ANALYSIS THE INFLUENCE OF SERVICE QUALITY TOWARDS PASSENGERS SATISFACTION
(CASE STUDY IN PT KAI ECONOMY CLASS TANJUNGKARANG-KERTAPATI)

(Skripsi)

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2016

ABSTRACT

ANALYSIS THE INFLUENCE OF SERVICE QUALITY TOWARDS PASSENGER SATISFACTION
(CASE STUDY IN PT.KAI ECONOMY CLASS AC TANJUNGKARANG-KERTAPATI)

By

MARLIA FITRIANA

Service quality is any activity carried out by the company in order to meet consumer expectations. Services in this case is defined as services delivered by the owners of services such as convenience, speed, relationships, the ability and friendliness addressed through the attitude of providing services to customer satisfaction. PT KAI is a transportation service that is committed to always improve the quality service.

The problem in this is research is whether the dimensions of tangible, empathy, responsiveness, reliability and assurance has influence on passenger satisfaction in PT KAI economy class AC. The purpose of this study was to determine the influence dimensions of service quality on passenger satisfaction in PT KAI economy class AC.

The object in this study is passengers of PT KAI economy class AC. The study design used is descriptive verification and this research is to find out if there is a positive effect using multiple linear regression analysis. To view the contribution of each independent variable using T test and F test

The contribution of variable service quality (X) plays a role in influencing variable Y (passenger satisfaction) at 53.8% and the rest influenced by other variables. At T test results found that the variable service quality dimensions (X) that is tangible, empathy, responsiveness, reliability and guarantee positive effect on passenger satisfaction variable (Y).

Keywords: Service Quality, Tangibles, Empathy, Responsiveness, Reliability, Assurance, Passenger Satisfaction.

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(CASE STUDY IN PT KAI ECONOMY CLASS TANJUNGKARANG-KERTAPATI)

Researcher

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Skripsi

As One of Requirements to Achieve
BACHELOR OF ECONOMICS

In

Management Department
Faculty of Economics and Business University of Lampung

FACULTY OF ECONOMICS AND BUSINESS
UNIVESITY OF LAMPUNG
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2016

Judul Skripsi : **ANALYSIS THE INFLUENCE OF SERVICE QUALITY TOWARDS PASSENGERS SATISFACTION (Case Study in PT KAI Economy Class Tanjungkarang-Kertapati)**

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MOTO

"For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease."

(Surah Al InsyirahAyat 5-6)

"It always seems impossible until its done.”

(Nelson Mandela)

“Push yourself because no one is going to do it for you”

(Unknown)

DEDICATION

Alhamdulillah all praise to Allah SWT for the strength and his blessing in completing this undergraduate thesis. I dedicate this undergraduate thesis to :

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Mom and Dad thank you for the endless love and everything you have done to help me get where I am today, to the sacrifices you have made, all the patience, all the support you have given me and all the guidance you gave when I needed it . Thank you for sticking with me through thick and thin, You are both so inspirational. I know I can do anything I set my mind to because you will always have my back.

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I realize this undergraduate thesis is still far from perfect. If there is mistake I do apologize and kindly accept all of critics and suggestion for this thesis. hopefully this undergraduate thesis can be useful for me in particular and all readers in general.

Best Regards,
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Marlia Fitriana

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I. INTRODUCTION

1.1 Background

Development of business in the service sector increased at this time. This development can be observed in everyday activities, where most of the activity can not be separated from the use or the role of the various service sectors. One of the services sector has a vital role in supporting a variety of daily activities are the transportation services sector.

Transportation service is a part that can not be separated and are needed in everyday life. Transport plays an important role in supporting national development and an important tool in expediting the economy and affect almost all aspects of life. The increasing demand for transportation along with increasing population growth in Indonesia and the needs of society, especially the urban public transportation services are used for the mobility of passengers and goods to support economic activity.

Railway is one of public transport mode of land transportation. Railways have a key position in society. They are a very old and important phenomenon in the transport system. They also played an important role in the industrialization and development of the modern world. Railways as mass public transport mode have unique characteristics. It can carry passengers in the amount of mass at a relatively less expensive cost. It is also energy efficient, land saving, high safety level, environmentally friendly, comfortable, adaptive to technology development, and free from traffic jam. As a single organizing body rail freight services, PT Kereta Api Indonesia is required to organize the transport of the attention to comfort, security and safety of passengers.

PT Kereta Api Indonesia (Persero) is a state-owned enterprise (Enterprise) which is engaged in providing ground transportation services in order to facilitate the outflow of people or goods en to support national development. The train has an important role in public transport services. As one of means public transportation, train quite interested by the community in Indonesia. Besides that the price of train tickets can also be reached by the public. But the services provided by PT.KAI can be said Indonesia has not fully satisfactory, so often there is an increase and a decrease in the number of passengers.

