THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CONSUMER INTEREST IN USING TRANSPORTATION SERVICES LRT IN PALEMBANG CITY

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ARTICLE INFO	ABSTRACT
Keywords: Quality of Service, Price, Interest	Transportation is considered a driver of the life of an area because it provides a crucial link of the population that continues to move in the area and then encourages regional formation and growth. not all people contribute to the utilization of lrt transportation services, especially in Palembang City, because there is still a lack of travel routes that make consumers reluctant to transit to their destination and prefer other land transportation services. But there is also a positive thing that there are some people who contribute to utilizing lrt services, especially those on one route and curiosity.This research was conducted on 97 respondents.The method used in this study uses quantitative methods using correlational studies, survey research, data quality tests, validity tests, multiple linear regression and hypothesis testing. The results of this study indicate that the variables of service quality and price have a positive effect on the variable of interest in the use of transportation services at Palembang City.
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1. INTRODUCTION

Today's rapidly changing business competition is becoming more intense, especially in the service industry. Transportation has become a living part of human life, and even now it is considered the lifeblood of a region as it provides the crucial link of the region's mobile population that in turn drives regional formation and growth. Not only the movement of people from one location to another within a region, but transportation has also played an important role in the mobility of people from one region to another since prehistoric times. And today, transportation not only helps in the movement of people, but it is also useful in trading commodities, products, and other interests.(Nelson S Pangaribuan, 2022)

Land transportation has arguably played a very important role over the years. It provides a reasonable and relatively cheaper means of transporting passengers and commodities. However, marine transportation systems cannot be ruled out either as they have a wide distribution and are well connected with various other transportation.(Hasan, M., & Karmaker, 2019)

The development of public transportation that is increasingly diverse coupled with the rapid development of technology has led to the emergence of online-based transportation systems such as online taxis and online motorcycle taxis. Even now the Palembang City government is building Light Rail Transit (LRT) rail-based transportation that has been built since 2015 and began operating in 2018.

The construction of this LRT is to provide convenience in using public transportation.(Yuliana, 2018). LRT is one of the electric-based rapid rail transportation with affordable and economical ticket prices. The LRT in Palembang has set a fare of Rp.10,000 for travel from SMB II Airport Station to DJKA Station. While the second fare is only charged Rp. 5,000; for all stations, except for departure from the base of SMB II Station to the final destination of DJKA Station. This difference in cost is based on knowing the distance from the station to be traveled. With low ticket prices, safety and security will be guaranteed and the risk of accidents is smaller.(Putra Noor, 2022)

Service quality or often referred to as service quality (servqual) refers to a combination of various characteristics of a service that determines the extent to which the service can be offered and delivered by the company in meeting the expectations or needs of its consumers.(Satria, 2017)

This perspective then leads to the emergence of quality levels consisting of: 1)sought-after quality, which refers to the level of quality required by the customer; 2)target quality, which is the level of quality that the service provider wants to provide to the customer; 3) delivered quality, which is the level of

quality that is realized, and; 4) perceived quality, which refers to the level of quality perceived by the customer after actual consumption.

As a company that serves customers, service quality is not the only key aspect to increase customer satisfaction. However, companies need to understand that tariffs, costs, or service prices also play an important role and can be used as a tool to improve customer satisfaction.

The company's strategy to gain more customers. This is because basically each consumer has an acceptable price limit, and different consumers also have different thresholds in their perceptions regarding how much price they can reach and is considered rational.(Eboli, L., & Mazzulla, 2021)

Price or what is referred to in service companies as service rates themselves refers to the amount of money set for someone to enjoy a product or service. This statement is similar to Harini's opinion in Pasharibu, Paramita, and Febrianto (2018) that price or tariff is the value of money needed by someone to obtain a number of products or services. In short, the price or tariff shows how much it costs a person to be able to enjoy a good or service.

