

CUSTOMER BEHAVIOUR AND SATISFACTION ON SERVICE QUALITY AND CUSTOMER EXPERIENCE AT KRL COMMUTER LINE

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Abstract: Recently, the demand of transportation in Jakarta is increasing. To solve traffic jam issue, the government has provided several public transportations, one of which is the KRL commuter line. The service quality provided by KRL commuter line is an important role for customer satisfaction. The main purpose of this research is to determine the effect of service quality and customer experience on customer behaviour and customer satisfaction towards KRL commuter line. The data was taken from 100 respondents with quantitative method and data analysis using SEM-PLS technique. The result shows that service quality and customer experience have positive impact on customer behaviour and customer satisfaction. PT KAI is still improving the service quality through passenger service system so the customer of KRL commuter line feel satisfied with the service.

Keywords: *commuter line, service quality, customer experience, customer behaviour, customer satisfaction*

1. Introduction

Jakarta is the capital city of Indonesia which is located in Java Island. Base on BPS (*Badan Pusat Statistik*), in 2021 Jakarta is recorded to have a population of about 10 million people, and Jakarta is a business and economic centre. However, there are lot of people live outside Jakarta such as Depok, Tangerang, Bekasi and Bogor but they work in Jakarta. KRL commuter line (Ricardianto et al., 2020) is train transportation for the passengers around Jakarta, Bogor, Depok, Tangerang, and Bekasi. Nowadays, KRL commuter line has high demand and one of the alternatives of public transportation in Jakarta. The advantages of using KRL commuter line is the relatively cheap ticket, no traffic jams, on time arrival, high capacity and easily integrated with other public transportations.

KRL commuter line is managed by PT KAI. Recently, PT KAI is on

process of improving the service quality by switching Manggarai Station to Manggarai Central Station of all traffic of the trains and it is integrated with other modes of transportation. This process will change the passenger service system and train operation schedule, which requires customer to adapt the changes applied by PT KAI and it will take time. This research is to find out the improvement of passenger service which gives impact to the customer experience, customer behaviour, and customer satisfaction.

2. Literature Review

2.1 Service quality

Service quality is an assessment of how good a delivered service conforms to the customer expectations. Business service operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. The concept of service quality is not an independent term, means, its formation depends on several factors related to service and service firms. These factors are reliability, responsiveness, assurance, empathy, and tangibility (Ramya et al., 2019)

2.2 Customer experience

Customer experience is a model in marketing that follows customer equity. Customer experience can be defined as an experience that is cognitive or perception of the customer from the results of observation and customer participation which is found in the real situation (Wijaya et al., 2019). Schmitt (1999) identified five different types of experiences that marketers can create for customers: sensory experiences (sense), affective experiences (feel), creative cognitive experiences (think), physical experiences, behaviors and lifestyles (act), and social-identity experiences that come from relating to a reference group or culture (relate).

2.3 Customer behaviour

Customer behaviour is the choice and physical action that people carry out while deciding whether to buy, use, or dispose of products and services (Louden et al., 2015). Further explanation of consumer behavior was provided by Blackwell et al. (2006), who defined it as the actions and procedures people use to decide whether to purchase or discard goods and services based on their own experiences and beliefs.

2.4 Customer satisfaction

Customer satisfaction is a customer judgement of an experience either cognitive or emotional (Cronin et al., 2000). Customer satisfaction is a major objective of all commercial endeavours and has been a significant concept in marketing literature. Because they go from a product and sales philosophy to a marketing philosophy, which increases a company's chances of surpassing the competition, businesses now confront their fiercest competition (Kotler, 2000).

2.5 Hypothesis

The research conducted by Balinado et al., (2021) The study aimed to examine the impacts of service quality dimensions on customer satisfaction at Toyota Dasmarinas-Cavite. Service quality has a significant influence in customer satisfaction, especially in automotive after-sales service. The results showed that dependability and empathy had a substantial association with customer happiness, but tangibility, responsiveness, and assurance appeared to have less of an impact on customers. According to Febrina Salim dan Catherine et al., (2015) the results of the analysis show there is an impact of customer experience on customer satisfaction, it means if customers experiences are good, they will be satisfied.

H1: Service quality has an impact on customer satisfaction

H2: Customer experience has an impact on customer satisfaction

Service quality had an impact on customer behaviour, and the comprehensive models of service quality is able to predict customer behaviour (Rita et al., 2019). Customer experience can give value to the customer behaviour, customer behaviour is always dynamic so providers should be alert to capture consumer needs(Wijaya et al., 2019).

