



Passenger satisfaction and decision of repurchasing on rail transportation services

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Abstract: The purpose of the study was to determine and analyze the effect of train rates, comfort and timeliness on passenger satisfaction and the impact of repurchase decision of train transportation services for the Jenggala Train on the Sidoarjo-Mojokerto route, at East Java, Indonesia. The main problem, there are complaints about unsatisfactory service, inaccuracy of departure and arrival time at the station aim. Also, the passenger capacity provided is large, but the volume transport is still minimal and there is no data on passengers who make repeat purchases. The sample are 100 Jenggala train crossing service Sidoarjo-Mojokerto passengers. Method of data analyze used path analysis. The result showed that the changes of rate amount, experience of passenger comfort, and timeliness of train travel had major impact on the decision of repurchase. As a theorithical and practical implication, the improvement of service user facilities at the station and on the train is very important needed to create comfort for users of transportation services train, because the comfort variable has a significant effect dominant in influencing purchasing decisions.

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Introduction

Area of operation 8 Surabaya is one of the 9 area of operation in Java Island with the operating area in Java Province. On November 24, 2014, Jenggala train had been inaugurated on the Sidoarjo-Tulangan-Tarik-Mojokerto that connecting Mojokerto city and Sidoarjo city. With this existing, it hopes it will help to meet the need of movement on the both of regions. Based on the Railway Travel Chart determined by the Directorate General of Railways, Jenggala train is one of urban trains that serve cross service Sidoarjo to Mojokerto. Operational of Jenggala train is using KRD facilities with economy class. Jenggala train operation on the Mojokerto-

Sidoarjo as many as 10 trains per day in distance 32 km. With a tariff of Rp. 4.000,00 and a flat rate, Jenggala Train is the cheapest alternative mode of transportation compared to other modes of transportation. But, in the reality carrying capacity produced of Jenggala train is still not optimal, can be seen from the low occupancy as reflected on the table below.

Amount of the passenger of Jenggala train cross service Sidoarjo-Mojokerto in 2016-2018 has not reached the quota provided. The lowest occupancy occurred in Agustus 2016 that is 30,42% where the number of passengers were 30.099 from 98.952 quota provided. The highest occupancy occurred in Desember 2017 that is 82,06% where the number of passengers were 67.665 from 82.460 quota provided. But that amount is still not meet the quota that has been provided.

Decision of repurchasing service is strongly influenced by the customers value perception. Consumers will conduct an evaluation of the product consumed, if the product or service is judged satisfactory, then the customers will have a decision to repurchase. So that, in order to continue to survive in running the business, repurchasing is the most important thing for the company. Decision of repurchasing will arise after alternative evaluation. In evaluation process, somebody will make a series of choices of the product that will be purchased on the basis of the brand or the services obtained by both customers and passengers, especially the Jenggala train cross service Sidoarjo-Mojokerto.

The creation of customer satisfaction can provide several benefits, among others, a harmonious relationship between the company and its consumers, providing a good basis for repeat purchases and creating customer loyalty and forming a word-of-mouth recommendation that is profitable for the company (Tjiptono, 2016). Customer satisfaction is a psychological reaction offered by previous experience with support between expected and received (Chang et al., 2009). Satisfaction can be caused by several things, one of which is train rates, convenience and punctuality.

The first factor that is thought to be influencing is the train rates. The definition of tariff is often interpreted as a list of prices (rent, fees and etc) so that from this understanding it can be concluded that the tariff is the same as the price. According to (Kotler & Armstrong, 2018), price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits of having or using the product or service. This is also supported by (Kotler & Keller, 2016) that price is one of the most adaptable revenue generating elements of the marketing mix. In organizing its transportation, PT. Kereta Api Indonesia (Persero) in accordance with the Government Regulation of the Republic of Indonesia Number 72 of 2009, it is stated that the tariff for the transportation of people is determined by the Transportation Facility Operator of Railways (PP RI, 2009). With this provision, PT. Kereta Api Indonesia (Persero) as the Operator of Railway Facilities has the right to

determine the tariff for transporting people by train based on the tariff calculation guidelines set by the Government, in this case the Ministry of Transportation.

