

## The Effect of Implementing Health Protocols and Service to Customer's Satisfaction In Blok-M MRT Station

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**Abstract:** The purpose of this study is to analyze the implementation of health protocols and customer satisfaction services at BLOK-M MRT station. The data was collected by distributing questionnaires to 43 passengers who uses MRT Jakarta. The research used a quantitative approach and SPSS version 25 application for data analysis. In this study, the research conducted validity tests, reliability test, and hypothesis tests. The results of this study show that health practices and service quality have a positive and significant effect on customer's satisfaction.

**Keywords:** *Blok-M MRT station, Health protocols, Service Quality, Customer satisfaction.*

### Background

In Jakarta, more than 4 million commuters enter and exit the metropolitan area from DKI Jakarta (Jabodetabek area) every day. Jakarta-Jabodetabek is very expensive and mismanaged, which could greatly increase transportation costs and reduce mobility levels. DKI Jakarta also needs mass transportation facilities that could accommodate all citizens' activities such as MRT (Mass Rapid Transit). (Handayani *et al.*, 2021)

MRT (Mass Rapid Transit) will implement health protocols as proof of service during the pandemic. done to limit the spread of Covid-19. The quality of service will be improved for the benefit of MRT Jakarta users. MRT will implement Health Protocol. This study aims to determine the level of satisfaction of the user community as Jakarta MRT passengers who take MRT from Blok-M station. During PSBB Policy Transition, the operational time of MRT Jakarta on weekdays starts at 05.00 to 21.00 with an interval of 10 minutes, 5 minutes during peak hours (07.00-09.00 & 17.00-19.00) while on weekends and holidays at 06.00 to 20.00 in the short of working days. People who use MRT Jakarta are expected to bring 12 equipment in accordance with the health protocol rules at MRT Jakarta, including masks, multi-trip roaming cards, MRT-J mobile apps, hand sanitizers, personal worship equipment, personal water bottles, vitamins (if needed), dry wipes, wet wipes, sanitizers, personal cutlery. Those entering the Jakarta MRT area must abide by temperature control rules of not exceeding 37.3 degrees Celsius, and there are banner of information for the passengers to follow. Therefore, social distancing rules could effectively work (Firmansyah, 2020).

The background of the theme of implementing health protocols in this study derived from the research from *Balitbang* of the Ministry of Transportation which stated that the implementation of health protocols that meet the standards has not been widely applied in all types of public transportation and transits (Kemenhub, 2020).

### The Number of MRT Passengers at BLOK-M MRT Station in 2022

January	February	March	April	May	June	Juli	August
1.092.508	532.671	960.406	1.147.992	1.561.860	1.914.788	1.884.108	1.864.797

Data Source: [Jakartamrt.co.id](http://jakartamrt.co.id)

Based on the data, we could see a decrease in the number of passengers from January to February due to the government implementation on Java-Bali *PPKM*. However, after the decline of Covid-19 cases, the government finally loosen the restriction of Java-Bali *PPKM* policy and slowly the number of MRT passengers continued to increase every month.

### Literature Review

#### Health Protocols

According to (Girimulyo, 2019), health protocols can be understood as follows. It is a set of activities related to the rules at an event. This includes regulating the location and implementation of activities in accordance with health regulations, especially during the Covid-19 pandemic Covid-19 infection for visitors and hosts. In addition, on farms, sights, bathrooms are equipped with safety devices, health at work. According to Sigi (2019), health protocols are a set of rules and regulations that should be obeyed by all parties to carry out operations safely during the COVID-19 pandemic. According to (Permatasari and J, 2020) there are several indicators in health protocols, the implementation of health protocols, the availability of equipment as personal protective equipment, and social distancing.