The attributes of the tariff or price are taken into consideration by consumers if they are going to make a decision to purchase a product, or even used for the evaluation or assessment they give after enjoying the product, because the tariff is also closely related to consumer satisfaction.

Consumer satisfaction or customer satisfaction itself has become a concept that is widely discussed in various fields, including in the field of transportation management. Consumer or customer satisfaction in the business field refers to the degree or level of a person's feelings which is an indication of the evaluation results between the comparison of the performance of the service or product he enjoys with what the person expected before.

Satisfaction is an emotional response or response that describes how a person compares actual experience with his expectations when consuming a product or service. or if it refers to level of quality, satisfaction is a comparison of "quality sought" with "quality perceived" from the customer's point of view.

In this study, customer satisfaction with the use of services lrt transportation in Palembang City can be measured from the suitability or not of perceived expectations (Confirmation Of Expetation) with the actual performance provided by the company through products or services, which refers to the tendency of consumers to use lrt transportation services.

Basically, not all people contribute to the utilization of lrt transportation services, especially in Palembang City, because there are still a lack of travel routes that make consumers reluctant to transit to their destination and prefer other land transportation services. But there is also a positive thing that there are some people who contribute to utilizing lrt services, especially those on one route and curiosity, therefore researchers are interested in reviewing this research.

2.   LITERATURE REVIEW
Service Quality

Service quality is a series of special forms of production or services that can provide the ability to satisfy the needs and desires of the community. In this case, companies that provide services require direct interaction between customers and business actors, the faculty of employee behavior such as attitude and expertise in conveying information is the most important thing that makes the difference in how to serve well.(Ibrahim & Thawil, 2019)

Service quality has become a decisive factor in maintaining the sustainability of a government bureaucratic organization or corporate organization. Good service and in accordance with the needs public service users, is very important in an effort to realize the satisfaction of public service users (Rudi Rinaldi, 2012)

Indicator Of Quality
a.   Performance Quality
b.   Durability
c.   Reliability
d.   Repairability
e.   Comfort
f.   Design (Design) (Zeithaml et al., 1996)

Price

According to Philip Kotler: Price is one element of the marketing mix that generates revenue; other elements generate costs. Price is the easiest element of the marketing mix to adjust; product

characteristics, channels, and even promotions require more time. Price also communicates the company's intended value position to the market about its products and brands. It can be explained from the above understanding that the elements of the marketing mix in question are price, product, channel and promotion, namely what is known as the four Ps (Price, Product, Place and Promotion). Prices for a business / business entity generate income, while other elements of the marketing mix, namely Product (product), Place (place / channel) and Promotion (promotion) incur costs or expenses that must be borne by a business (Birusman, 2017).

Indicator Of Price
a. Assessment of the overall price
b. Response to price increases If there is an increase in the price of a product
c. The price of a particular product compared to the same product if it is elsewhere.(Rangkuti Freddy, 2009)

Interests

Interest is an attitude that makes people happy with certain objects or ideas. This is followed by a feeling of pleasure and a tendency to look for the favored object. According to opinion. interest is "Individual attention to the existence of an object, a person, a problem or a situation containing a connection with himself which is done consciously followed by a feeling of pleasure. (Ruhamak & Syai'dah, 2018)

In addition, interest is the tendency to pay attention and act towards the person, activity or situation that is the object of the interest with a feeling of pleasure. Interest has elements including: attention, preparation, curiosity, readiness to act, and tendency to get involved. Interest can arise due to a stimulus received by the audience. And the audience realizes that this is considered to be a need.(Hanifah, n.d.)

Indicator Of Price
a. Transactional interest
b. Refrential interest
c. Preferential interest
d. Explorative interest. (TJIPTONO, 2002)

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:
1. Shopping attribute *online* has a positive and significant influence on loyalty.
2. Shopping experience *online* has a positive and significant influence on loyalty.
3. Shopping attribute *online* has a positive and significant influence on satisfaction.
4. Shopping experience *online* has a positive and significant influence on satisfaction.
5. Satisfaction has a positive and significant effect on loyalty.
6. Shopping attribute *online* has a positive and significant influence on loyalty through satisfaction.
7. Shopping experience *online* has a positive and significant influence on loyalty through satisfaction.