Howefer, the Government in accordance with respective authorities may determine transportation rates if the public have not be able to pay the tariff that has been set by by the operator of railway facilities for transportation of economy class services, or in the context of growth of new regions in the context of equity, growth, and developmen and stability of national development which is not yet economically profitable for pioneer transportation. In this, there is defference in the rates that has been set by the Goernment with the Railway facility operator, the difference will be the responsibility of the Government in the form of Public Service Obligations. Another of cheap rate, the ease of purchasing train ticket can be an obstacle for the urban transportation. Jenggala train also is urban train that possible to serve shuttle service users, so an effective selling mechanism is needed for the urban transportation.

Based on the data sourced by Sidoarjo Regency Central Statistics Agency, the poverty rate in Sidoarjo Regency in 2017 reached 6.23% of the total population (2,262,440 people). While the poverty rate in Mojokerto Regency reaches 10.19% of the total population (1,090,075 people), the average population in the station area served by the Jenggala Train is mostly farmers and factory workers.

The second factor is comfort, according to (Kolcaba & DiMarco, 2005), that comfort is a condition where basic human needs have been fulfilled. resulting in feelings of pleasure, enjoyment, prosperity in him. Based on this definition, concluded that comfort is a condition feelings according to perception of each individual of something that is comfortable for certain individuals may be different with others. To make the passengers loyal in using services of Jenggala train, the operator has to give a concept that create a good impression after used and have the potential to use the services of Jenggala train again. In operating Jenggala train, even though the economy tariff is cheap, it is obligatory to meet the Minimum Service Standards set by the Government.

Minimum Service Standards set by the Ministry of Transportation in accordance with the Regulation of the Ministry of Transportation Number 63 of 2019 it is explained that the SPM in economy class train travel includes at least the following aspects; (1) Safety, (2) Security, (3) Reliability, (4) Comfort, (5) Convenience and (6) Equality (PM RI, 2019). The third factor is timeliness or punctuality. punctuality one of the factor to measure reliability in train journey, so that the more reliable train operation is, it will impact on the evaluation of service users on the repurchase of services. This, thing must be considered by the company by analyzing customers complaints, such as complaints about unsatisfactory services, unpunctuality departure ao arrival time to the destination and the complaints that relate with the train facilities. From this background, can be known that the number of Jenggala train cross service Sidoarjo-Mojokerto service user is still fluctuating. The

decline of sales and receipt of customer complaint is a problem that faced by PT. Kereta Api Indonesia. The company has to be able to understand the wishes of its customers like service quality and learn the factors that impact customer satisfaction such as service quality and price so it is expected can increase the company's sales again.

Based on the research gap conducted by (Insani, 2013) with empirical findings indicating that comfort has a significant effect on perceived risk; convenience has a significant effect on perceived ease of use; perceived ease of use has a significant effect on perceived risk; convenience has a significant effect on online buying interest; perceived risk has a significant effect on online buying interest; perceived ease of use has a significant effect on online buying interest. (Sari, 2017) concludes that an increase in service quality, adequate facilities and a good level of trust will increase customer loyalty for the Dhoho Economy Train.

According to Frizal *et al.* (2018); Rachmawati *et al.* (2019); Le *et al.* (2019); and Ali and Suciana (2019) with the results of the study showing that service and tariffs have a positive effect on purchasing decisions for train tickets. Another research by Pratiwi and Sutopo (2012); Afthanorhan *et al.* (2019); Hussain *et al.* (2015) with service quality and price have a positive and significant effect on the satisfaction. In addition Oktaviasari and Rachma (2018); Malik *et al.* (2012); Tuncer *et al.* (2021) shows that the variables of service quality, rates and timeliness are positive and significant on customer satisfaction.

Based on the literature review and previous research, the following hypothesis as follows.

