

# The Impact Of Service Quality And Price On Customer Satisfaction (Case Study Of Integrated Rail Crossing)

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| Article Info   | ABSTRACT  |
|--|---|
| <b>Keywords:</b><br>Service Quality,<br>Price,<br>Consumer Satisfaction,<br>Integrated Rail Crossing (LRT).  | This research aims to examine the influence of service quality and price on customer satisfaction in the Integrated Rail Crossing (LRT) case study. The method used is descriptive quantitative with purposive sampling technique. Primary data was obtained through a questionnaire distributed using Google Form involving 142 LRT user respondents aged 17-55 years. The analysis technique used is partial least squares with the SmartPLS version 4 analysis tool. The research results of service quality (X1) have a positive and significant influence on consumer satisfaction (Y) and price (X2) has a positive and significant influence on consumer satisfaction (Y). The research results show that service quality and price have a significant influence on LRT consumer satisfaction. |
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## INTRODUCTION

With the growth of facilities and infrastructure provided by the government, in this case public transportation, it provides convenience in terms of services for the community in saving costs and even travel time with the various choices of transportation modes currently available . To meet the need for transportation services, the transportation service began to provide various kinds of transportation facilities, both land routes, sea routes and air routes. However, as time goes by and the increasing needs of society in the field of transportation, existing means of transportation are starting to experience several obstacles or problems, such as the condition of public transportation which is no longer suitable for operation. Journal "Evaluating Public Transit Services for Operational Efficiency and Access Equity" (Wei *et al.*, 2017) which explains that public transportation plays an important role in urban mobility, but often faces challenges such as low service quality, uncertain travel times, and limited accessibility, especially in developing countries. The level of comfort and safety of people using public transportation services has begun to decrease since various cases of crime often occur on the roads, such as theft or sexual harassment.

Improving service quality and user satisfaction can help increase the number of public transportation users and customer loyalty. Apart from that, it can encourage the use of public

transportation as one of the pillars of promotion of sustainable mobility. Bearing in mind its ability to transport people more efficiently than private transportation, then to reduce congestion and provide equal facilities. Measuring transportation performance is critical for monitoring, comparing performance over time, and continuously improving transportation systems. Efficiency, effectiveness, productivity and service quality are fundamental parts of measuring transportation system performance. Measuring customer satisfaction can help policymakers allocate resources optimally and improve service quality in public transportation. Integrated Rail Crossing or LRT is a type of passenger train that operates in urban areas. LRT can run alongside other traffic or on special tracks called trams. LRT is a modernized form of train that can be operated without a driver, operates on a special track, and uses a low floor (around 30 cm) called Low Floor LRT to make it easier for passengers to get on and off . To reduce carbon emissions in Jakarta, the Jakarta LRT is an environmentally friendly and carbon-free method of transportation. The Jakarta LRT is managed by a Regional Owned Enterprise (BUMD) belonging to the DKI Jakarta Provincial Government, known as PT Jakarta Propertindo (Perseroda) or JakPro.

The transportation problem is still an unresolved point in big cities like Jakarta, because the growing population in Jakarta has an impact on higher mobility. Then this is also exacerbated by the growth of road infrastructure which is only 0.01% per year and is not in line with the continuing increase in vehicle growth. Therefore, it is important to ensure that sufficient roads and public transport are available to support communities and deliveries. Transport Demand Management (TDM) is a traffic management system concept using existing transportation facilities, namely by minimizing the use of motorized vehicles by influencing travel behavior which includes frequency, destination, mode and travel time (Pramudita & Nataadmadja, 2023).

Urban transportation systems in many countries, including Indonesia, utilize Integrated Rail Traffic (LRT). In situations like this, research on the relationship between customer satisfaction and price becomes important. The main factor that influences consumers' decisions to purchase goods and how they view the services they receive is price. For consumers, price is a factor to consider when making a decision to buy something. Many modes of transportation went bankrupt because they set prices too high so that they did not match consumer market standards. Prices must be in accordance with the consumer's economy, so that consumers can buy the goods. For consumers, price is a factor to consider when making a decision to buy something. Then the relationships in this research are very continuous with each other and become one of the factors in problem formulation.