PT KAI prove their commitment by improving the comfort and quality of service for passengers which can be seen from the policies that have been issued, such as a ticket for a seat, prohibiting hawkers into the train, creating a system of ticket purchase via online, and much more other policies. All of these policies aim to provide the best services, in accordance with the vision of PT KAI who wants to be the best rail service providers that focus on customer service and meet the expectations of stakeholders.

PT. KAI is one of the companies in providing ground transportation services which should give priority to the quality of services, supervision on the train, and adequate facilities so that consumers satisfied with the services rendered. In response to the needs of the transportation, quality of service is the basis that can influence the choice of consumers to choose different types of services are developed at this time.

Tanjung Karang station is the largest railway station in Lampung Province. This station is one station in a railway line linking the city of Bandar Lampung city to Palembang, South Sumatra. Passenger train currently in operation from the railway station is Express Sriwijaya (executives and business) destination Kertapati Palembang and Express Rajabasa (economic) destination Kertapati Station. (source: PT KAI Sub Regional Division III.2 tanjungkarang)

Tabel 1.1 Total passenger of railways in the province of Lampung in 2013 and 2014

Month	**Total Passanger on 2013**	**Total Passanger on 2014**
January	39.792	54.439
Febuary	35.125	59.500
March	42.691	60.096
April	40.771	56.977
May	43.683	61.218
June	48.882	59.311
July	40.884	51.723
August	58.932	56.597
September	44.065	39.903
October	50.432	51.708
November	46.454	43.713
December	60.253	47.593
Total	**551.964**	**642.778**

Source: PT KAI Bandar Lampung Tanjungkarang 2013 and 2014

In the above table can be seen that the number of passengers fluctuates. Rise and fall of the number of passengers can be caused by several factors such as national holidays and weekend, in addition to good quality services also determine and effect the number of passenger volume. When viewed from the volume of passenger numbers in 2013 and 2014, including decreases therefore be examined whether the quality of service has led to the decline in the number of passengers that year.

The quality is the basic factor that can influence the choice of consumers for different types of services are developed at this time and has been one factor in the success and growth of an organization. The business assessment and quality improvement becomes the most important factor in the success of industrial services among consumers. Good quality service is when the company is able to provide satisfactory service in order to fulfill the demands and expectations of consumers (Sugiarto, 2000).

Service is the key to success in a variety of businesses or activities that are services. Its role will be bigger and prescriptive, when there is competition in activities of services in the market to seize business or subscriptions so that with the competition as it would lead to a positive impact on the company. They compete in the implementation of services through various way, techniques and methods which can attract more people to use the services produced by the company and each company usually has a minimum service standards.

Minimum service standards is a public policy that concerning in the quality and quantity of public services provided by the government as an indicator of public welfare. Minimum service standards have strategic value both for the government (regulator), railroad (operator) and for society (consumers).

Minimum Service Standards in PT KAI includes:

Facilities that must be met in accordance with the Ministerial Decree No. 9 of 2011 is as follows:

1. Fulfillment Facility in Train Journey
    - a. Door: At least 95% in accordance with the technical standards and operating standards.
    - b. Window: A minimum of 95% in accordance with the technical standards and operating standards.
    - c. Seating with fixed constructions that have backrest: maximum number of passengers over 25% of the number of seats and has a seat number or train number (Intercity train). The maximum passenger number 1 m^2 for 6 persons (Urban Railway).
    - d. Toilet: Functioning in accordance with the technical standards and operating standards.
    - e. Lighting in train: At least 95% in accordance with the technical standards and operating standards.
    - f. Fans: At least 95% function in accordance with the technical standards and operating standards. Inside the cabin temperature 25-28 ° C. 5 (five) pieces of fan and 4 (four) exhaust with a minimum of 30 cm diameter propeller.
    - g. Luggage racks: A minimum of 95% in accordance with the technical standards and operating standards.
    - h. Restoration: Must be available.
    - i. Information stations will be visited / passed in sequence: The information in visual form, should be placed in a strategic, easily seen and read clearly. The information in audio form must be easily audible and clear.

j. Special facilities and services for persons with disabilities, pregnant women, children, the sick and the elderly: A minimum of 5% of the booth formation.

k. Health facility: 1 (one) set is placed in each train.

l. Facility safety and security: By default operations. Minimum is 1 officer keeping two trains.

m. The name and the serial number of the train: two (2) pieces in every carriage on the outside in every part of the left and right side of the train. 1 (one) mounted on each side of the door up / down passenger. 1 (one) mounted on each end of the train inside.

n. Train travel disruption information: information can be delivered immediately via officer or sound.

o. The accuracy of train schedule: Delay 20% of the total travel time scheduled (Intercity train). Delays 15% of the total travel time scheduled (Intercity train). The average delay of Passengers departing trains on is experiencing an average delay of 4.23 minutes of tolerance of 4.23 minutes, while the passenger train coming lags 35.11 minutes from 31.07 minutes tolerance.

