



The Influence of Service Quality on Train Passenger Satisfaction at Rantau Prapat Station PT KAI Persero Divre I North Sumatra

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Abstract: In order to keep clients using this kind of transportation and to keep the business afloat, PT KAI places a high priority on their satisfaction. Employees of KAI are required to utilize five dimensions in its implementation: tangibles, assurance, responsiveness, empathy, and consistency. It is undoubtedly not ideal in its implementation at each station, as some travelers continue to be dissatisfied with the offers that are made. Examples of this include the fact that some people are still unable to board the train without a ticket and the indifference of staff members. Following basic observations by the researchers, there was a decline in staff responsiveness and overall satisfaction. The goal of this study is to determine how much the independent variable affects the dependent variable. In this quantitative analysis, primary and secondary data sources are consulted. Three techniques were employed to gather data: questionnaire completion, documentation, and observation. Using SPSS (Statistical Product and Service Solution), the instrument test, classical assumption test, hypothesis test, and simple linear regression method are the data analysis techniques employed. Once the researcher had finished using the data that had been collected. With a significance value (Sig) of 0.000, it may be inferred that the quality of the services offered significantly affects passenger happiness. Less than 0.05. The T test decision-making framework indicates that H_1 is accepted and H_0 is rejected, indicating that service quality has an impact on passengers' pleasure with trains. When the coefficient of determination hypothesis is evaluated using the SPSS version 26 software, a value of 0.906 can be obtained. This indicates that there is a 90.6% link between passenger satisfaction and service quality, with the remaining 9.4% coming from factors that have not been thoroughly investigated.

Keywords: Influence, Service Quality, Satisfaction

Introduction

Currently, there are many businesses developing in the community, in the form of services and goods (Feigenbaum, 2023; Diza et al., 2016; Harlie, 2016). Therefore, business people must compete to increase their scale in maintaining the stability of the business they founded (Nissa & Awan, 2022; Nyoko & Samuel, 2021; Lupiyoadi & Hamdani, 2021). In conditions like this, all businesses can do is compete for consumers and retain consumers (Irsa, 2024; Thilakshan, 2023; Vasanthi, 2023; Victorino, 2023; Wisutwattanasak, 2023). Passenger satisfaction is the key to the success and sustainability of a company (Metage, 2023; Shu, 2023; Chen, 2022; Nedeliaková, 2022; Yu, 2022). In competition, customer satisfaction is very important, because a service company is considered successful if it can provide exceptional service or service and has many or fixed customers (Guskova, 2021; Wang, 2021; Bakti, 2020; Fang, 2020; Ojha, 2020). A person's reaction of joy, satisfaction, or regret after comparison is known as satisfaction between expectations and perceptions or ideas about performance (the work of products or services) (Guan, 2020; Lavrukhin, 2020; Mageshwarii, 2020; Yulisetiari, 2020).

In achieving the goal of passenger satisfaction, of course, in terms of service, PT KAI must apply five dimensions, namely: *tangibles, reliability, responsiveness, assurance, empathy*. The application at each station is certainly not perfect because there are still some tourists who are not satisfied with the available offers. Case in point: there are still passengers without tickets who can enter the train, lack of employee responsiveness, and others. Therefore, researchers conducted research on the company PT KAI Indonesia Persero in regional division I North Sumatra at the Rantau Prapat station. Which is where from the results of simple observations that researchers did find that there was a decrease in customer satisfaction at the station, such as the standard of service provided to customers at the train station.

Based on the description of this phenomenon, researchers are encouraged to carry out a study entitled "The Effect of Passenger Service Quality on Train Passenger Satisfaction at Rantau Prapat Station, PT KAI Persero Divre I, North Sumatra."

Methodology

In this study, the research design used was a quantitative research method. The time and place of the research is February 2024 August. Place at PT KAI Persero Divre I North Sumatra. In this study, the sources and types of data used were primary data and secondary data by distributing questionnaires and making observations.

Result and Discussion

The results of this study showed that the lowest (minimum) score of Quality of Service, according to the findings of a descriptive test conducted on a sample of 100 studies was 28. 73 is the maximum (highest) value. The lowest (minimum) value of passenger satisfaction, according to the findings of a descriptive test conducted on a sample of 100 studies, was 25. The highest (maximum) value is 71.

From the observations made by researchers, many phenomena occurred during the study. Observations are made, of course, focusing on the object studied, namely the quality of passenger service. At the time of observation, employees handle passengers when according to predetermined standards or SOPs. Employees at Rantau Prapat Station prioritize passenger satisfaction.

The effect of service quality on train passenger satisfaction at Rantau Prapat Station, PT KAI Persero Divre I, North Sumatra. Based on the findings of data analysis with the T Test (Partial Test) using the SPSS application, it shows that the variable Service Quality (X) on Passenger Satisfaction (Y) at the Rantau Prapat station of PT KAI Persero Divre I North Sumatra, with the results of a significant value of $0.000 < 0.05$ and T count of $30,797 > T$ table 1,984, until there is a sig impact between Service Quality (X) on Passenger Satisfaction (Y) and it can be concluded that H_0 is accepted and H_a is rejected. Thus, the quality of service is effective in the satisfaction of train passengers at the Rantau Prapat station of PT KAI Persero Divre I North Sumatra. Based on the results of hypothesis testing obtained from the results of the coefficient of determination (R^2) of 0.906. Which means that the contribution of Service Quality (X) to Passenger Satisfaction (Y) is 90.6%. This situation is assumed that the quality of service on passenger satisfaction at the Rantau Prapat station of PT KAI Persero Divre I North Sumatra has an influence of 90.6% and leaves 9.4% influenced by other variables that have not been studied.

Conclusion

Based on the results obtained from testing the t test hypothesis using the SPSS application version 26, a signification score (*Sig*) *can be obtained* is 0.000. Because the score of *Sig.* < 0.05 . According to the basis of decision making on the t test, H_1 is accepted and H_0 is rejected, which can be interpreted as service quality has an influence on the satisfaction of train passengers at Rantau Prapat station, PT KAI Persero Divre I, North Sumatra. Based on the results of hypothesis testing, the coefficient of determination using the SPSS application version 26 can be found a score of 0.906. This proves that the effect of service quality on passenger satisfaction is 90.6%.

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