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THE INFLUENCE OF SERVICE QUALITY AND TICKET PRICE ON CONSUMER DECISIONS ON BUS PT. MEDAN NORTH STAR

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ABSTRACT

This study aims to determine the effect of service quality and ticket prices on consumer decisions to use PT. North Star of Medan. The sample of this research is 100 consumers. The analysis technique used is Multiple Regression analysis, T test, F test and Coefficient of Determination. The suitability test using the t test was conducted to partially test the effect between the independent variable and the dependent variable with the assumption that other variables are considered constant. The results of the equation analysis. The calculated t value for the Service Quality variable (X1) is 13,434 when compared to the t table value of 1,660. Then the calculated t obtained is greater than the t table value or 13,434 > 1.660, then it is also seen that the sig value is smaller than the probability value 0.000 < 0.005 then Ho is rejected and Ha is accepted so that the X1 variable has a contribution to Y. The calculated t value for the Price variable Tickets (X2) are 4,177 when compared to the t table value of 1,660. Then the t arithmetic obtained is greater than the t table value or 4.177 > 1.660, then it is also seen that the sig value is smaller than the probability value 0.000 < 0.005 then Ho is rejected and Ha is accepted so that the X2 variable has a contribution to Y. The calculated f value is 828.061 with sig level 0.000 therefore sig value 0.000 <0.005 and F count 828.061> F table 2.70 this shows that Ho is rejected so it can be concluded that the independent variables X1, and X2 simultaneously have a positive and significant effect on the dependent variable Y. R square value (R2) or the square of R shows the coefficient of determination is 0.945 or 94.5%, meaning that the percentage of influence between Service Quality and Ticket Prices on Consumer Decisions. While the remaining 5.5% is explained by other factors.

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1. INTRODUCTION

The quality of service that is expected by consumers is adequate facilities, good service, comfort, security, tranquility and satisfactory results so that management must think about how good service quality at this time can continue to develop for the smooth running of the future. Efforts to improve service quality will be very effective if improving service quality is a daily goal, starting from top management or directors to service implementers or employees.

Business conditions bring companies, especially the service sector, to the fact that service quality is a must for companies to remain successful, both at the operational and strategic levels. Now it is increasingly realized that customer service and satisfaction are vital aspects in order to survive in business and win the competition. However, it is not easy to achieve overall customer satisfaction. The customers we face today are different from those of decades ago. Now customers are increasingly 'educated' and aware of their rights. Erwan (2017)

Auto Bus Company. PT. Bintang Utara Medan, provides public transportation services based on Inter-City Within Provinces and Inter-City Inter-Provinces. From the results of the pre-survey, the researchers found a lack of public service facilities that had to be met by the company, such as unhygienic waiting areas and poor bathroom facilities. Then, the ticket purchasing service is still making a queue. Then mistakes often occur in placing Seat Numbers, where there are similarities in placing consumers in the same number, this is due to information on purchasing tickets at a different counter that is not well coordinated. This is a phenomenon in itself for consumers to use PT. Medan North Star. (PT Bintang Utara Medan 2022)

Tabel 1. Pre-Survey of Service Quality

No	Pernyataan	Tidak Setuju	Persentase	Setuju	Persentase	Total Responden
1	Bus Bintang Utara cepat melayani pemesanan tiket melalui telepon	8	10%	22	90%	30
2	Kecepatan petugas dalam melayai konsumen	17	85%	13	15%	30
3	Petugas Bus Bintang Utara selalu mengingatkan hal-hal penting yang perlu diketahui penumpang seperti tujuan bis	13	85%	17	15%	30
4	Armada Bus Bintang Utara menyediakan tape dan televisi dan AC Toilet di bus	0	0	30	100%	30
5	Proses pengambilan barang di bus cepat	10	10%	20	90%	30

The researcher collected data as the initial survey, namely a special pre-survey for the X1 variable, service quality by taking a sample of 30 people. The results showed that ordering tickets by telephone more consumers used telephone orders. Then on the point that the North Bintang Bus Fleet provided tape and television and AC Toilets on the bus, all respondents agreed 100%. As well as the point of the process of picking up goods on the fast bus, respondents answered that they agreed more.