(Source: PT Kereta Api Indonesia)

Minimum service standards above can be categorized into the dimensions of service quality such as doors, windows, seating, lighting, fan and shelves included in the dimensions of tangible. Trip interruption information submitted immediately by officers included into the dimension of empathy. Information stations will be skipped and transit and restoration included into the dimension of responsiveness. The accuracy of train schedule included into the dimension of reliability . Special facilities, health facilities and safety facilities included in the dimensions of assurance. In addition to minimum service standards there are also standard operating procedure which regulates all activities performed by employees of PT KAI starts from the standard appearance, ethics appearance, ethical attitude, the service ethic, preparation of pre-service, the process of pre-service at station beginning, the process ahead of departure, the above process KA, and the process after traveling in all of which the destination station includes five dimensions of service quality.

According to Parasuraman et al., (1998) in Lupiyoadi and Hamdani (2006) tangibles is the ability of a company to demonstrate its existence to external parties. Appearance and capabilities of physical infrastructure companies and the state of the surrounding environment is clear evidence of the services that the company provides service providers. Tangible includes physical appearance, equipment, employees, media communication and technology used in providing services. Tangibles dimension can be assessed through:

1. Hygiene station
2. Hygiene in trains
3. Hygiene toilet on the train
4. Air circulation inside the train
5. The availability of tools to inform the travel route
6. The number of seats on the train

According to Parasuraman et al., (1998) in Lupiyoadi and Hamdani (2006) empathy, which provide a genuine concern and a private individual or given to customers by striving to understand his desire. A company is expected to have the understanding and knowledge of the customer, understanding customer's specific needs, and has the operating time that is convenient for the customer. Dimensions empathy can be assessed through:

1. The ability of officials to provide information to customers in a language that is easily understood
2. The willingness of employees to serve the needs of customers
3. Patience employees / officers in providing services
4. The prices offered affordable
5. The availability of 24-hour customer service.

According to Parasuraman et al., (1998) in Lupiyoadi and Hamdani (2006) responsiveness is the ability to help and provide fast and accurate service to customers with clear information delivery. Allowing the customers to wait without any apparent reason causing a negative perception in the quality of service. Dimensions responsiveness can be assessed through:

1. Speed officers in providing services for customers to completion
2. Accuracy in providing the information needed by the customer
3. Responding to emergency situations on the train or at the station
4. The speed in responding to customer complaints and problems
5. Officers always shown an attitude ready to serve / help

Reliability is the ability to provide the promised service with immediate, accurate and reliable (Parasuraman et al., 1998 in Lupiyoadi and Hamdani, 2006). Performance should be in accordance with customer expectations as reflected in the timeliness, the same service to all customers without error, sympathetic attitude and high accuracy. Dimensions reliability can be assessed through:

1. Ease of reaching the station location
2. Availability of information relating to railway timetable
3. Accuracy In train schedule
4. The ability to provide the best service to the customer
5. Easy in obtaining clear information

According to Parasuraman et al., (1998) in Lupiyoadi and Hamdani (2006) assurance is knowledge, politeness and the ability of the company's employees to foster a sense of trust of the customers to the company. Dimensions assurance can be assessed through:

1. Friendliness officers in serving customers
2. The ability of workers to do the job
3. Security while in train
4. Comfort when riding down train
5. The availability of insurance or guarantee of safety

PT Kereta Api Indonesia as a public service company provider of railway transportation services also participated shocks affected the economy. Transport business in competitive conditions very tight, maintaining customer satisfaction is one way to maintain the existence of company. It encourages the study of quality factors service capable of affecting passenger satisfaction. Factors the quality of services that are considered to have an influence on passenger satisfaction factors include tangible, reliability, responsiveness, assurance and empathy.

Customer satisfaction is the degree to which the perceived performance product will suit a customer's expectations. when performance the product is much lower than the expectations of customers, buyers do not satisfied. Conversely if the performance in line with expectations or exceeded expectations, buyers are satisfied or feel very happy. Along with the opinion above, Purnomo (2003: 195) defines customer satisfaction as "The difference between expectations and performance or expected results". It means that customer satisfaction is created if the customer perceives the output or result of the work in line with expectations, or even exceed customer expectations

Oliver in (Barnes, 2003: 64) expressed satisfaction is a response customers for fulfillment, which means that the customer ratings on goods or services provide a level of comfort associated with fulfillment of needs, including meeting the needs that do not fit expectations or fulfillment that exceed customer expectations.