#### Service Quality

Citing Zeithaml's comments, Berry and Parasuraman, and according to Nasution, Service quality is an expected advantage and the advantage of control is to meet customer expectations. According to (Sihombing S, 2020) the quality of service must be continuously improved by improving services to meet customer's satisfaction and by improving employees' performance. According to (Iriani, 2019), there are indicators that affect Service Quality such as Tangibles, Accountability, Assurance, Safety, and Health.

#### Customer Satisfaction

Several definitions of customer's satisfaction have been found that are used in a variety of context and are always equated with products and services (Alan, Valarie A., Mary Jo and

Dwayne D., 2012). You need to re-think to connect to your customers between their needs and their expectations. According to Kotler quoted from (Setiawan, Wati and A, 2020), customer's satisfaction is a person's scale after comparing the performance of the services provided with the expectations desired by passengers. Passengers will be disappointed if the service provided is not in accordance with their expectations but will be very happy if the service provided meets or exceeds their expectations. Meanwhile, passengers' satisfaction indicators according to (Setiawan, Wati and A, 2020) include services' satisfaction with expectation satisfaction and experience satisfaction.

### **Hypotesis**

#### **Health Protocols (X1) with Customer's Satisfaction (Y)**

According to Sigi (2019), health protocols is a set of rules and regulations that all parties should follow in order to operate safely during the COVID-19 pandemic. Of course, we know the impact of the Covid-19 pandemic on the transportation system in Indonesia, including MRT. During the pandemic, MRT passengers are very concerned about how to implement health protocols in order to reduce the risk of contacting or being exposed to Covid-19 because Covid-19 can also be transmitted through air. The implementation of health protocols will affect customer's satisfaction, if there is a case of transmission in the MRT, customer satisfaction will definitely be bad.

H1 : It is assumed that there is an influence of the implementation of health protocols on passengers' satisfaction

#### **Quality Service (X2) with Customer's Satisfaction (Y)**

According to (Tjiptono and Fandy, 2012), service quality is simply a measure of the ability of the level of service provided to meet customer expectations. DKI Regional Government that in charge of MRT should pay attention to the quality of services because it greatly affects passengers' satisfaction For example, there was service that is not optimally provided, it made passengers dissatisfied and reluctant to use MRT facilities in the future.

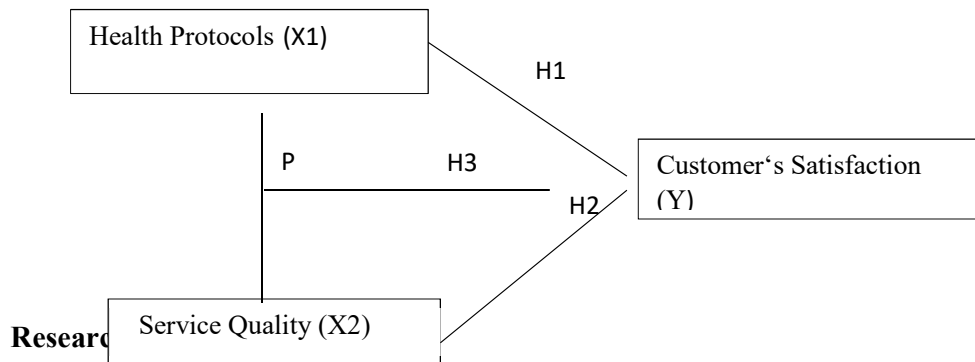
H2: It is assumed that there is an influence of service quality on passengers' satisfaction.

#### **Health Protocols (X1), Service Quality (X2), with Customer's Satisfaction (Y)**

According to (Kotler and R, 2012), satisfaction is a person's feeling of satisfaction or disappointment due to comparing the performance or results of a product with expectations. One of the goals of DKI Regional Government to build the MRT is to unravel the congestion in the capital. Passengers are very concerned about the implementation of health protocols implemented in MRT and also the quality of service. Therefore, DKI Regional Government

should pay attention to how the implementation of health protocols is held and pay attention to the quality of service in order to gain the trust of passengers and automatically get passenger's satisfaction.