Purchasing decision is a concept in purchasing behavior where consumers decide to act or do something and in this case make purchases or utilize certain products or services. In making a purchasing decision, the first thing consumers consider when choosing a product is to look at the product's attributes.

The researcher collected data as the initial survey, namely a special pre-survey for variable Y purchasing decisions by taking a sample of 30 people, the result was that I was interested in riding the Bintang Utara AC Toilet Bus, many consumers answered yes. At this point, I got information about the North Bintang AC Toilet Class Bus from my closest friend. Many consumers answered that they disagreed. The North Bintang AC Toitet Class Bus was my choice, 85% answered they disagreed and 15% agreed. At that point, I decided to buy a Bintang Utara AC Toilet Class Bus ticket after considering several other buses that agreed to be more dominant.

2. METHODS

This type of research uses a quantitative descriptive approach, namely alignment with research variables that focus on actual problems and phenomena that are happening at the moment with the form of research results in the form of meaningful numbers. Which aims to determine the relationship between two or more variables, namely the effect of service quality and ticket prices on consumer decisions on PT. Medan North Star. As for the location of this research at PT. Bitang Utara Medan is located at Jalan SM Raja Medan. For the implementation of this research starting from December 2021 to December 2022. In accordance with the problems and objectives that have been set in the research, the population in this study is 3000 consumers. Data collection techniques used in this study were through observation, documentation and surveys through questionnaires to respondents.

The preparation of the research instrument in the form of questions (questionnaires) is based on a questionnaire grid that has been constructed in accordance with the theoretical basis that has been studied and is guided by indicators of research variables which are described in several item items. After the questionnaire was compiled, the questionnaire items were tested on a number of respondents to determine the validity and reliability of the instrument.

According to Sugiyono, (2018: 79) defines data analysis as a process that details formal efforts to find themes and formulate hypotheses (ideas) as suggested and as an attempt to provide assistance and themes to hypotheses. In accordance with the problem and series of hypotheses, the analytical method used to prove the intended truth is:

1. The descriptive method is a way of formulating and interpreting existing data so as to provide a clear

picture through collecting, shrinking and analyzing data so that you can know the general description of the company being studied.

2. Quantitative analysis method is a method used to submit data in the form of numbers.

3. RESULTS AND DISCUSSION

Validity Test and Reliability Test

Based on table 1 above, it can be seen that based on the SPSS Data Processing Test Version 20.0 it is known that the variables Service Quality (X1), Ticket Prices (X2) and Consumer Decisions (Y) have t count values than t table which means that Consumer Decisions (Y) significantly correlated with the total score (valid). Based on the results of the Moment Product Correlation that has been carried out on the indicator questionnaire, it can be accepted if the alpha coefficient > from the value of r table df = n-2, 30-2 = 28 so that the value of n = 28 is 0.361 meaning that the statements in the questionnaire are declared valid because value rcount> rtable.

Research Reliability Test

Table 1. Reliability test results

Variabel	*Cronbach's Alpha* Hitung	Keterangan
Kualitas Layanan (X_1)	0.957	Reliabel
Harga Tiket (X_2)	0.855	Reliabel
Keputusan Konsumen (Y)	0.900	Reliabel

From table 1 above it shows that the three research instruments have met the elements of good reliability, in other words this research instrument is reliable or trusted, the level of research instruments is adequate because it has reached 1 (from 0.60).

Normality Assumption

The normality test for normality testing is carried out using the P-P Plot graphic test for testing the residual regression model shown in Figure 4.2 below.:

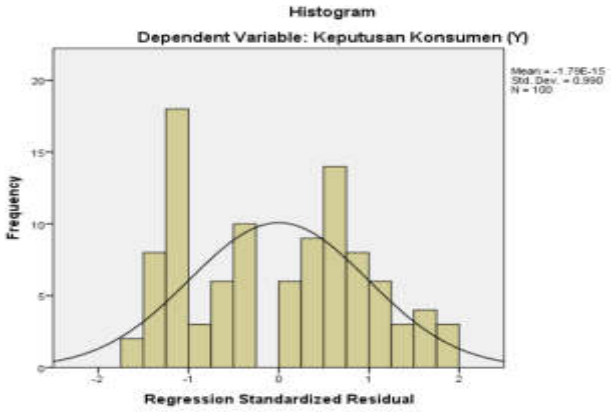

Figure 1 Asumsi Normalitas

The normality pattern on the histogram graph in Figure 4.2 shows that the normal distribution pattern deviates left and right. According to Ghozali (2013: 149), the basis for normality decision making is if the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the assumption of normality and if the data spreads away from the diagonal and does not follow the direction of the line If the diagonal or histogram graph does not meet the normal distribution pattern, then the regression model does not meet the assumption of normality.