Satisfaction is the level of one's feelings after comparing performance (or results) are perceived compared to expectations. Level satisfaction is a function of the difference between the perceived performance with hope.

Based on the results of pre-research conducted by interview to 10 passenger trains on the AC economy-class train about service conditions in economy class they said its still giving complaints from passengers. Researchers themselves are the active users of railways transport service since the last three years, there were many changes for the better in the train but there are still some things that complaints by passengers as the comfort of the passenger seat, the toilet facilities were not good, and the main thing is the length of time travel that is not in accordance with the schedule in which it has been said on service standards drank an average delay of passengers departing trains on is experiencing an average delay of 4.23 minutes of tolerance of 4.23 minutes, while the passenger train coming lags 35.11 minutes from 31.07 minutes tolerance but in fact his passenger trains come frequently experienced delays of 1-2 hours due to the lack of double track and more put the coal train long series (Babaranjang). It is also confirmed from the results obtained from interviews with service departments PT Kereta Api Indonesia in station Tanjungkarang who explained that it is often complained of by the railway passengers in economy class is the delay time the train reached the destination, the PT KAI must perform the way that passengers remain comfortable during the journey.

To determine whether the organization in carrying out any activity services follow existing standards, whether the promises and responsibilities of organizations service providers on the one hand and the rights of service users on the other hand has been reached in the process of service, and whether the standard of service provided already give satisfaction to the public, it would require an instrument for measuring the quality of service which has an influence on passenger satisfaction.

Measurement of quality is an important role to sustain an industry. Measurements can be done on the quality of manufacturing and services industries. A customer satisfaction rate also depends on the quality of service expected from service providers. So customers are not disappointed, the quality of services provided should be much better than expected quality. Service quality measurement is generally performed by the method SERVQUAL.

According to Crosby, Letimen, and Wyckof in Waluyo (2007: 128) an adjustment to the service quality details for where quality is seen as the degree of excellence to be achieved. The best thing of course is to make everyone in the organization oriented to quality. Thus it can be said that the public service is an attempt to help or benefit to the public through the provision of goods or services required by them.

This research will be conducted measurements of quality of service to determine its impact on consumer satisfaction, since any activity or act of service organization service providers need to be measured to detect, determine the achievements of real had been achieved with the vision, mission, and purpose of service by the organization. Often organizations are not optimally achieve the expected performance is not due to the limitations or the ability of the organization, but because the organization does not give enough attention on the measurement of the performance of its services, so that the organization does not understand what has been accomplished and what has not been achieved as a result the organization running without targets obvious improvement.

Based on the description above background, researchers interested in conducting research with the title "**ANALYSIS THE INFLUENCE OF SERVICE QUALITY TOWARDS PASSENGER SATISFACTION (CASE STUDY IN PT.KAI ECONOMY CLASS AC TANJUNGKARANG-KERTAPATI)**"

1.2 Problem Statement

Based on the description above the background there are still problem on the train such as delays, declining passenger volume and results of pre-research shows there is still her complaints passengers, the authors identified the problem as follows:

1. Does the service quality effect on passenger satisfaction ?
2. Does the variable tangible, empathy, responsiveness, reliability, assurance, simultaneously significant effect on passenger satisfaction?

1.3 Purpose of Research

The purposes of this research are:

1. To determine whether there is an influence the service quality towards passenger satisfaction
2. To determine and measure whether a variable tangible, empathy, responsiveness, reliability, assurance, simultaneously significant effect on passenger satisfaction

1.4 Benefits of Research

There are several benefits that was obtained in the writing of this study

1. For the authors

   This study as one of the scientific work in order to the requirements for a degree Strata One (S-1)

2. For organizations researched

   To improve the quality of services that provided to train passengers and also to increase the number of train passengers.

3. For the society

   Especially to the people that use express train from TanjungKarang-Kertapati, the results of this study are very useful as a discourse in providing suggestion, advice and views to the company to improve the quality/ service quality and achieve customer satisfaction.

4. For the others

   The research is expected to be useful for the development of science in Marketing Management especially customer satisfaction, service quality and provide information for the next researcher who took the same topic.

