the dimensions of the facilities are: 1. Spatial planning/spatial planning 2. Spatial planning 3. Equipment/furniture 4. Lighting 5 .Color 6. Messages co (Indrawan & Andrian, 2021) nveyed graphically

### **Consumer Satisfaction**

According to (Jaya, 2018) Customer satisfaction is either of the most important elements to improve marketing performance in a company. Feeling of satisfaction by customers can improve the intensity of buying from these customers later, the dimensions of consumer satisfaction are: 1. Satisfied with the quality of service 2. Recommending products/services to others 3. Having the desire to switch to other products/services 4. Be proud to use the service/product used/purchased 5. Satisfied with the final product/service received/purchased (Indrawan & Andrian, 2021)

### **Hypothesis**

H1: the impact of service quality on consumer satisfaction

Based on the research from (Jaya, 2018) the impression of the quality of service by customers affects the behavior of customers who come. Customer satisfaction is the starting point for customers to make purchases of service product. (Andri et al., 2015)

H2: the impact of punctuality on consumer satisfaction

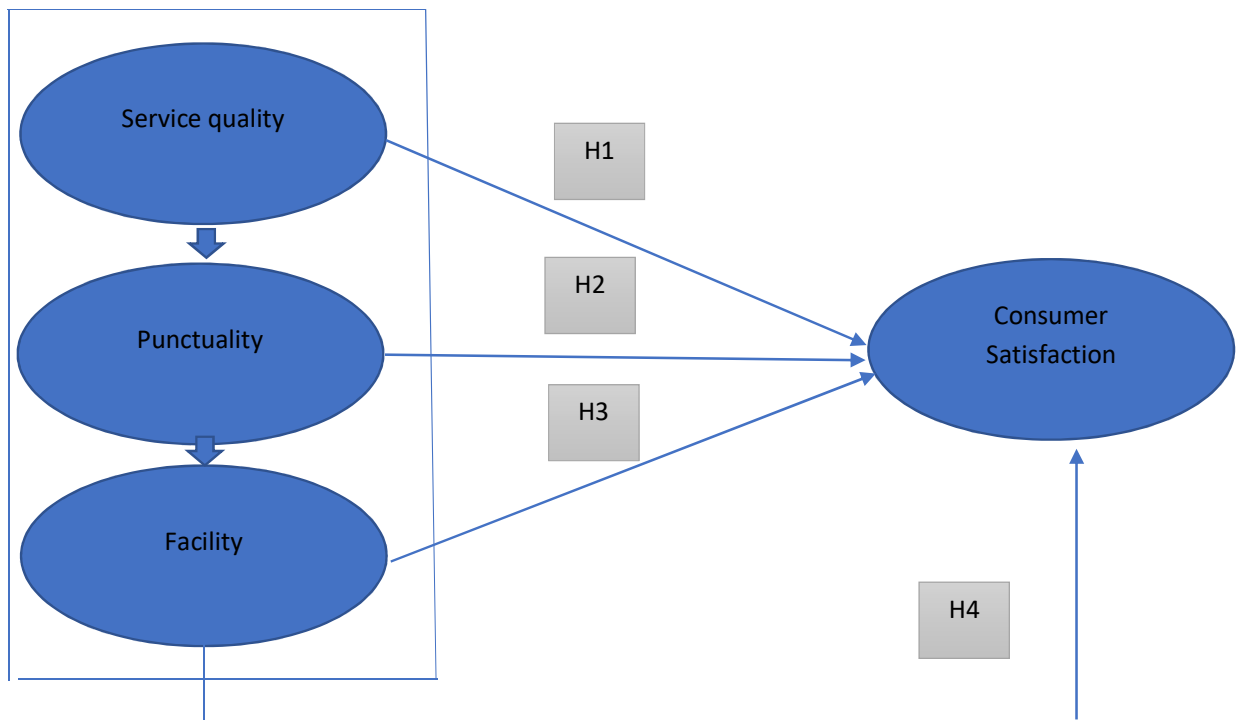
According to (Dewantoro et al., 2020) punctuality is a period from the consumer placing an order until the goods ordered are received by the consumer. Aminah et al, in the journal Sakti dan Mahfudz (2018).