- H₁:** Train rates have a direct effect on passenger satisfaction
- H₂:** Comfort rates has a direct effect on passenger satisfaction
- H₃:** Punctuality has a direct effect on passenger satisfaction
- H₄:** Train rates have a direct effect on decision of repurchasing transportation service
- H₅:** Comfort has a direct effect on decision of repurchasing transportation service
- H₆:** Punctuality has a direct effect on decision of repurchasing transportation service
- H₇:** Passengers satisfaction have a direct effect on decision of repurchasing transportation service
- H₈:** Train rates are not directly effect on decision of repurchasing transportation service by customer satisfaction as intervening variable
- H₉:** Comfort is not directly effect on decision of repurchasing transportation service by customer satisfaction as intervening variable
- H₁₀:** Punctuality is not directly effect on decision of repurchasing transportation service by customer satisfaction as intervening variable

With such a constellation of relations between variables, a conceptual framework for this research can be built in the form of a research model on the effect of train

rates, comfort and timeliness on passenger satisfaction and their impact on repurchasing train transportation services (Figure 1).

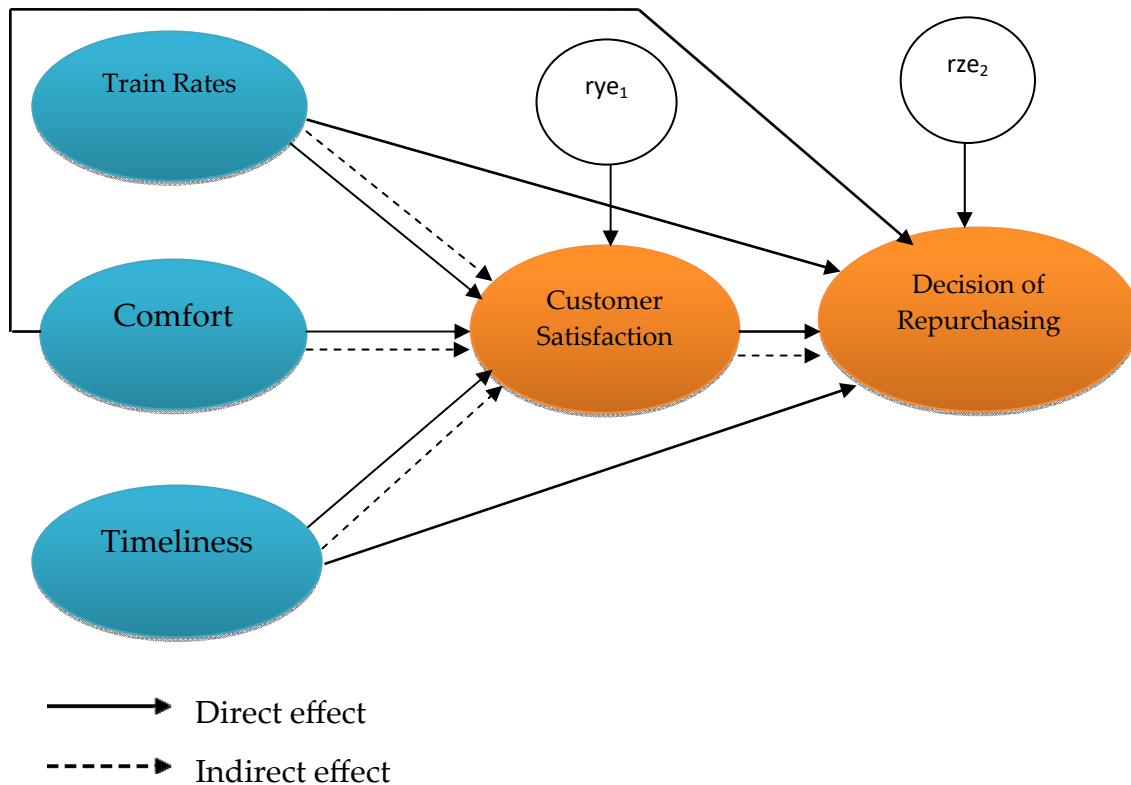


Figure 1. Research Framework

Methods

Target population is general population in this study is Jenggala train crossing service Sidoarjo-Mojokerto passengers, whereas target population is Jenggala train crossing service Sidoarjo-Mojokerto passengers during period 2016-2018 with the average of passenger during that period were 42.621 people/year. However the sample are 100 Jenggala train crossing service Sidoarjo-Mojokerto passengers that taken by non-probability sampling technique which is carried out using a convenience sampling technique. Data collecting using questionnaire instrument in Likert scale and obtained by that instrument analyzed using Path Analysis.