3. METHOD

The type of data used in this research is quantitative data, quantitative is a method for testing certain theories by examining the relationship between variables (Sugiono, 2012).

In conducting this research, the researcher took the location at Lrt in the City of Palembang, South Sumatra Province, Indonesia according to the object of research

The population in this study was the people of Palembang City which amounted to 1 686 073. The sampling technique uses the slovin formula which has been calculated to be 99.8 so the sample used in this study amounted to 100 respondents.

The technique used in this research is through distributing questionnaires on the goegle form application which is distributed through social media, with Using a Likert scale based on the respondent's level of agreement, through direct observation observation techniques and documentation techniques to complement and add to the accuracy, correctness of data or information collected from existing documentation materials in the field and can be used as material in checking the validity of the data.

Table 1. Operational Definition of Research Variables

JURNAL EKONOMI

Variable	Definition	Indicator	Size
Quality Services (X1)	Service Quality is a series of special forms of a production or service that can provide the ability to satisfy the needs and desires of the community.	Performance Quality *Durability* Reliability Repairability Design	Likert
Price (X2)	Price is the value of money needed by someone to obtain a number of products or services.	• Assessment of the overall price • Response to price increases If there is a price increase of a product • The price of a particular product compared to the same product elsewhere	Likert
Interest (Y)	Interest is an attitude that makes people happy about	• Transactional interest • Referential interest • Preferential interest	Likert

Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

Table 2. Scale

No	Question	Score
1	Strongly Agree (SS)	1
2	Agree (S)	2
3	Disagree (KS)	3
4	Disagree (TS)	4
5	Strongly Disagree (STS)	5

Data Analysis Techniques

The techniques used in this research use correlational studies, survey research, data quality tests, validity tests, multiple linear regression and hypothesis testing carried out using the help of the SPSS (Statistical Package For Social Sciene 23) computer program.

4. RESULT AND DISCUSSION

The measurement of this variable requires a good enough instrument so that it becomes a further reference in testing the hypothesis put forward. Instrument testing based on the results of collecting questionnaires from 99 people can measure what you really want to measure. The measurement results tested from the results of validity, reliability, regression and hypothesis are an accuracy in research to analyze what is wanted to be measured in research.

Correlational Study

The correlation test aims to determine the level of relationship between variables expressed by the correlation coefficient (r). The type of relationship between variables X and Y can be positive and negative. The basis for the decision is if the significant value <0 ,1 then correlated, then on the contrary if the significant value> 0.1 then not correlated.

Table 3 Correlational Study Test Results Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.701[a]	.440	.410	1.809	.440	4.011	2	48	.018	2.044

From the results of the table above, it can be seen that the significance level value is 0.18, which states that the Service Quality variable (X1) and the Price Variable (X2) both together correlate to the variable Interest in the use of transportation services (Y).

Validity Test

This test uses a two-sided test with a significant level of 0.1. The test criteria are: If r count> r table (with a two-sided test with a significant 0.1 then the instrument or statement items are declared valid.

Meanwhile, if r count < r table (two-sided test with a significant 0.1), then the instrument or statement items are declared invalid.

With 99 respondents, the calculated r value is compared to the r table, which is with df = 0. n-k, then df = 99-2 = 97, the r table value is 0.2329 one -unit. So that if r count> r table then the questionnaire is valid. The results of the validity test for this research variable can be seen in the following table:

Table 4 Service Quality Variable Validity Test Results (X1)

Variabel	Question	Rcount	R Table	Significant	Description
	X1.1	0,879	0,2329	0,000	Valid
	X1.2	0,870	0,2329	0,000	Valid
ServiceQuality	X1.3	0,800	0,2329	0,000	Valid
	XI.4	0,513	0,2329	0,000	Valid
	X1.5	0,522	0,2329	0,000	Valid

Based on the results of the table above, it can be stated that the calculation results Rhitung> Rtabel , namely df = R (n-k) = 99-2 = 97. Rtabel = 0.2329 one-unit.