Asumsi Multikolinieritas

To analyze whether multicollinearity occurs in a regression model, it can be seen from the VIF (Variance Inflation Factor) and tolerance values. From the results of data analysis, VIF values can be seen in the table below.

Tabel 2. Multicollinearity Assumption Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Layanan (X1)	.181	5.530
	Harga Tiket (X2)	.181	5.530

a. Dependent Variable: Keputusan Konsumen (Y)

Table 2 above shows that the variables have a VIF value of less than 10 and a tolerance value of less than 10%, which means that there is no correlation between the variables. So from the above it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Asumsi Heterokedastisitas

The heteroscedasticity test produces a scatter plot graph as shown in Figure 4.3 below.

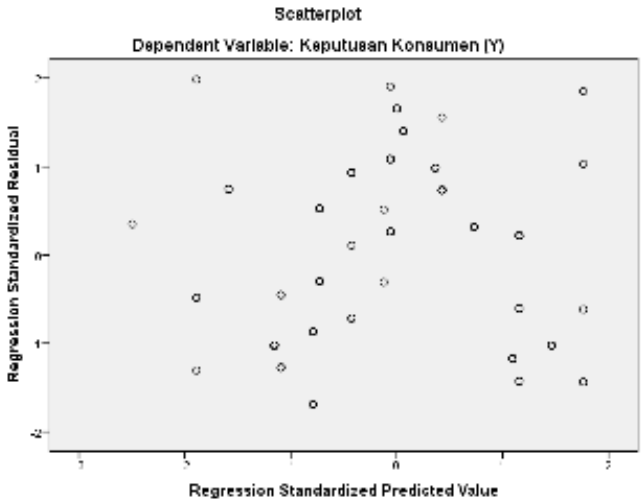

Figure 2 Asumsi Heterokedastisitas

The results of the heteroscedasticity test show that the dots do not form a specific pattern or there is no clear pattern and the dots spread above and below the number 0 (zero) on the Y axis, so there is no heteroscedasticity. Thus, the assumptions of normality, multicollinearity and heteroscedasticity in the regression model can be met from this model.

Results of Multiple Linear Regression Analysis

The results of the regression analysis using SPSS assistance can be seen in the following table:

Tabel 3. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.023	.925		10.835	.000
	Kualitas Layanan (X1)	1.506	.112	.754	13.434	.000
	Harga Tiket (X2)	.307	.073	.235	4.177	.000

a. Dependent Variable: Keputusan Konsumen (Y)

Based on table 3 above there are several columns in the Coefficients table above. What needs to be considered when looking for the multiple linear regression equation is column 'B'. In column B, the value (Constant) is 10,023, Quality of Service (X1) (1,506), Ticket Prices (X2) (0,307).

Hasil Uji Parsial (Uji T)

Partial test results using SPSS assistance can be seen in the following table:

Tabel 4. Hasil Uji Parsial (Uji T)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.023	.925		10.835	.000
	Kualitas Layanan (X1)	1.506	.112	.754	13.434	.000
	Harga Tiket (X2)	.307	.073	.235	4.177	.000

a. Dependent Variable: Keputusan Konsumen (Y)

The output from table 4. above can be seen the t-count value obtained for each variable. By using a significance level of 5% and a t-table value of 1,660 is obtained, using the Degree Of Freedom (df) formula. df = n – k.

Where:

n = banyak observasi

k = banyaknya variabel (bebas dan terikat).

Df= n – k = 100– 3 = 97

Simultaneous Test Results (Test F)

Simultaneous test results using the help of SPSS Version 22.0 can be seen in the following table:

Tabel 5. Hasil Uji Simultan

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2446.658	2	1223.329	828.061	.000[b]
	Residual	143.302	97	1.477		
	Total	2589.960	99			

a. Dependent Variable: Keputusan Konsumen (Y)

b. Predictors: (Constant), Harga Tiket (X2), Kualitas Layanan (X1)

Based on table 5 above, it can be seen that the f count is 828,061 with a sig level of 0.000, therefore the sig value is 0.000 <0.005 and the calculated F value is 828,061> F table 2.70. This shows that Ho is rejected, so it can be concluded that the independent variables X1 and X2 simultaneously have an effect positive and significant to the dependent variable Y.