Hypothesis testing is used to determine the significance the effect of endogenous variables on exogenous variables partially or simultaneously, with the equation of sub structure 1 and sub structure 2. In order to calculate the indirect effect of train fares on decision to repurchase rail transportation services through passenger satisfaction, comfort in purchasing decisions repurchase rail transportation services through passenger satisfaction and timeliness of the decision to repurchase rail

transportation services through passenger satisfaction, the Sobel Test will be carried out. The Path Analysis model will describe the relationship between exogenous variables, namely train fares, comfort, and accuracy time and endogenous variables, namely passenger satisfaction and the decision to repurchase rail transportation services. The effect of train fares, comfort, and timeliness of passenger satisfaction, as well as satisfaction with the decision to repurchase rail transportation services. This is called the direct effect. Meanwhile, the train fare, convenience, and timeliness of repurchase decisions rail transportation services through passenger satisfaction is called the influence of indirect effect.

Results

Testing the effect of train rates, comfort and timeliness on passenger satisfaction (Sub Structure 1)

In the first step of path analysis is measuring substructure 1 and substructure 2. The results of data analysis for sub structure 1 are in table 1.

Table 1. Coefficient of Sub Structure Structural Equation 1

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Train Rate	,393	,084	,393	4,663	,000
Comfort	,302	,082	,260	3,681	,000
Timeliness	,263	,075	,306	3,488	,001
R square	,655				

Dependent Variable: Passenger Satisfaction

Source: Data processed SPSS 24 (2021)

Based on sub structure structural equation 1 above. It can be interpreted as follows: the effect of train rates on passenger satisfaction based on the table above as many as 0,393 or 39,3%. This shows that 39,3% of passenger satisfaction is determined by train rates. The effect of comfort on passenger satisfaction based on the table above as many as 0,260 or 26%. This shows that 26% passenger satisfaction is determined by comfort. The effect of timeliness or punctuality on passenger satisfaction based on the table above as many as 0,306 or 30,6%. This shows that 30,6% passenger satisfaction is determined by punctuality.

The magnitude of the number *R square* (R^2) is 0,655. That number shows that the effect of train rates, comfort, and timeliness simultaneously on passenger satisfaction 65,5%. The remaining 34,5% is influenced by another factors. In other word, passenger satisfaction variable can be explained using train rates, comfort, and

timeliness variable by 65,5% while the remaining 34,5% of influence is explained by other variables out of this research model. Based on the analyze testing result sub structure path 1 (Figure 2).

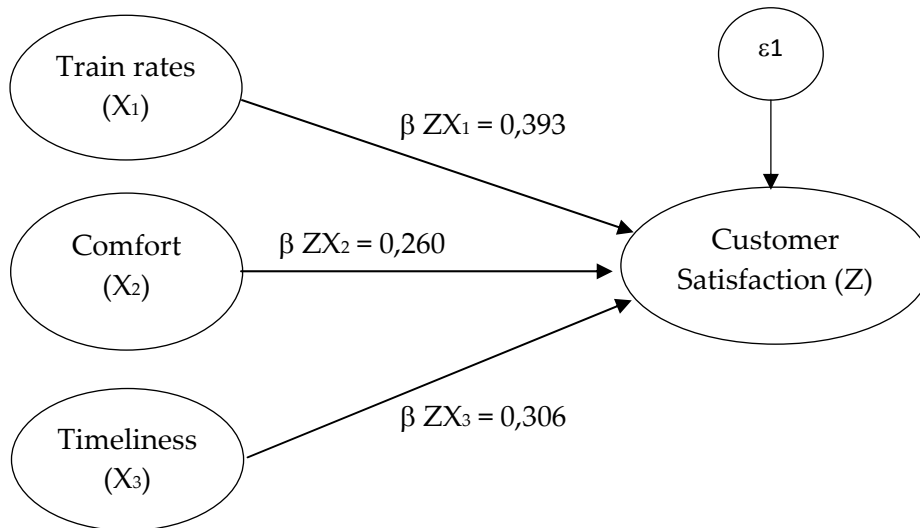


Figure 2. Effect of X₁ X₂ and X₃ to Z (Sub Structure 1)

Testing the effect of train rates, comfort and timeliness on passenger satisfaction (Sub Structure 2)

The results of data analysis for sub structure 2 are in table 2.