It means that all statement items in the Service Quality variable questionnaire (X1) are declared valid.

Table 5 Price Variable Validity Test Results (X2)

Variables	Question	Rcount	R Table	Significant	Description
Price	X2.1	0,708	0,2329	0,000	Valid
	X2.2	0,629	0,2329	0,000	Valid
	X2.3	0,659	0,2329	0,000	Valid
	X2.4	0,548	0,2329	0,000	Valid
	X2.5	0,672	0,2329	0,000	Valid

Based on the results of the table above, it can be stated that the results of the calculation of Rhitung> Rtabel , namely df = R (n-k) = 99-2 = 97. Rtabel = 0.2329 one-unit. This means that all statement items in the Price variable questionnaire (X2) are declared valid.

Table 6 Interest Validity Test Results (Y)

Variables	Question	R count	R Table	Significant	Description
Interests	X3.1	0,603	0,2329	0,000	Valid
	X3.2	0,505	0,2759	0,000	Valid
	X3.3	0,505	0,2759	0,000	Valid
	X3.4	0,786	0,2759	0,000	Valid
	X3.5	0,767	0,2759	0,000	Valid

Based on table 6 above, it can be stated that the results of the calculation of Rhitung> Rtabel , namely df = R (n-k) = 51-2 = 49. Rtabel = 0.2329 units. This means that all statement items in the interest variable questionnaire (Y) are declared valid.

Reliability Test

The reliability test is carried out in a study with the intention of knowing how much influence the validity value has so that it can produce data that is truly in accordance with reality. The following is a table of Realibility Test results:

Table 7 Service Quality Variable Reliability Test Results (X1) Reliability Statistics

Cronbach's Alpha	N of Items

.758	5

From the results of the Reliabilit y Statistics Output above, it is obtained that the alpha crontbach value is 0.758 one unit with the number of questions 5 items. Thus, the Cronbach alpha value is 0.758> 0.60 so it can be concluded that the questionnaire tested is realizable.

Table 8 Price Reliability Test Results (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.621	5

From the results of the Reliability Statistics Output above, the Crontbach alpha value is 0.621 one- unit with a total of 5 items. Thus, the value of Cronbach alpha 0.621> 0.60 So it can be concluded that the questionnaire tested is realizable.

Table 9 Results of Interest Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.600	5

From the results of the Reliability Statistics Output above, it is obtained that the alpha crontbach value is 0.600 one unit with the number of questions 5 items. Thus, the alpha cronbach value is 0.600> 0.60 so it can be concluded that the questionnaire tested is realizable.

Normality Test

The normality test is carried out to determine whether the data used in the regression model has a normal distribution or not. Normally distributed data means that the sample data represents the population. Data is said to be normal if the significance value is more than 0.1. To be done with several tests. The following is an explanation of the Kolmo grov-Smirnov (K-S) Test table, Histogram Graph and Normal P-Plots Graph.

Table 10 Normality Test Results One Sample Kolmogrov -Smirnov Test

		tandardized Residual
N		51
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.77240432
Most Extreme Differences	Absolute	.103
	Positive	.072
	Negative	-.103
Test Statistic		.103
Asymp. Sig. (2-tailed)		.200[c]

One-Sample Test Kolmogorov-Smirnov

a.   Test distribution is Normal.
b.   Calculated from data.
c.   Lilliefors Significance Correction