Nowadays, public transportation is very important to overcome and avoid traffic jams, but other forms of transportation are quite expensive. Therefore, the demand for relatively cheap LRT prices among the people of Jakarta makes LRT consumers feel the quality of service and prices offered with varying prices ranging from IDR 5,000-IDR 24,000 (Zulkarnaen & Amin, 2018).

This research aims to identify the effectiveness of the LRT transportation mode as the main choice for consumers, with a focus on evaluating the service and pricing policies

implemented. Thus, this research will explore consumers' perceptions of the quality of services provided by LRT, the extent to which price influences their decision to use this mode of transportation, and whether the relationship between price and consumer satisfaction can help in increasing the utilization and acceptance of LRT as a viable urban transportation solution. effective.

In previous research, the results of this research show that service quality has a positive and significant influence on customer satisfaction and price has a positive and significant influence on customer satisfaction. Another result is that together service quality and price have a positive and significant effect on customer satisfaction in a company ( Abdul Gofur, 2019) . However, in the context of LRT transportation, there is research that specifically examines the relationship between ticket selling prices and service quality for people with disabilities which influences consumer satisfaction. Therefore, this research aims to add in-depth insight into consumer satisfaction in LRT train transportation as seen from service quality and price.

Thus, this research highlights the importance of a close relationship between price and consumer satisfaction in the context of Integrated Rail Transit (LRT). By considering these factors, improving service quality and appropriate pricing policies can be the key to increasing the effectiveness and acceptance of LRT as an environmentally friendly and efficient urban transportation solution. Through a better understanding of these dynamics, this research will answer questions about the effectiveness of LRT transportation, the quality of services provided, and the facilities available at LRT stations by considering the price factor as one of the important elements that can influence consumer satisfaction and public acceptance of LRT as a mode of urban transportation.

Service quality is all the support provided by system developers to users by providing guarantees of security, comfort, empathy and response to meet consumer expectations. If service quality is optimal, consumer satisfaction will increase, and if customers are happy with the service, they will continue to use it (Amarin & Wijaksana, 2021) . Another definition explains that service quality is very necessary by providing, fulfilling facilities and services according to customer wishes is very important. Better service quality, such as fast responses, responses to complaints, friendly service, and good manners, will be able to satisfy customers (Andriyani & Ardianto, 2020)

Service quality is a factor that has a dominant influence or service is the most influential on customer satisfaction (Exmawati, 2014). Factors that influence service quality consist of expected services and perceived services. Expected services are considered good or positive, and services that are perceived to be better than expected are considered ideal, and conversely, services that are perceived to be worse than expected are considered ideal (Izzuddin & Muhsin, 2020) . According to Boimau & Bessie (2021), there are five dimensions of service quality used to measure service quality, including:

1. Tangible assets (physical form), namely the appearance and performance of physical facilities and infrastructure that can be relied upon and are proof of service quality. For this purpose, physical equipment is needed, such as the physical appearance of employees, the equipment and tools used (technology).

2. Empathy, namely the ability to give to customers by understanding their specific desires.
3. Responsiveness, namely responsiveness and the ability to provide services quickly.
4. Reliability, or the ability of employees to provide services as promised.
5. Security. This means the company's ability to provide comfort and security to its customers through all the services provided by its employees.

According to Nuravianti et al., (2024) , price is the amount of money exchanged for a good or service. Furthermore, price is the total value exchanged by consumers for the amount of profit obtained from owning or using a good or service, product and service. It is very important to understand the important role of price in consumer behavior in today's dynamic economic era. Another definition explains that price is one way consumers choose a product. In this case, we can see how price shows the value and quality of a product or service, in addition to being a determining factor in purchasing decisions to take action (Hanif & Wardhani, 2024) . There are four dimensions of price, namely: price affordability, price suitability to product or service quality, price competitiveness, and price suitability to benefits (Boimau & Bessie, 2021) . Price perception has a significant role in consumer purchasing decisions, because it is the main factor considered when they choose to buy a product or use a service. As mentioned by Sahda et al., (2023) , price perception includes value judgments and expectations, as well as consumer beliefs when using certain services to fulfill their needs or desires.