Table 2. Coefficient of sub structure structural equation 2

Independent variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Train rates	,441	,048	,460	9,141	,000
Comfort	,213	,045	,191	4,703	,000
Timeliness	,271	,041	,330	6,568	,000
Customer satisfaction	,122	,053	,128	2,323	,022
R square	,901				

Dependent Variable: Decision of Repurchasing Train Transportation Service

Source : Data processed SPSS 24 (2021)

The effect of train rates on decision of repurchasing train transportation services based on the table above as many as 0,460 or 46%. This is shows that 46% decision of repurchasing train transportation services is determined by train rates. The effect of comfort on decision of repurchasing train transportation services based on the table above as many as 0,191 or 19,1%. This is shows that 19,1% decision of

repurchasing train transportation services is determined by comfort. The effect of timeliness on decision of repurchasing train transportation services based on the table above as many as 0,330 or 33%. This is shows that 33% decision of repurchasing train transportation services is determined by timeliness. The effect of customer satisfaction on decision of repurchasing train transportation services based on the table above as many as 0,128 or 12,8%. This is shows that 12,8% decision of repurchasing train transportation services is determined by customer satisfaction.

The magnitude of the number *Rsquare* (R^2) is 0,901. That number shows that the effect of train rates, comfort, and timeliness simultaneously on decision of repurchase train transportation services is 90,1%. The remaining 9,9% is influenced by another factors. In other word, decision of repurchase train transportation services variable can be explained using train rates, comfort, and timeliness variable of by 90,1% while the remaining 9,9% of influence is explained by other variables out of this research model.

Based on the analyze testing result sub structure path 2, the effect of train rates, comfort, timeliness, and customer satisfaction on decision of repurchase train transportation services in Figure 3.