II. LITERATUR REVIEW, FRAMEWORK AND HYPOTHESIS

2.1 Marketing

Marketing is an attempt to deliver an enterprise achieve the goal through the fulfillment of human needs. Marketing encompasses the various activities related to efforts to deliver products to consumers in between pricing, determination of the product according to customer wishes, the activities of distribution and promotional activities. To do marketing, the marketing manager as a function of the company must recognize the subtleties of human needs by providing satisfaction for consumers. Understanding this marketing encompasses a very broad, not just a distribution and sales activities solely, but includes all activities to meet the needs and desires of the community in the form of goods and services, in order to achieve the desired objectives of the company.

Every human being is involved in the marketing world, wants to develop his profession, and therefore it is necessary a clear picture of the meaning and principles of marketing. To know more clearly about the sense of marketing, the author tries to approach various marketing formula suggested by marketing experts as quoted below.

Definition of marketing according to Kotler (2009: 6) Marketing is an organizational function and a set of processes for creating, communicating, and hand value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

Definition of marketing according to the American Marketing Association (Kotler, 2009: 12), namely: "Marketing is the process for planning and executing the design, pricing, promotion, and distribution of ideas, goods, and services to generate exchanges that can satisfy individual and organizational goals ".

This definition means that marketing is a human activity directed at satisfying needs and wants through an exchange process. In this case the question is the exchange of goods and services, as well as money and power. Marketing activity involving two parties interact with each other, where one party wants satisfaction, while the other party wants to make a profit. The parties in question are producers and consumers.

Producers create goods or services while consumers are those who have the need and desire to be fulfilled. So due to the interests of each party, there are things called exchange or outflow of goods and services from producers to consumers. Marketing is also an activity that is interconnected as a whole system. Told as a whole, because the business includes marketing company that started by identifying consumer needs, determine the appropriate price, determines the ways of proper promotion and distribution pattern effective products. Furthermore, marketing also has a certain target that is trying to provide for the satisfaction of existing customers and potential buyers, so that marketing is not an activity that is static in nature but rather a dynamic activity of consumer desires.

Zeithaml and Bitner (2003: 319) states that service marketing is about promises, promises made to the customer and must be maintained. Strategic framework known as the service triangle (Figure 2.1), which reinforces the importance of people in the company keep their promise and success in building customer relationship. Triangles depict three interconnected groups are working together to develop, promote and deliver services. The third major player was named on the triangle points: the company (PT KAI or department or management), customers and providers (service providers). Providers can a company employee, subcontractor, or outsiders who deliver services company. Among the three points of this triangle, the three types of marketing must be carried out so that the services can be delivered with success: external marketing , interactive marketing , and internal marketing.

On the right side of the triangle is the external marketing efforts that build customer expectations and make a promise to the customer about what will be delivered. Something or someone who communicates to the customer before delivering services can be seen as part of the external marketing functions. External marketing which is the beginning of the marketing service is the promise made must be kept.

At the base of the triangle is the end of the marketing services namely real time interactive marketing or marketing. Here promise fulfilled or violated by employees, subcontractors or agents. This is a critical point. If the promise is not kept customers will be dissatisfied and often leave the company. The left side of the triangle indicates the critical role played by internal marketing. It is the management activities to make the provider have the ability to deliver the promises that the recruitment, training, motivation, reward, provide equipment and technology. If the provider is not able and do not want to fulfill the promise he made, the company will fail, and the service triangle will collapse.