Satisfaction is when someone expresses the results of comparing the performance of the product/service received with the expected customer satisfaction and dissatisfaction with the product, because the end of the sales process itself affects the customer's situation. Customer satisfaction is a feeling about the service received. Satisfaction is a function of perceptions or impressions of performance and expectations. If performance falls below expectations, the customer is dissatisfied and if performance exceeds expectations or meets expectations the customer will be very satisfied. If a company focuses on high satisfaction, satisfied consumers will have little change of mind if they receive a better deal. (Izzuddin & Muhsin, 2020) .

Another definition of consumer satisfaction is the feeling of happiness or disappointment that arises when someone mentally compares the performance (results) of a product with the expected performance (Anggriana et al., 2017). Consumer satisfaction can be demonstrated through purchasing behavior (Atmanegara et al., 2019). Satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product (or results) to their expectations.

Customer satisfaction is a feeling about the service received. Satisfaction is a function of perceptions or impressions of performance and expectations. If performance falls below expectations, it causes customers to be dissatisfied. Customers are satisfied when what they need meets expectations. If the results exceed customer expectations, of course the customer will feel very satisfied. (Izzuddin & Muhsin, 2020). According to (Alfarobby & Irawan, 2024) Customer satisfaction is a strategy to strengthen company relationships with customers. In this context, several factors are taken into account to evaluate customer satisfaction:

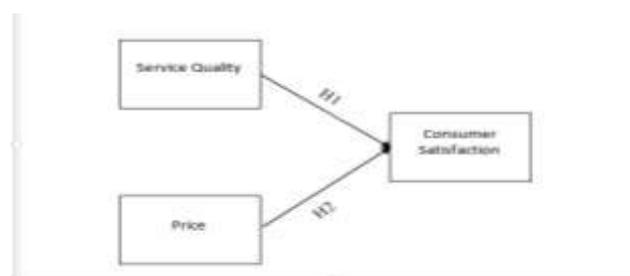
Consumer perception of product quality, Comparison of price to quality, Percentage of customers who complain, Likelihood of customers repurchasing. The following is a description of the research framework and the researcher proposes the following hypothesis:

### **The impact of service quality on consumer satisfaction**

Research by Andriyani & Ardianto (2020) explains that better service quality, such as fast responses, responses to complaints, friendly service and good manners, will be able to satisfy customers. . According to Pangesti et al., (2024) there is a strong correlation between the quality of services provided and the level of consumer satisfaction. In other research it is explained that service quality has a significant effect on consumer satisfaction (Rahmani & Rusdianto, 2024) . A case study of the quality of LRT public transportation services provides conclusions. Service quality has a positive and significant influence on consumer satisfaction, so the hypothesis proposed is: H1: Service quality has a positive influence on consumer satisfaction

### **The impact of price on consumer satisfaction**

On research (Ariyanti et al., 2022) said Price has a significant influence on consumer satisfaction and is a crucial element in the sales process. Research on products or services (Anggraini & Budiarti, 2020) shows that price has a crucial role for companies in building consumer satisfaction. High prices must be accompanied by the quality and benefits of the products offered. This shows that there is a significant influence between price and consumer satisfaction. In other research, namely Solikha & Suprpta, (2020), price has a significant effect on consumer satisfaction in the LRT case study. A case study of the quality of LRT public transportation services provides conclusions. Price has a positive and significant influence on consumer satisfaction, so the hypothesis proposed is: H2: The effect of price on consumer satisfaction.



