

THE EFFECT OF PHYSICAL FACILITIES AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN USING ARGO CHERIBON TRAIN FOR GAMBIR-CIREBON DESTINATION IN 2022

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Abstract: This research was conducted because of various efforts to provide satisfaction to its customers. The research entitled The Effect of Physical Facilities and Service Quality on Customer Satisfaction in using Argo Cheribon Train for Gambir-Cirebon Destination in 2022. The method used in this study was quantitative. This research used 100 sample from the passengers of Argo Cheribon train. This study used multiple linear regression data analysis to test the hypothesis. The analysis was carried out using SPSS version 24. The results indicate that the physical facilities variable has no significant effect on customer satisfaction, and service quality partially and positively has a significant effect on customer satisfaction.

Keywords: *Physical Facilities, Quality of Service, Customer Satisfaction, Punctuality, Train*

Introduction

Transportation is divided into three categories. They are land, water and air transportation. Land transportation is in great demand by the public because most humans live on land and land transportation also serves as a feeder for water and air transportation. Land transportation includes private vehicles and public vehicles. The majority of Indonesians have private vehicles, but there are many interests towards public transportations. One of the public transportations that is widely used by Indonesians is the train. Trains serve long and short distance travels, and also travels between cities and provinces. (Yulisetiarini et al, 2019)

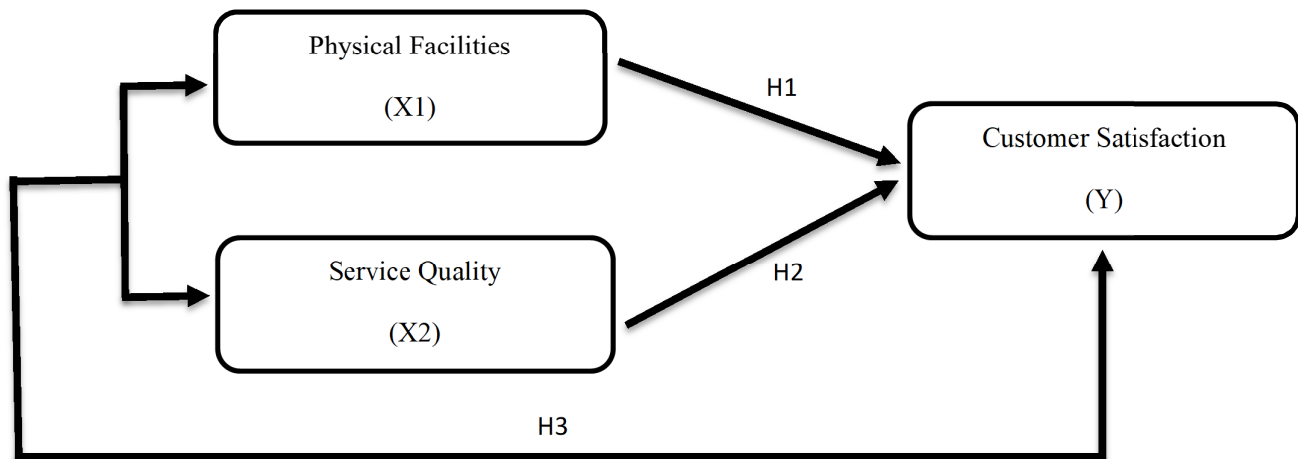
Developments and knowledge in transportation are increasingly advanced which can result in increasing public demands for a variety of services. Thus, competing companies must be more creative and innovative. This encourages development in transportation. Progress in the current era of globalization has made human life to develop more and more rapidly. This progress is marked by the increasing activity and level of mobility of the population, accompanied by the increasing number of transportation facilities available today. (Puspita & Santoso, 2018)

Good service quality will satisfy the customers. PT. KAI provides the best quality service to make customers loyal. In addition to the quality of service at the level of customer satisfaction, some products or services can be measured or seen at the level of importance based on key attributes that have been identified by customers. A not least important factor to be taken into account is the customer interaction with facilities that affect customer satisfaction in terms of comfort, security, and safety. (Oktaviasari & Rachma, 2018)