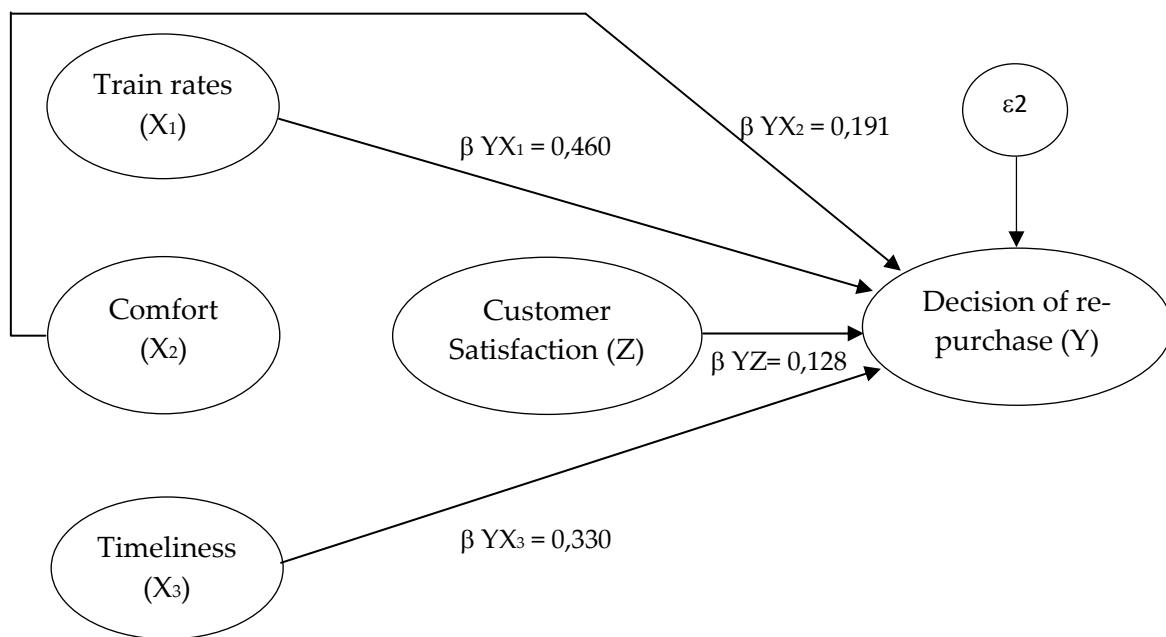


Figure 3. The influence of X₁ X₂ X₃ and Z to Y (Sub Structure 2)

Based on the result of the path coefficient on the sub structure 1 and sub structure 2, so that can be described as a whole that illustrates the path analysis of the influence chart of train rates, comfort, and timeliness on customer satisfaction and the effect on decision of repurchase train transportation services in Figure 4.

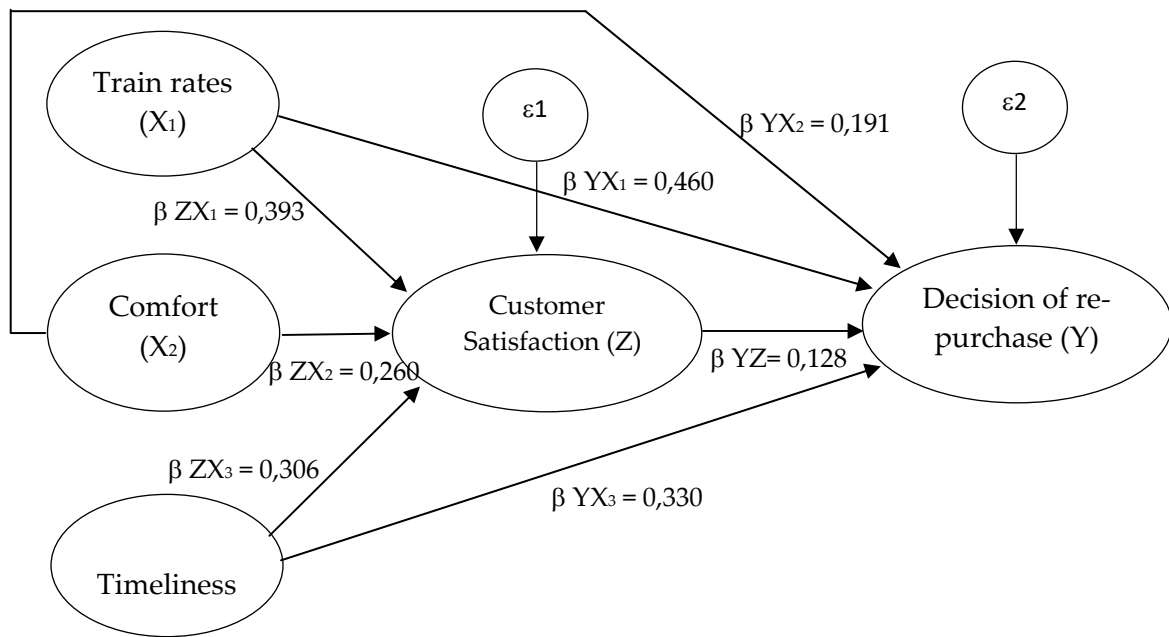


Figure 4. The influence of X_1 X_2 X_3 and Z to Y

Table 3. Summary Results of Research Hypothesis

Independent Variable - Dependent	Direct Influence	Sig.	Hypothesis
Train rates-Customer satisfaction	There is a direct effect	0,000	H1 supported
Comfort-Customer satisfaction	There is a direct effect	0,000	H2 supported
Timeliness-Customer satisfaction	There is a direct effect	0,001	H3 supported
Train rates-Decision of repurchase train transportation services	There is a direct effect	0,000	H4 supported
Comfort-Decision of repurchase train transportation services	There is a direct effect	0,000	H5 supported
Timeliness-Decision of repurchase train transportation services	There is a direct effect	0,000	H6 supported
Customer satisfaction-Decision of repurchase train transportation services	There is a direct effect	0,022	H7 supported
Train rates - Customer satisfaction - Decision of repurchase train transportation services	There is a direct Mediation	0,038	H8 supported
Comfort - Customer satisfaction - Decision of repurchase train transportation services	There is a direct Mediation	0,005	H9 supported
Timeliness - Customer satisfaction - Decision of repurchase train transportation services	There is a direct Mediation	0,005	H10 supported