The guideline value used to see normal data is if the value of p-value in the asymp. Sig (2-tailed) > level of significant (a = 0.1) then the data is normally distributed the p-value in the asymp. Sig (2-tailed) < level of significant (a = 0.1) means the data is not normally distributed. In the table it can be seen that the p- value in the asymp. Sig (2-tailed) column of 0.200> level of significant (a = 0.1), then the data is normally distributed.
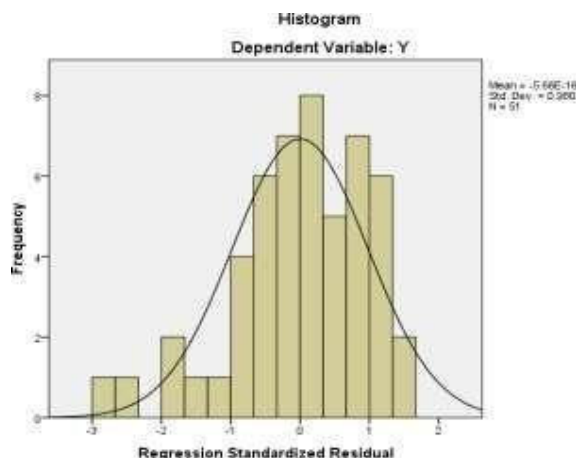
Figure 1 Histogram Graph

Based on the appearance of the picture above, it can be seen that from the bell-shaped istogram graph, the graph means that the data is normally distributed.
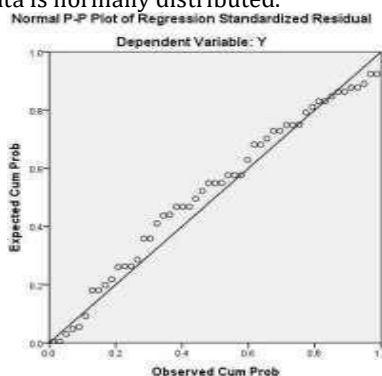

Figure 2 Histogram Graph

Based on the results of the Normality Test with the graphical approach above, it can be seen that the data has a normal distribution or distribution, this is indicated by the distribution of points around the diagnostic axis of the graph.

Multiple Regression Test

The analysis used in this study is multiple linear regression analysis to determine the description of how the influence of the independent variables (X1) consisting of Service Quality (X1) and Price (X2) on the dependent variable, namely Interest (Y).

Table 9 Multiple Linear Regression Analysis Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.111	4.005		4.272	.000
X1	.124	.116	.151	3.068	.008
X2	.123	.131	.133	3.940	.010

Dependent Variable: Y

Based on the table above, there is a regression coefficient value by looking at the results in the coefficient table in the unstandardized column in column B. In the sub- column there is a constant value of

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17.111 one-unit, while the regression coefficient value for Service Quality (X1) = 0.124 one-unit, Price (X2) -
0.123 one-unit.

Hypothesis Test

Table 10 F-Test Results
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.615	2	3.308	4.011	.018b
	Residual	157.071	48	3.272		
	Total	163.686	50			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Based on the results of table 4.14 above, the value of F count = 4.011 one-unit with a significant level of 0.018, so that the value of F table dfl = 2 and df2 = 48 is obtained 2.42 one-unit from the statistical table.

This means that F count> F table (4.011> 2.42) with a significant level of 0.018 <0.1. So this calculation shows that the variables of Service Quality and Price simultaneously have a significant influence on Interest in Using Palembang City LRT Transportation.

5.   CONCLUSION

Based on the results of research that has been conducted on the Effect of Service Quality and Price on Consumer Interest in Using Lrt Transportation Services in Palembang City, conclusions can be drawn: Service Quality Variable (X1) has a positive and significant partial effect on Interest in Using Palembang LRT Transportation Services (Y). Service Quality (X1) and Price (X2) variables together or simultaneously have a positive and significant effect partially on Interest in Using Palembang LRT Transportation Services (Y). Positive and significant influence on Interest in Using Palembang LRT Transportation Services is positive and significant on Interest (Y).

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