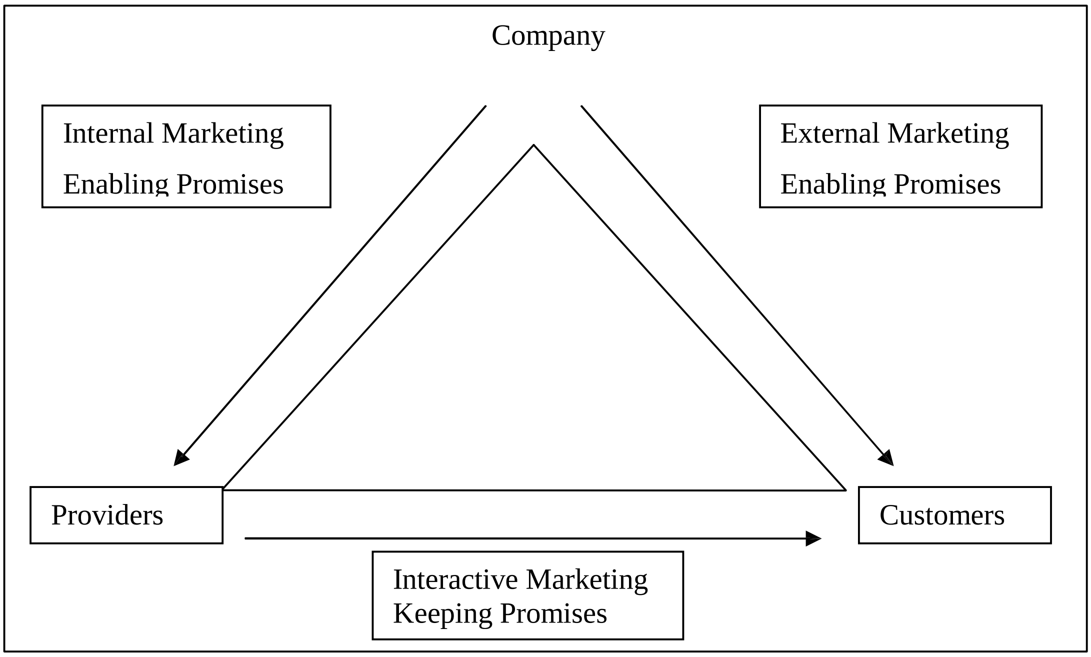

Company
Internal Marketing
Enabling Promises
External Marketing
Enabling Promises
Providers
Customers
Interactive Marketing
Keeping Promises

Figure 2.1 *The Service Marketing Triangle*

Sumber: Zeithaml *and* Bitner (2003:319)

2.2 Services

2.2.1 Definition Services

Lovelock and Wright (2005) revealed two meanings services, which are (1) Services is an act or performance offered by one party to the other party. Although the process may be associated with physical product, its performance is basically not real and does not generate ownership of the factors of production, (2) Services are economic activities that create and deliver benefits to customers in time and place, as a result of actions that embody change are desirable in themselves or on behalf of the service recipients. The benefits in question are the advantages or profits derived by customers from the performance of services or the use of physical goods.

Kotler and Armstrong (2009) states the service is any activity or benefit that is offered to other parties that are essentially intangible and do not generate ownership of something. The production process may not be associated with a physical product.

Lovelock, Patterson and Walker (2004) stated service or services is something that is sold by the producers and purchased by consumers, but it is not an item. Tjiptono (2008) tried to give a different definition between services and service. He said the service is a reflection of a product that does not have a physical form *(intangible).* Such products can be found in specific industries, such as education, health, telecommunications, transportation, insurance, etc. While the service is defined as anything done by certain parties (individuals or groups) to another party (individual or group).

Grönroos (2001) combines the sense of services as the activity of an intangible nature of the interaction between consumers and providers of services that provide solutions for consumer problems.

Service is a product that can not be seen that we buy and use but never had (Solomon, 2003: 7). Services cover all economic activities that result was not the product or the physical construction in general consumption and production is done at the same time, and the added value that it provides in the form (comfort, entertainment, speed, and health) are in principle intangible on the buyer first (Zeithaml 2003: 3).

Meanwhile Stanton (2003: 220) provide a description of the services. Services are activities that can be defined individually that is intrinsically intangible which is the fulfillment of needs, and should not be tied to the sale of other products or services. Production of services can be associated with a physical product or not.

According Lupiyoadi (2006: 6), services are all activities that result is not a product in the physical or construction, which is usually consumed at the same time generated and added value such as comfort, entertainment, leisure or pleasure or solution to the problem faced by consumers.

Whereas Yazid (2001: 3) formulating services as an economic activity that has a number of elements (the value or benefit) *intangible* related thereto, which involve a number of interactions with customers or with belongings, but do not produce a transfer of ownership. Changes in conditions could arise and the production of a service may have or may not have connection with the physical product.

From the above definition, we can see that there are always aspects of the interaction between consumers and providers in service, even though the parties involved are not always aware of it. Services are not an item, service is a process or activity, and the activity is not tangible. More and more manufacturers, distributors, and retailers who provide value-added services, or excellent customer service to differentiate themselves.

2.2.2 Flower of Services

Services are economic activities that create value and provide benefits to customers in time and place, as a result of bringing the desired changes in or on behalf of the service recipient. (Lovelock, 2005).

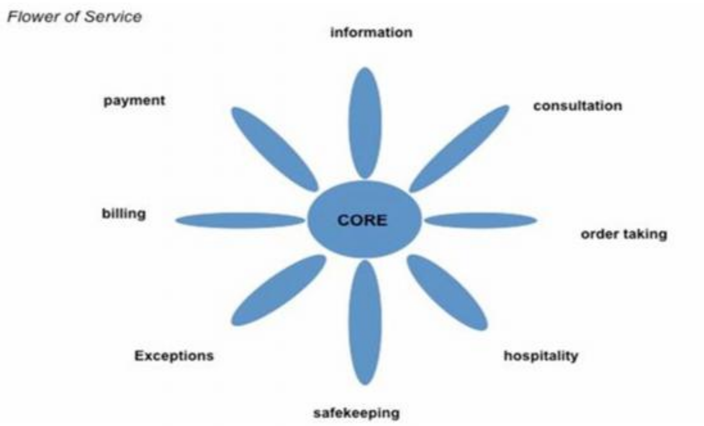

Flower of Service
information
payment
consultation
billing
CORE
order taking
Exceptions
hospitality
safekeeping

Figure 2.2.(*The Flower of Services*)

Source: Lovelock, 2005.