Discussion

The result of this study empirically prove that train rates have a direct positive effect and very significant on passenger satisfaction on Jenggala Train crossing service Sidoarjo-Mojokerto. This shows that the more appropriate the tariffs applied the customer, the better customer satisfaction in using Jenggala train crossing service Sidoarjo-Mojokerto. The existence of positive influence indicates that the better train rates given, the higher satisfaction of service users that affects the repurchase of train services.

From the result of the study, average of respondent stated that tariff was proportional to the quality of service. Good rates that had stated above can further make service users feel satisfied with the service. In other word, if the Railway Facility Operators or the Government will impose new tariffs, it will be necessary to conduct a more depth study regarding the interest of service user to pay and ability service users to pay the tariffs (Ability to Pay and Willingness to Pay/ ATP-WTP). So that the magnitude of the value that can increase service user satisfaction is obtained. This study result is in line with Frizal et al., (2018), the result of the study shows that service and tariff have a positive effect for purchasing decision for train tickets.

The result of this study empirically prove that comfort that provided by the Railway Facility Operator in operating the Jenggala Train has a positive and very significant effect on the satisfaction of the passengers of the Jenggala Train crossing service Sidoarjo-Mojokerto. That shows in the fulfillment of the service and cleaning facilities that provided by the operator has a very positive impact on the satisfaction of Jenggala train service users. Sari (2017), concluded that the existence of service quality improvement, proper facility, and good level of confidence will increase Economy Dhoho train service user loyalty. This shows that the findings of this study are appropriate, support, and confirm the result of previous study that the convenience factor in the implementation of train transportation has a direct effect on the satisfaction of users of train transportation services. Based on the hypothesis testing, the direct effect of punctuality on passenger satisfaction on the Jenggala train crossing service Sidoarjo-Mojokerto has a significant effect. This, shows that the more precise the Jenggala train in its operation, the better the customer satisfaction in using the services of the Jenggala train crossing service Sidoarjo-Mojokerto.

Based on the hypothesis testing of the direct effect train rates to decision to repurchase train transportation Jenggala Crossing service Sidoarjo-Mojokerto services, it has a significant effect. To make a decision to repurchase services, tariffs or prices are one of the important factors and highly considered by consumers.

The result of hypothesis testing determine that direct effect of comfort has a direct effect to the decision to repurchase train transportation Jenggala Crossing service Sidoarjo-Mojokerto services that has a significant effect. This is in accordance with (Ruswinda et al., 2019), where convenience has a significant effect on purchasing

decisions for the Penataran train ticket. Comfort is a feeling condition from the most comfortable to the most uncomfortable, which is perceived responsively by individuals, comfortable for certain individuals is not necessarily comfortable for other individuals. The key to getting convenience for buyers of service products is to provide a higher level of comfort that can make it easier for buyers to make purchase transactions. Individual will feel comfort to the service provided so that motivate them to use the product or transportation service frequently. This shows that comfort can affect the decision of repurchasing.