H3: Service quality has an impact on costumer behaviour

H4: Customer experience has an impact on customer behaviour

3. Method

3.1 Sample

A total of 100 customers from KRL commuter line who are usually use the commuter line on weekdays and weekend were voluntary participants in this study. The demographic information for all responders is shown in Table 1.

Table 1. Demographic Information

Characteristics	Category	Frequency (N)	Percentage
Gender	Male	75	75%
	Female	25	25%
Age (year)	<17		
	17-22	9	9%
	23-28	46	46%
	29-34	34	34%
	35-40	7	7%
	41-46	4	4%
	47-52	0	0%
	>53	0	0%
Job	Student	8	8%
	Police/ Army /Civil Servant	9	9%/
	Employee	52	52%
	Entrepreneur	31	32%
Frequency of using CL (week)	1-2 times	31	31%
	2-3 times	21	21%
	More than 4 times	48	48%

3.2 Questionnaire

This research use questionnaires as the instrument, which were distributed by google form to the customer of KRL commuter line and Responses were scored using a Likert scale from 1 to 5. Table 2 shows the indicator of the questionnaire.

Table 2. Indicator

Variable	Dimension		Indicator
Service Quality (X1) (Balinado et al., 2021)	Tangible	X1	PT KAI provides an information system in the form of an estimated time of train arrival
		X1.2	Cleanliness at the station and inside the train is always maintained
		X1.3	The arrival and departure of KRL commuter line is on time.
	Reliability	X1.4	PT KAI staffs provide good services to customers
	Responsiveness	X1.5	Ticketing counter provide fast and proper for transaction
		X1.6	customers feel safe when make payment on transactions
	Assurance	X1.7	The station is a safe place and guarded by the security
		X1.8	Officers apply 3S (Senyum, Salam, Sapa) when serving customers
	Empathy	X1.9	Officers prioritize people with special needs, the elderly and/or pregnant women at the station or train
Customer Experience (X2) (Andajani, 2015)	Sense	X2.1	PT KAI has provided good public facilities (praying room, toilets, waiting rooms, etc.)
	Feel	X2.2	PT KAI provides security guarantees at Manggarai Station
		X2.3	I feel safe when depart KRL commuter line at Manggarai Station

		X2.4	The services provided by PT KAI officers make me feel comfortable
	Think	X2.5	The ticket price offered is in accordance with the facilities obtained
		X2.6	Manggarai Station is located in a strategic location, easy to reach and integrated with other transportation.
	Act	X2.7	The concept of paying for tickets using electronic money makes it easy for customers
	Relate	X2.8	Using KRL commuter line is a modern lifestyle
		X2.9	KRL commuter line always on time
Customer Behaviour (Y1)		Y1.1	I don't eat and drink when in the train
		Y1.2	I understand the right side of the escalator to walk, the left side to stand.
		Y1.3	I always follow the health protocol when i use KRL commuter line
Customer Satisfaction (Y2) (Balinado et al., 2021)		Y2.1	I am satisfied with the service on KRL commuter line provided by PT KAI
		Y2.2	I prioritize KRL commuter line than other transportation
		Y2.3	I will use KRL commuter line again

3.3 Analytical Tools

The program SmartPLS was used to analyze the data using the Structural Equation Modelling Partial Least Square (SEM-PLS) methodology. This method was used to establish the presence of causality connections, to determine measurement model to validate and measure hypotheses in analysis relationships between variables, and to explain about dependent variable assessed by R2 (Chrisnawan et al., n.d.)

4. Discussion and Result

4.1 Validity and Reliability

The results of data processing using SmartPLS are as follows:

Table 3. Square Root of AVE and Correlation Between4Variable

Variable	AVE	Root of AVE
Service Quality (X1)	0.616	0.879
Customer Experience (X2)	0.645	0.866
Customer Behaviour (Y1)	0.619	0.715
Customer Satisfaction (Y2)	0.628	0.728

According to the table above, the Root of AVE of each variable is bigger than its value. If each variable has a good determinant, the findings will be accepted. Based on the validity test findings, all variables are considered valid if the AVE value is more than 0.5.