In addition to the quality of service, the company achieves customer satisfaction with the availability of physical facilities on Argo Cheribon train, for example the security facilities and supporting facilities such as fire extinguishers, working air conditioners, sockets, dining tables, etc. However, based on the author's experience of taking Argo Cheribon train several times, there were some inconvenience with available facilities such as unpleasant smell from toilets which made customers feel uncomfortable and the distance between seats was considered quite narrow in the economy class . However, every company will try to provide the best service with adequate facilities to make consumers feel satisfied with the services. (Effect et al., 2021)

In each trip, Argo Cheribon train carries 5 executive class cars and 4 premium or economy class cars, within average occupancy of 35% (Data from DAOP 1 processed by researchers) of the total number of existing seat availability. The number of train tickets available in each trip is 399 Seats. The Argo Cheribon train has 3 trips per day from Gambir to Cirebon.

Argo Cheribon Train, commonly called GoCher, Argo CN and Argo Cheribon are executive and new economy class passenger train services. The facilities on argo Cheribon executive class train include a luggage rack, 1 complement for storing goods, a footrest, 1 button to sleep in the seat and 1 folding table with a max load of 3kg in each train. It has 1 toilet with tissues, glass, washbasin and water closet or commonly called wc. In contrast to the express Tegal train, this train has a capacity of 106 passengers with 5 trains that always depart Daily. Therefore, the facilities are not as comfortable as when using the train with executives. Facilities at the station are to provide the consumers needs, such as: toilets; parking lots; prayer rooms; clinic; security guards; free charging area; atm machines; high platforms.



Literature riview

1. Physical Facilities

Facilities According to Tjiptono (2019) are physical resources that must be available before a service is offered to consumers. Several factors need to be considered in determining the facility are (*Spatial consideration or design, Spatial design, Lighting and color layout, and Message conveyed graphically*). Facilities are all kinds of physical equipment provided by sellers to support consumer comfort (Kotler, 2009) (Shahlina & Nasib, 2019).

2. Service Quality

Service quality according to Algifari (2019) includes the service of hospitality of train officers and speed in service. Argo Cheribon Train is considered good if it pays more attention to the needs of customers and other people who use Argo Cheribon Railway Transportation. Service quality has a difference between reality and customer expectations. Service quality indicators according to Parasuraman are (Physical Evidence, Reliability, Responsiveness, Guarantee, and Sympathy). In general, service quality is all forms of company activities to meet the expectations of its customers. Service quality can be interpreted as the gap between reality and customer expectations of the satisfaction that the brand wants (Krisdayanto I, Haryono, A.I. and Gagah, 2018) in (Adawia et al, 2020)

3. Customer Satisfaction

According to Tjiptono in Thomas (2016) Consumer Satisfaction is a buyer's evaluation where the product is at least equal to or exceeds customer expectations. Dimensions of satisfaction are (Conformance of Expectations, repeat order and Willingness to recommend). Tjiptono, (2014:353) in (Susanti & Wahyuni, 2017). Argued that customer satisfaction is an emotional response to experiences related to certain products or services.

Method

In this study, the researcher used quantitative approach and linear regression method by using descriptive approach. This research was conducted to determine the effect of physical facilities and service quality on customer satisfaction in using Argo Cheribon Gambir - Cirebon train in 2022. The population in this study was 50,000 users of Argo Cheribon. To determine the sample, Slovin formula was used and finally 100 people were selected. Data collection was carried out using a questionnaire and was analyzed using SPSS 24.

Discussion and Result

This research has several objectives that want to be proven that is to find out and analyze physical facilities and service quality to Argo Cheribon customer satisfaction.

The results of the validity test on the Physical Facilities variables (X1), Quality of Service (X2), and Customer Satisfaction (Y) show that all the score items of each statement get r calculate $> r$ table so that each variable of the statement is declared Valid. All variables of Physical Facilities, Quality of Service, Customer Satisfaction are declared Valid.