H3: the impact of facilities on consumer satisfaction (Indrawan & Andrian, 2021)

Based on research by (Adawia et al., 2020) find of positive significant impact facilities on customer satisfaction. So based on the hypothesis formulated in the research there is a positive influence between facilities on customer satisfaction.

H4: the impact of service quality, punctuality, and facilities on consumer satisfaction

Based on research by (Muhlidin, 2019) states that service quality, punctuality, and facilities affect customer satisfaction. Which results in the findings of service quality is having a positive significant effect on customer satisfaction. The result in this research that quality of service has a significant positive effect on customer satisfaction.



## Image 1. Framework

### Research Methods

In this study, researchers used 4 (four) variables, namely the dependent variable consisting of Service Quality, Punctuality, and Facilities, and the Independent Variable of Consumer Satisfaction. Descriptive research and multiple linear regression were used in this study by using a quantitative approach. The purpose of descriptive research is later to explain/solve interrelated problems with facts and also the characteristics of a certain group or area literally, namely research that aims to describe a situation or event that is currently happening.

The research design of this study is to verify the hypothesis. Testing the hypothesis in here is a study that aims to examine the impact of service quality, punctualities, and facilities on customer satisfaction at PT Rosalia Indah Transport Route Kp, Rambutan (Jakarta) - Palur Solo (head office). The object of analysis in this study is the individual, where consumers have used the PT Rosalia Indah Transport AKAP Bus transportation service for the period July to September 2022. Meanwhile, based on the dimensions or time horizon, this research is cross sectional, because the data is collected at certain times. This approach is a type of quantitative research by taking a statistical approach. Conducted by using a questionnaire method to consumers of PT Rosalia Indah Transport and using sampling techniques and quantitative analysis and then processed by using Importance Performance Analysis (IPA) and also customer Satisfaction Index (CSI).

### Discussion and Result

The aim of this study is to analyze the effect of service quality, punctuality,

and facilities on customer satisfaction of PT Rosalia Indah Transport. In this study, 100 bus consumers of PT Rosalia Indah Transport gave their experiences when using the Rosalia Indah Transport bus.

### A. T-test

**Table 1 Partial test Multiple Regression**

		Coefficients <sup>a</sup>					
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
Model		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	1.484	1.127		1.317	.191	
	X1	.116	.018	.621	6.337	.000	.180
	X2	.126	.197	.046	.638	.525	.333
	X3	.263	.096	.272	2.733	.007	.174

B. Source: Processed Data (2022)

Partial test (t test) is used to verify whether there is an impact of the independent variable on the dependent variable partially. Verifying of the regression output is implementation using the t-test at a confidence level of 95% or = 5% with the following conditions:

- a. If the significance rate is less than 5% (0.05), it can be concluded that H<sub>0</sub> is rejected and H<sub>a</sub> is valid.
- b. If the significance rate is greater than 5% (0.05), it can be concluded that H<sub>0</sub> is valid and H<sub>a</sub> is rejected.

**B. F-Test****Table 2 F . Test Results**

		<b>ANOVA</b>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1834,779	3	611,593	160,087	.000b
	Residual	374,397	98	3.820		
	Total	2209.176	101			

Source: processed primary data, 2022

Based on the output of the ANOVA test in Table 23, it means that the regression model produces a calculated F value of 160,087 and the significance value is 0.000, which means less than 0.05. Thus, it mean that the independent variables which include service quality, punctuality and facilities together can affect the dependent variable, namely consumer satisfaction.