1. Providing information that is clear, complete, and accurate can be a force in a service. For example, train and plane schedules, assistance to locate a particular retail outlet, through to information about the services of professional Integration.
2. Order taking, acceptance of orders includes the application, filling orders, and a reservation or check-in. Reservations (including the making of an appointment and check-in) represents the type of reception that require a special order for a customer to the service unit spesifik.Sebagai example,

aircraft seats, tables at restaurants, hotel rooms, consulting to an expert or to facilities such as a theater or sports arena ,

3. Billing, billing is very common for almost all services (except services supplied free) .At billing inaccurate, illegible or incomplete at risk of disappointing customers. The good billing is clear and informative and detailed so obvious calculation amount.
4. Payment, the bill requires the customers to make payments for services that customers use. The good service provider knows very well what the customer has to make payments. For example by screening prior to entry into the cinema or before boarding the train.

Additional services that strengthen:

5. Consultation, involving a dialogue to determine the needs of its customers, then develop solutions accordingly.
6. Hospitality (hospitality), service providers are able to provide more services. for example, provided the waiting room for customers, newspapers, magazines, TV facilities granted to a repair shop or beauty clinic.
7. Safekeeping, when customers visit the service, they often need help for their luggage. The service provider may provide storage of goods.

8. Exception, additional services provided outside the customs service provider or service delivery process.

2.2.3 Service Characteristics

According to Kotler and Keller (2010: 39) service has four distinct characteristics that greatly influence the design of marketing programs, namely:

1. Intangibility

   Unlike physical products, services can not be seen, felt, touched, heard, or smelled before the service is purchased and consumed. For customers, the uncertainty in the purchase of services is relatively high because of the limited search qualities, namely physical characteristics can be evaluated buyer before the purchase is made. For services, the quality of what and how that would be acceptable to consumers, generally unknown before the relevant services are consumed. Therefore, the task of service providers is to "manage the evidence" to "realize the intangible things". The service company may be trying to demonstrate the quality of their services through the physical evidence and the presentation of concrete.

2. Inseparability

   While physical goods are made, included in the inventory. Distributed through various intermediaries, and consumed later, services are generally sold first, then produced and consumed at the same time and place. Because clients are also often present when the service was created, the client-provider interaction is a special feature in marketing services.

3. Heterogeneity

Services are variable because it is a non-standarized output, meaning that many variations of shape, quality, and type depending on who, when and where the services are produced. This is because the service involves the human element in the process of production and consumption are likely to not be predictable and tend to be inconsistent in terms of attitude and behavior. Service buyers aware of this variability and often discuss with others before choosing a provider. To convince customers, some companies offer warranty services that can reduce consumers' perceptions of risk.

4. Perishability

Services are not durable and can not be saved. Empty airplane seats, hotel rooms are not occupied, or the capacity of telephone lines that are not used will pass or go away because it can not be saved. The appropriate services to be provided to the right customer at the right place at the right time and the right price to maximize profitability.

Tjiptono (2004: 22) said there are five main characteristics of the services for the first buyers:

1. Intangibility

Different services with the goods. If the item is an object, device or object then the service is an act, action, experience, process, performance (performance), or businesses. Therefore, the services can not be seen, felt, smell, heard, or touched before being bought and consumed. For customers, the uncertainty in the purchase of services is relatively high because of the limited search qualities, namely physical characteristics can be evaluated buyer before the purchase is made. For services, the quality of what and how that would be acceptable to consumers, generally unknown before the relevant services are consumed.

2. Inseparability

   Inseparable mean character that enables services produced and consumed simultaneously. The interaction between service providers and customers is a special feature in marketing services. Both parties to influence the results (outcomes) of the service. In the service provider and customer relationships, the effectiveness of individuals who deliver services is an important element. This means that the service is normally not produced in a centralized location and consumed at different locations.

3. Variability / heterogeneity

   Services are variable because it is a non-standarized output, meaning that many variations of shape, quality, and type depending on who, when and where the services are produced. This is because the service involves the human element in the process of production and consumption are likely to not be predictable and tend to be inconsistent in terms of attitude and behavior.