Reliability Test. According to Notoatmodjo (2005) in (Janna & Herianto, 2021), reliability is an indicator that shows the extent of a measuring instrument. Therefore, the reliability test can be used to understand the consistency of the measuring instrument, whether the measuring instrument remains consistent if repeated measurements are made.

Table 1 Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
,911	11

Source: Data processed from questionnaire using SPSS 24

The Cronbach Alpha value for the reliability test is $0.911 > 0.60$ (correlation coefficient index) (. & Trisna, 2020) thus the statement from X1 is declared reliable.

a. t - Partial Test

Table 2 test analysis results - t

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,069	2,199		,941	,349
	PHYSICAL FACILITIES (X1)	,162	,106	,141	1,527	,130
	QUALITY OF SERVICE (X2)	,715	,084	,785	8,512	,000

Dependent Variable: Customer satisfaction (Y)

Source : Data processed from questionnaire using SPSS 24

According to Ghozali (2006:84) in (Susanti & Wahyuni, 2017) The t-statistical test shows the effect of one independent variable individually in explaining the variation of the dependent variable. The test criteria is to compare the signification rate of the value of t ($\alpha = 0.05$) with the following conditions: (a) If the signification rate of the t test > 0.05 , then this shows that there is no significant partial influence, (b) If the signification rate of the t test < 0.05 , this indicates that there is a significant partial influence. Based on the results, physical facilities and service quality are two significant variables with the provision value of $0.000 < 0.05$. In addition, physical facilities (X1) sig 0.130 > 0.05 , which means this variable has no significant effect on customer satisfaction (Y). Service quality (X2) sig 0.000 < 0.05 means this variable has a significant effect on customer satisfaction (Y). The result shows that physical facilities have no effect on customer satisfaction. (Indrawan & Andrian, 2021)

b. F-Test (simultaneous)

Table 3 F-test analysis results

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5235,548	2	2617,774	265,059	,000 ^b
	Residual	1036,999	105	9,876		
	Total	6272,546	107			

a. Dependent Variabel: y

b. Predictors: (Constant), x2, x1

The results of the ANOVA calculation in the table above show that the hypothesis has a significant value ($0.000 < 0.05$). Thus, it is proven that physical facilities and service quality simultaneously affect customer satisfaction. From these results it is

known that F_{count} is 265,059 while F_{table} is 3,0901 ($F_{count} > F_{table}$). To see the F -table testing the hypothesis in the regression model, it is necessary to determine the degrees of freedom (df). However, simultaneously physical facilities (X_1) and service quality (X_2) have a significant effect on customer satisfaction (Y).

c. Coefficient of Determination Test

Table 3 Coefficient of Determination Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914 ^a	,835	,832	3,143

a. Predictors: (Constant), x_2, x_1

source : Data processed from questionnaire using SPSS 24

The table shows a determinant coefficient of 0.835, so the contribution of the variables of physical facilities (X_1) and quality of service (X_2) to customer satisfaction (Y) is 83.5%.

Conclusion

After conducting a series of tests and discussion, it is concluded that some hypotheses are accepted. However, there is 1 (one) hypothesis that is rejected, it is the physical facility variable (X_1) sig 0.130 > 0.05. Physical facilities variable has no effect on customer satisfaction KA Argo Cheribon. Meanwhile, the other variables are service quality (X_2) sig 0.000 > 0.05, partially affects the customer satisfaction of Argo Cheribon train. However, together the variables of physical facilities and service quality have a positive and significant effect on the customer satisfaction of Argo Cheribon Train. Furthermore, the magnitude of the determinant coefficient value is 0.835, so the variables of physical facilities (X_1) and service quality (X_2) to customer satisfaction (Y) are 83.5% while the remaining 16.5% is influenced by other factors that need to be re-examined in this study. Therefore, Argo Cheribon train can

maintain and improve what has been achieved today with improvements in facilities and service quality for customer satisfaction.(Marina et al., 2020)

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