## **METHODS**

The research flow is briefly explained through the research design. Quantitative description methods were used in this research. This research used purposive sampling, namely selecting participants based on LRT users between January 2023 and June 2024. Overall, this research involved 142 respondents. Smart PLS Version 4 with multiple regression analysis techniques was used in the research. The data source uses primary data originating from questionnaires. Respondents were given a Google Form questionnaire with a scale of 1 to 4 containing the options of strongly disagree, disagree, agree, and strongly agree. The questionnaire is

designed with closed questions. Mustikasari et al. (2022) define closed questions as questions whose possible answers are limited to create a more organized response.

Table 1. Measurement Items

| No | Items                      | References                               |
|----|----------------------------|--|
| 1. | Service Quality (TOS)      | KL 1 – KL 13 (Ali <i>et al.</i> , 2021)  |
| 2. | Price (HG)                 | HG 1 – HG 3 (Kartikasari & Albari, 2019) |
| 3. | Consumer Satisfaction (KK) | KK 1 – KK 4 ( Wen et al. 2005)           |

## RESULTS AND DISCUSSION

### Respondent Demographics

A total of 142 respondents were 44.6% male and 55.4% female. Based on age criteria, those aged 15-25 years had the largest proportion at 74.3%. Age 26 – 35 years is 21.6%. For those aged 36 – 45 years it is 4.1%. Based on the criteria for student work, students dominate as much as 64.9%. As many as 23% work as employees. 5.4% work as free lancers. 4.1% work as entrepreneurs. As many as 2.7% work as ASN. Based on income criteria, those with income < IDR 500,000 are 32.4%. 18.9% of respondents had an income of IDR 5,000,000 – IDR 10,000,000. income between IDR 500,000 – IDR 1,500,000 has a percentage of 14.9%. Income > IDR 10,000,000 has a percentage of 12.2%. Income between IDR 1,500,000 – IDR 3,000,000 has a percentage of 10.8%. Income between IDR 3,000,000 – IDR 5,000,000 has a percentage of 10.8%. Based on the criteria for transportation use, 50% of respondents use the LRT once a month. As many as 33.8% of respondents used the LRT 2 – 3 times a week. As many as 16.2% use the LRT every day.

### Validity Test Results

Hamdani and Yuliana (2024) stated that in quantitative research it is very necessary to test convergent validity in observing measures that have positive correlations from similar constructs using alternative measures. Thus, the outer loading and average variance extracted (AVE) values are obtained which are requirements for fulfilling the value (Saputri et al. 2024; Mustikasari et al. (2022)). The following are the values obtained from the results of the validity test processing as shown in table 2 below:

Table 2. Validity Test

| Variables       | Indicators | Loading Factor |
|-----------------|------------|----------------|
| Service Quality | SQ.1       | 0.650          |
|                 | SQ.2       | 0.617          |
|                 | SQ.3       | 0.746          |
|                 | SQ.4       | 0.839          |
|                 | SQ.5       | 0.789          |
|                 | SQ.6       | 0.873          |
|                 | SQ.7       | 0.860          |
|                 | SQ.8       | 0.884          |
|                 | SQ.9       | 0.876          |
|                 | SQ.10      | 0.862          |
|                 | SQ.11      | 0.867          |

| Variables             | Indicators | Loading Factor |
|-----------------------|------------|----------------|
| Price                 | SQ.12      | 0.870          |
|                       | SQ.13      | 0.880          |
|                       | P.1        | 0.889          |
|                       | P.2        | 0.873          |
|                       | P.3        | 0.764          |
| Customer Satisfaction | CS1        | 0.772          |
|                       | CS2        | 0.887          |
|                       | CS3        | 0.884          |
|                       | CS4        | 0.876          |

Source: Processed data (2024)

The highest value in *the outer loading* of a construction can show that the related indicators have many similarities, and the provisions that have been set are an explanation of the substantial part of each indicator of the variance by a latent variable with a minimum of 5%.

**Table 3.** Average Variance Extracted

| Variables             | Average Variance Extracted (AVE) |
|-----------------------|----------------------------------|
| Customer Satisfaction | 0.733                            |
| Price                 | 0.712                            |
| Service Quality       | 0.674                            |

Source: Processed data (2024)

The squared loadings of indicators related to construction have a large average value called Average Variance Extracted (AVE) and the AVE value requirement is determined to be 0.5 or greater. This indicates that the average construct can explain more than half of the variance of the indicators. The overall results of the outer loading value were  $> 0.5$  and even reached the ideal value  $> 0.7$ , so that each variable was declared.