4.2 Validity testing

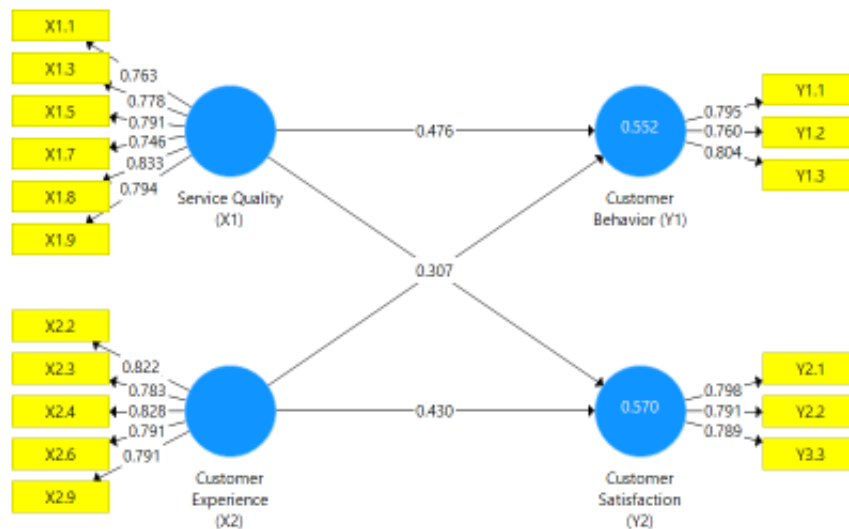


Figure 1 PLS Algorithm

Some of indicator has been deleted because is not valid. According to convergent validity testing result as shown in Figure 1, all indicators were declared valid because it has outer loading factor > 0.70 (Noor, 2014)

4.3 Reliability

If the composite reliability rating exceeds 0.70, the concept is considered reliable. (Noor, 2014). The table below shows the reliability test results for this study:

Table 4. Reliability Indicator

Variable	Composite Reliability	Cronbach's Alpha
Service Quality	0.906	0.875
Customer Experience	0.901	0.863
Customer Behaviour	0.830	0.701
Customer Satisfaction	0.835	0.713

It can be concluded that the concept has good reliability because the value higher than 0.70

4.4 Direct effect

The direct correlations between variables are depicted in Figure 1. A significant level of 5% was used for the hypothesis test and hypothesis would be accepted if the T_{count} higher than 1.98 and the p-value was less than 0.5. The SmartPLS bootstrapping results of the hypothesis test are shown in Table 5.

Table 5. Patch Coefficients and T-Values

Path	Original Sample (O)	T Statistic	P Values	Result
Customer Experience → Customer Behavior	0.307	2.215	0.027	Acceptable

Customer Experience → Customer Satisfaction	0.430	3.365	0.001	Acceptable
Service Quality → Customer Behavior	0.476	3.732	0.000	Acceptable
Service Quality → Customer Satisfaction	0.367	2.957	0.003	Acceptable

Based on Table 5, Customer Experience had a positive effect on Customer Behaviour with a T_{count} 2.215 higher than 1.98. It also shows that Customer Experience had a direct effect to Customer Behaviour at 0.307. And then Customer Experience had a positive effect to Customer Satisfaction with a T_{count} 3.365 higher than 1.98, Customer Experience also had a direct effect on Customer Satisfaction at 0.430. And then Service Quality had a positive effect on Customer Behaviour with a T_{count} 3.732 higher than 1.98, Service Quality also had a direct effect on Customer Behaviour at 0.476. Lastly, Service Quality had a positive effect on Customer Satisfaction with a T_{count} 2.957 higher than 1.98, and Service Quality had a direct effect to Customer Satisfaction at 0.367. Its mean four of the offered hypotheses were found to be valid.

Goodness of Fit Test

R-Squared values are described in Table 6 as strong (0.75), moderate (0.50), and weak (0.25).

Table 6. R Square

Variable	R Square Adjusted	Result
Customer Behaviour	0.543	Moderate
Customer Satisfaction	0.561	Moderate

The Q-Squared indicates the structural model fit as follows:

$$Q^2 = 1 - (1 - 0.543)(1 - 0.561) = 0.799$$

The Q-Squared obtained was 0.799. Because it was higher than 0, the model was proven to have predictive relevance with strong value.

5. Conclusion and Suggestion

5.1 Conclusion

Based on the results and data analysis, service quality and customer experience have significant impact to customer behaviour and customer satisfaction. Both of service quality and customer experience had a positive effect on customer behaviour and customer satisfaction. It means that service quality and customer behaviour was able to increase good customer experience and customer satisfaction. From the questionnaire variable X2.7 got the highest score which means that the payment system on KRL commuter line is good and it has an impact on customer satisfaction. This study shows the same results as the research conducted by Balinado et al., (2021) and Febrina Salim and Catherine et al., n.d. (2015) that service quality and customer experience give an impact on customer satisfaction. Moreover, it is also in line with the research conducted by Wijaya et al., (2019) and Rita et al., (2019) that service quality and customer experience give an impact to customer behaviour.

5.2 Managerial implication

In general, PT KAI has been succeeded on applying strategy for passenger service. However, it will be better if the quality always improved, and the security system should be improved, such as increasing the personnel of security or CCTV because from the data security aspect (X1.7) get the lowest score. As for the next study, it is suggested to increase the number of respondents for more accurate result.

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