**C. Multiple Linear Regression Analysis****Table 4.2 Multiple Regression**

		<b>Coefficients</b>					Colinearity
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Statistics Tolerance
		B	Std. Error	Beta			
1	(Constant)	1.484	1.127		1.317	.191	

X1	.116	.018	.621	6.337	.000	.180
X2	.126	.197	.046	.638	.525	.333
X3	.263	.096	.272	2.733	.007	.174

Source: Processed Data (2022)

From these results, the regression similarity obtained is as follows:

$$Y = 1.494 + 0.116X1 + 0.126 X2 + 0.263 X3$$

Information:

Independent Variable (X1): service quality

Independent Variable (X2): punctuality

Independent Variable (X3): facility

Dependent Variable (Y): customer satisfaction

The multiple regression equation is explained as follows:

1. A constant of 1.484 means that if the independent variable is 0, the value of customer satisfaction remains, which is 1.484
2. The service quality coefficient is positive, which is 0.116, meaning that if the service quality variable has to improve by 1 point, then the customer satisfaction variable will improve by 0.116.
3. The coefficient of timeliness is positive, which is 0.126, meaning that if the punctuality variable has to improved by 1 point, then the variable of customer satisfaction will improved by 0.126.
4. The coefficient of the positing facility, yaoti, is 0.263, meaning that if the Facility variable has to improved by 1 point, then the customer satisfaction variable will improved by 0.263.

## Conclusion

The research is aimed to analyze the impact of service quality, punctuality and facilities on consumer satisfaction. The discussion regarding the output



of the study conducted is as follows.

#### **The Impact of Service Quality on Consumer Satisfaction**

Partially the impact of service quality on consumer satisfaction get a regression coefficient of 0.116. The significance level of 0.05, the t-value is 6337 and the significance is 0.000 (p-value <0.05). With these output it means that the significance value is smaller than = 0.05, because the significance value is smaller than 0.05, then H0 is rejected, and Ha is valid. It means that the service quality variable has a significant impact on consumer satisfaction. The regression coefficient is positive at 0.116 which means Service quality has positive impact on Consumer satisfaction. The higher is the Service quality, then the more satisfaction the customer will get, as the opposite as well. . Thus, the hypothesis of "Service quality has a significant impact on consumer satisfaction" is accepted.

#### **The Effect of Punctuality on Consumer Satisfaction**

Partially the effect of punctuality on consumer satisfaction obtained a regression coefficient of 0.126. With a significance level of 0.05, the t-value is 0.638 and the significance is 0.525 (p-value >0.05). With these results it means that the significance value is greater than = 0.05, because the significance value is greater than 0.05, Ha is rejected, and H0 is valid. It means that the punctuality variable has no significant impact on consumer satisfaction. Thus the hypothesis of "Punctuality has a significant impact on consumer satisfaction" is rejected.

#### **The Effect of Facilities on Consumer Satisfaction**

Partially the influence of facilities on consumer satisfaction obtained a regression coefficient of 0.1263. With a significance level of 0.05, the t-value is 2.733 and the significance is 0.007 (p-value <0.05). With these results it means that the significance value is smaller than = 0.05, because

the significance value is smaller than 0.05, then  $H_0$  is rejected, and  $H_a$  is valid. It means that the Facility variable has a significant impact on consumer satisfaction. The regression coefficient is positive at 0.263, which means Facility positive impact on Consumer satisfaction. The more the Facility, then the higher Consumer satisfaction, as the opposite as well. Thus, the hypothesis of "Facilities have a significant impact on consumer satisfaction" is accepted.

### **The Impact of Service Quality, Punctuality and Facilities on Consumer Satisfaction**

Based on data processing, it shows that service quality, punctuality and facilities together have a significant impact on consumer satisfaction. This is shown from the calculation results where the F test value is 160,087, the significance (p value) is smaller than = 0.05. These results prove that the hypothesis of "Quality of service, punctuality and facilities together have significant impact on consumer satisfaction" are accepted.

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