Khoiroh et al (2023) stated that the next test for convergent validity is by examining the *Average Variance Extracted (AVE)* value. Based on the AVE value obtained, the value for each variable is above 0.5 so the variable is declared invalid. The highest AVE value is found in the *Customer Satisfaction variable* with a value of 0.733. The lowest AVE value is found in the service quality variable with a value of 0.674.

### Reliability Test Results

Reliability testing becomes a research instrument test, the next stage is using SmartPLS 4.1.0.0 with the PLS-Algorithm procedure. The results of *the Cronbach's Alpha* and *Composite Reliability values* are used to test the reliability of each variable which is presented in Table 4. The reliability value for customer satisfaction is 0.916. The reliable value for price is 0.795. Finally, the reliable service quality value was 0.964. The instruments in the results of this research are reliable or reliable, because the results of the answers from the respondents can be considered consistent as indicated by a reliable value above 0.7.

**Table 4** Hypothesis Testing

Source: Processed data (2024)

|  | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics ( O/STDEV ) | P values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Price -> Customer Satisfaction           | 0.259               | 0.265           | 0.068                      | 3,835                    | 0,000    |
| Service Quality -> Customer Satisfaction | 0.701               | 0.694           | 0.065                      | 10,698                   | 0,000    |

As shown by this study, there is a substantial and positive relationship between the Price and Customer Satisfaction ( $\beta=0.259$ ;  $p=0.000$ ). The route coefficient value indicates a unidirectional association between the two variables, as determined by Saksono & Yuliana (2024). In addition, the conclusion that Price has a significant impact on Customer Satisfaction is supported by the p value  $<0.05$ . This description leads to the conclusion that the aforementioned hypothesis is validated.

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## Discussion

### The Impact of Service Quality on Customer Satisfaction

The first hypothesis is that service quality has a direct and significant influence on customer satisfaction. This hypothesis supports previous research conducted by Pangestuti et al. (2024) which has a strong and significant correlation. This is also similar to research by Rahmani & Rusdianto (2024) . In this research, respondents stated that the quality of service at the LRT lies in the LRT officers being alert, friendly and quick in handling problems. Of course, this will make consumers as stakeholders feel appreciated and helped by the facilities provided, especially by the presence of skilled LRT officers.

Then respondents were also satisfied with the waiting room being clean and comfortable so that when they had to wait for a long time, they would not feel bored. This must be maintained by the LRT in order to attract the attention of LRT (Integrated Rail Cross) customers and potential customers so that they will be willing to use public transportation services.

### The Impact of Price on Customer Satisfaction

The second hypothesis shows that price has a direct and significant influence on consumer satisfaction. This is in line with previous research conducted by Ariyanti et al., (2022) . Researchers support the statement of Ariyanti et al., (2022) where price has a crucial role for companies in building consumer satisfaction. This research also supports previous research conducted by Solikha & Suprpta, (2020) .

LRT ticket prices are uniform for all individual users, but the difference is the route. The further away the destination, the rates charged will also adjust. Respondents stated that this was not a problem and would not change their interest in switching to other transportation. The price paid by consumers is considered to be in accordance with the facilities obtained.

## CONCLUSION

This research concludes that service quality and price have a significant effect on LRT consumer satisfaction. To increase consumer satisfaction and loyalty and make LRT a reliable, comfortable and environmentally friendly mode of transportation, efforts are needed to consistently maintain and improve service quality, periodically evaluate ticket pricing to make it competitive, and improve LRT facilities and accessibility. The suggested managerial implications are improving service standards through officer training, performance monitoring, consumer communication channels, satisfaction surveys, use of digital technology, as well as budget allocation for maintenance and development of supporting infrastructure on an ongoing basis to maintain and increase consumer satisfaction with LRT services.

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