Koefisien Determinasi (R^2)

Tabel 6. Hasil Koefisien Determinasi (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972[a]	.945	.944	1.215

a. Predictors: (Constant), Harga Tiket (X2), Kualitas Layanan (X1)

b. Dependent Variable: Keputusan Konsumen (Y)

Based on Table 6 above, it can be seen that the R value indicates a multiple correlation, namely Service Quality and Ticket Prices is 0.972 or 97.2%. This means that the relationship is close, the greater the R, the closer the relationship. R square (R2) or R squared shows the coefficient of determination is 0.945 or 94.5%, meaning that the percentage influences Service Quality and Ticket Prices on Consumer Decisions. While the remaining 5.5% is explained by other factors.

Discussion

The Effect of Service Quality on Consumer Decisions on PT. Medan North Star

This statement can be seen from the results of the analysis of the calculated t value for the Service Quality variable (X1) of 13,434 when compared to the t table value of 1,660. Then the t count obtained is greater than the t table value or 13,434 > 1,660, then it is also seen that the sig value is smaller than the probability value 0,000 <0,005 then Ho is rejected and Ha is accepted so that variable X1 has a contribution to Y. A positive t value indicates that X1 has a direct relationship with Y. So it can be concluded that the variable Service Quality has a positive and significant effect on Consumer Decisions.Pengaruh Harga Tiket Terhadap Keputusan Konsumen Pada Bus PT. Bintang Utara Medan

This statement can be seen from the results of the analysis of the calculated t value for the Ticket Price variable (X2) of 4,177 when compared to the t table value of 1,660. Then the t count obtained is greater than the t table value or 4,177 > 1,660, then it is also seen that the sig value is smaller than the probability value 0,000 <0,005 then Ho is rejected and Ha is accepted so that variable X2 has a contribution to Y. A positive t value indicates that X2 has a direct relationship with Y. So it can be concluded that the ticket price variable has a positive and significant effect on consumer decisions.

The Influence of Service Quality and Ticket Prices on Consumer Decisions on PT. Medan North Star

This statement can be seen from the calculated f value which is 828,061 with a sig level of 0.000 therefore the sig value is 0.000 <0.005 and the calculated F value is 828,061> F table 2.70 this shows that Ho is rejected so it can be concluded that the independent variables X1 and X2 simultaneously have an effect positive and significant to the dependent variable Y.

The R value indicates a multiple correlation, namely Service Quality and Ticket Prices is 0.972 or 97.2%. This means that the relationship is close, the greater the R, the closer the relationship. R square (R2) or R squared shows the coefficient of determination is 0.945 or 94.5%, meaning that the percentage influences Service Quality and Ticket Prices on Consumer Decisions. While the remaining 5.5% is explained by other factors.

4. CONCLUSION

The calculated t value for the Service Quality variable (X1) is 13,434 compared to the t table value of 1,660. Then the t count obtained is greater than the t table value or 13,434 > 1,660, then it can also be seen that the sig value is smaller than the probability value 0,000 <0,005 then Ho is rejected and Ha is accepted so that variable X1 has a contribution to Y. The calculated t value for the Ticket Price variable (X2) is 4,177 when compared to the t table value of 1,660. Then the t count obtained is greater than the t table value or 4.177 > 1.660, then it is also seen that the sig value is smaller than the probability value 0.000 <0.005 then Ho is rejected and Ha is accepted so that variable X2 has a contribution to Y.

The calculated f value is 828,061 with a sig level of 0.000, therefore the sig value is 0.000 <0.005 and the calculated F value is 828,061> F table 2.70. This shows that Ho is rejected, so it can be concluded that the independent variables X1 and X2 simultaneously have a positive and significant effect to the dependent variable Y. The value of R square (R2) or the square of R indicates the coefficient of determination is 0.945 or 94.5%, meaning that the percentage influences Service Quality and Ticket Prices on Consumer Decisions. While the remaining 5.5% is explained by other factors.

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