H3: It is assumed' that there is an influence of health protocols and service quality on passenger satisfaction.



This research was a quantitative study of linear regression. The data used was data from the questionnaire filled out by users of MRT transportation services transit at at Blok-M MRT station as respondents. In this study, 5 point of Likert scales ranging from 'strongly disagree (1)' to 'strongly agree (5)' were used as attitude and opinion measures for the independent and dependent variables. The technical analysis of this study was assisted by the application of SPSS to analyze the regression of the questionnaire results.

## Population and Sample

Data collection was carried out from 10 to 18 September 2022. The distribution of questionnaires was carried out by distributing questionnaire questions to MRT users through interviews. The data obtained by the researchers was 43 respondents.

## Measurement Items

Construct	Item
<b>Health Protocols</b> (Ayu Permatasari, 2020)  <a href="https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf">https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf</a>	X.1 Implementation of health protocols
	X.2 The availability of equipment as personal protective equipment
	X.3 Social distancing

<p><b>Service Quality</b>                  (Ariyani and Iriyani , 2019)</p> <p><a href="https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf">https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf</a></p>	<p>X.4 Tangibles</p> <p>X.5 Accountability</p> <p>X.6 Assurance</p> <p>X.7 Safety</p> <p>X.8 Health</p>
<p><b>Customer Satisfaction</b>                  (Purbasari and Purnamasari, 2018)Setiawan, 2020)</p> <p><a href="https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf">https://ejournal.stp-aviasi.ac.id/index.php/JIK/article/view/92/pdf</a></p>	<p>Y.1 Service satisfaction</p> <p>Y.2 Expectation satisfaction</p> <p>Y.3 Experience satisfaction</p>

No.	Variabel	Item	Statement
1	Health Protocols	The implementation of health protocols	1. An appeal to always wear a mask
			2. Passengers still feel comfortable even though they must always implement health protocols
		The availability of equipment as personal protective equipment	3. Check body temperature before entering the station

		Social distancing	4. Scan QR Peduli Lindungi
			5. An appeal to always keep your distance
2	Service Quality	Tangibles	1. CCTV Facilities
			2. Toilet facilities
			3. Station cleanliness
		Accountability	4. Complaint sticker (phone number and SMS of the complaint)
		Assurance	5. Service information facilities
		Safety	6. Light fire extinguishing facilities / APAR
		Health	7. P3K Facility
3	Customer Satisfication	Service satisfaction	1. Officers are polite and friendly
			2. Officers provide solutions to a problem
			3. Officers serve customers quickly and precisely
			4. Clerks listen to customer complaints
		Expectation satisfaction	5. Implementation of health protocols
		Experience satisfaction	6. Mrt will be the respondent's public transport option

## Discussion and Result

### Validity Test

Validity tests were calculated by comparing R values and R tables. The degree of error is 5% for degrees of freedom (df) = n - k. Here, the test results for the requirements declaration are R-count > R table. Validity tests were conducted to 43 consumers surveyed by MRT Passengers. SPSS calculation results are given a table value for each statement and compared to the table value for degrees of freedom (df) = 43 - 2 = 41. The value in the R table is 0.308. The questionnaire consumer statement is valid because the R value is more than R table.

**Table 1 X1(Health Protocols)**

Statement	R value	R table	Description
Statement 1	0.806	0.308	Valid
Statement 2	0.846	0.308	Valid
Statement 3	0.706	0.308	Valid
Statement 4	0.715	0.308	Valid
Statement 5	0.786	0.308	Valid

Source: Processing Data Output SPSS 25

**Table 2 X2(Service Quality)**

Statement	R value	R table	Description
Statement 1	0.705	0.308	Valid
Statement 2	0.540	0.308	Valid
Statement 3	0.732	0.308	Valid
Statement 4	0.712	0.308	Valid
Statement 5	0.747	0.308	Valid
Statement 6	0.516	0.308	Valid
Statement 7	0.625	0.308	Valid