Based on the result of hypothesis testing, it is stated that the direct effect to the timeliness on the decision to repurchase train transportation Jenggala Crossing service Sidoarjo-Mojokerto services that has a significant effect. This is in accordance with Government Regulation No. 72 of 2009 explains that if there is a delay in the train travel schedule that exceeds the permitted operating time tolerance limit, the railway infrastructure operator needs to take steps to reduce train travel delays (PP RI, 2009). Furthermore, according to the Decree of the Minister of Transportation Number KM 22 of 2003 concerning Railway Operations, to overcome delays in train travel schedules that exceed the permitted operating time tolerance limit, endeavors to: 1) Up and down boarding of passengers and loading unloading of goods, 2) Speeding up stopping times at stations/stops, 3) Machinists running their trains according to the maximum permitted operating speed limit, 4) If circumstances are forced, crossing or follow-up transfers can be carried out by other trains so that other trains do not delay (PM RI, 2003). In line with Goverde's opinion that timeliness improvements can be made if there is a synergy between regulators and operators with a good planning system, setting high operational standards, increasing the frequency of train travel service according to line capacity and increasing the average speed in accordance with the technical capabilities of the infrastructure.

The result of this study empirically prove that direct effect of customer satisfaction on decision to repurchase train transportation Jenggala Crossing service Sidoarjo-Mojokerto services that has a significant effect. One of the indicators which quite reliable for the viability and profitability of a business process is continuous satisfaction. Increasing the continuity of relationships with old customers and continuing to acquire new customers with the concept of customer satisfaction will have a greater effect on the market share. One aspect to reach it is satisfaction. Customer satisfaction is state where perceived performance of the product matches with the customer's expectations. Customers will feel satisfied if the product consumed is in accordance with what the customer wants for the product.

Based on hypothesis testing indirect effect of train rates on decision to repurchase train transportation by customer satisfaction has a influence mediation between train rates to the decision to repurchase train transportation by customer satisfaction. Based on hypothesis testing indirect effect of comfort on decision to repurchase train transportation by customer satisfaction has an influence mediation

between comfort to the decision to repurchase train transportation by customer satisfaction. Based on hypothesis testing indirect effect of timeliness on decision to repurchase train transportation by customer satisfaction has an influence mediation between timeliness to the decision to repurchase train transportation by customer satisfaction.

The result of this study is in line with the study conducted by (Insani, 2013), with empirical findings indicating that comfort has a significant effect on perceived risk; convenience has a significant effect on perceived ease of use; perceived ease of use has a significant effect on perceived risk; convenience has a significant effect on online buying interest; perceived risk has a significant effect on online buying interest; perceived ease of use has a significant effect on online buying interest. Sari (2017), concluded that concluded that with the improvement of service quality, adequate facilities and a good level of trust will increase customer loyalty Dhoho Economy Train. Frizal et al., (2018), with the results of the study showing that service and tariffs have a positive effect on purchasing decisions for train tickets. Pratiwi & Sutopo (2012), with service quality and price have a positive and significant effect on the satisfaction of users of the Kaligung Mas train service for the Executive class. Oktaviasari & Rachma (2018), shows that the variables of service quality, rates and timeliness are positive and significant on customer satisfaction.

Train rates have a direct effect to the customer satisfaction, comfort has a direct effect to the customer satisfaction, timelines has a direct effect to the customer satisfaction, train rates have a direct effect on decision to repurchase transportation service, comfort has a direct effect on decision to repurchase transportation service, timeliness has a direct effect on decision to repurchase transportation service, customer satisfaction has a direct effect on decision to repurchase transportation service, train rates have an effect to the decision to repurchase transportation service, comfort has an effect on decision to repurchase transportation service as intervening variable, timelines has an effect on decision to repurchase transportation service with customer satisfaction as intervening variable at Jenggala train crossing service Sidoarjo-Mojokerto.

Conclusion

Tariff is a determining factor in the decision to repurchase services rail transportation. Therefore, the decision to apply the amount Train fares must receive good attention so that purchasing decisions repeat increases. Seeing the Jenggala Train is wrong one train that received a Public Service Obligation Subsidy from the Government, then to be able to see the capabilities and desires service users to pay the amount of the tariff can be done by conduct ATP and WTP surveys of users of transportation services Jenggala train.

The improvement of service user facilities at the station and on the train is very important needed to create comfort for users of transportation services train, because the comfort variable has a significant effect dominant in influencing purchasing decisions, including: by providing services that exceed the Service Standards The minimum that has been set by the Government, increases security, create comfort, improve good service service at the time of pre-purchase and post-purchase, so that purchasing decisions will increase.

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