Source: Processing Data Output SPSS 25

**Table 3 Validity Test Result of Consumers customer satisfaction Variable (Y)**

Statement	R value	R table	Description
Statement 1	0.923	0.308	Valid
Statement 2	0.695	0.308	Valid
Statement 3	0.829	0.308	Valid
Statement 4	0.821	0.308	Valid
Statement 5	0.740	0.308	Valid
Statement 6	0.847	0.308	Valid

Source: Processing Data Output SPSS 25

Based on the above validity test, the sum of the correlation values of the adjusted articles is >0.308, that means all statements can be used as variable analysis.

### Reliability Test

Reliability tests were measured using the Alpha Cronbach method. If the Alpha

Cronbach result is greater than 0.6, the variable is reliable. Here are the reliability results based on SPSS version 25:

**Table 3 Reliability Test Result**

Variables	Reliability Statistics	
	Cronbach's Alpha	N of Items
Health Protocols (X <sub>1</sub> )	0.904	5
Service Quality (X <sub>2</sub> )	0.872	7
Customer Satisfaction (Y)	0.862	6

Source: Processing Data Output SPSS 25

The results of the variable of customer's satisfaction reliability test show that all propositional items in the questionnaire has Cronbach alpha > 0.60. Hence, the theorem is called reliable.

### Simple Linear Regression

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,733	2,301		5,534	0,000
HEALTH PROTOCOLS	0,628	0,105	0,683	5,991	0,000
2 (Constant)	7,801	2,747		2,840	0,007
SERVICE QUALITY	0,604	0,089	0,728	6,801	0,000

Based on the results of a simple linear regression test, the health protocols variable(X<sub>1</sub>) has a significance value of 0.000 < 0.005. In addition, the t arithmetic value is 5.991 > 1.681 so that H<sub>1</sub> is accepted with 90% confidence level. It means that the health protocols variable (X<sub>1</sub>) has a partial influence on the customer's satisfaction (Y).

Based on the results of simple linear regression test that the service quality variable (X<sub>2</sub>) has significance value of 0.000 < 0.005. In addition, the t arithmetic value is 6.801 > 1.681 so that H<sub>2</sub> is accepted with a 90% confidence level. It means that the service quality variable (X<sub>2</sub>) has a partial influence on the customer satisfaction (Y).

### Result Test F(Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.354	2	147.677	24.040	.000 <sup>b</sup>
	Residual	245.716	40	6.143		
	Total	541.070	42			

a. Dependent Variable: CUSTOMER SATISFACTION



b. Predictors: (Constant), SERVICE QUALITY, HEALTH PROTOCOLS

- If the significance value is  $< 0.05$  or  $F \text{ count} > F \text{ table}$  then the hypothesis is accepted.
- If the significance value is  $> 0.05$  or  $F \text{ count} < F \text{ table}$  then the hypothesis is rejected.

Based on the table of T-test results, it is known that the significance value is  $0.000^b < 0.005$ , other than that the calculated F value is  $24.040 > F \text{ table } 0,243$ . Therefore, it can be concluded that H3 is accepted, which means that there is an effect of Health Protocols (X1), and Service Quality (X2), on the Customer's Satisfaction (Y).

### Determination Coefficient Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.546	.523	2.47849

a. Predictors: (Constant), SERVICE QUALITY, HEALTH PROTOCOLS

Based on the table above, it is known that the value of R Square is 0.546 that means the health protocols and service quality, simultaneously affect the customer's satisfaction at Blok-M MRT station by 54.6%. While the remaining 45.4% is influenced by other factors.

### Conclusion

Based on the findings of the study, it can be concluded that the implementation of health protocols and adequate service quality could have a significant positive impact on passenger's or customer's satisfaction. Quantitatively positive results are obtained. It means that the better the implementation of health protocols and the quality of services, the more satisfied passengers will be and more people will choose MRT as their public transport.

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