4. Perishability

   Services are not durable and can not be saved. Empty airplane seats, hotel rooms are not occupied, or the capacity of telephone lines that are not used will pass or go away because it can not be saved.

5. Lack of Ownership

   Lack of ownership is a basic distinction between services and goods. On the purchase of goods, the consumer has full rights over the use and benefits of the product bought. They could consume, store or sell. On the other hand, the purchase of services, the customer may only have access to personnel on a service for a limited period.

Services have different characteristics when compared to products (physical goods), according to (Sakina L, 2003) are three characteristics of services including the following:

1. Unsortability: the service does not recognize the resulting supply of services.
2. Intangibility: the importance of this case the consumer does not feel physically, but in the form of pleasure, satisfaction, and a sense of security.
3. Customization: services are often designed according to customer needs.

2.3 Transportation

Transportation has a definition that is very diverse, according to various experts in the field of transportation. According Kamaludin (1987) transport *tranpotare* derived from the Latin word, which means *tran* opposite or next and *portare* means transporting or carrying. So transportation means transporting or carrying (something) other fence or from one place to another.

According Tamin (2000), transportation is a system consisting of infrastructure / facilities and service systems that allow for movement throughout the territory so accommodated mobility of the population, made possible the movement of goods, and the possibility of access to all areas. Meanwhile, according to the transport function Morlok (1995) is to move or move people or goods from one place to another by using a particular system for a specific purpose.

Transport people or goods is usually not the final destination, therefore the demand for transport services can be called as a derived demand arising from the demand for commodities or other services. Thus the demand for new transportation will be there if there are factors booster. Demand for transport services do not stand alone, but is hidden behind other interests (Morlok, 1995).

Basically transport demand caused by the following things (Nasution, 2004):

1. The need for human beings to travel from other locations with the aim of taking part in an activity, such as working, shopping, school, and others.
2. The need for transportation of goods to be used or consumed in other locations.

According Hadihardaja et al (1997), well-developed transportation system to date has been providing services of various kinds of mechanical movement into almost every area that is the center of a variety of community activities. Some developed transportation system in Indonesia, coincided with equitable national development results, including:

1. Air
2. Sea
3. Railroad, comprised of highways, railways, ferry transport, miscellaneous freight.

According to Nasution (2004) the nature of the services, operations and transportation costs differentiate into five groups as follows:

1. Railroad railway
2. Motor / road / highway transportation)
3. Water / sea transportation)
4. Air transportation

According Tamin (2000) demand for transportation services is highly qualitative and have different characteristics as a function of time, travel destinations, frequency, type of cargo transported, and others. Transportation services that do not fit the needs of the movement will cause the transportation system useless. Economically, inefficient transportation system or transportation problems was a big waste.

2.4 Service Quality

2.4.1 Definition of Service Quality

Quality is a dynamic condition affecting the products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2007). So that the definition of quality of service can be interpreted as an effort to fulfill the needs and desires of consumers and delivery accuracy in balancing consumer expectations (Tjiptono, 2007).

Service quality can be determined by comparing the perceptions of consumers on the real service they receive / get the actual services they expect / want to attribute the service of a company. If perceived service as expected, then the quality of service perceived good and satisfactory, if the services received exceed the expectations of consumers, the perceived service quality is very good and qualified. Conversely, if the service received is lower than expected, then the perceived poor quality of service.

According Supranto (2006) Quality is a word that for service providers is something that must be done well. The benefits of a product and services is dependent on the uniqueness and quality are noticed by the service, whether as expected and the customer's wishes.

Quality of service refers to judgments of customers about the core of this service and the service provider itself or the whole service organization, the majority of people are now beginning to show the demand for excellent service, they no longer just need a quality product, but they prefer to enjoy the convenience of service, (Nana Tasunar, 2006: 44). Therefore, in formulating a strategy and program services, the organization must be oriented to the interests of customers and very concerned about the quality dimension (Suratno and Purnama, 2004: 74).

According to Kotler (2002: 83) definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. Production may be linked or not linked to a physical product. Service is the behavior of manufacturers in order to meet the needs and desires of consumers to achieve customer satisfaction in itself. Kotler also said that the behavior can occur during, before and after the transaction. In general, a high level of service that will generate high satisfaction and repeat purchase more often. Said quality contains many definitions and meanings, different people will interpret it differently, but from some definitions that can be encountered have some similarities, although only just a different way of delivery is usually the difference is found on the following elements:

1. Quality includes business or superiority meet customer expectations.
2. Quality includes products, services, people, processes and the environment.
3. Quality is an ever-changing conditions.

From the definitions of the quality of service it can be concluded that the quality of service is any activity carried out by the company in order to meet consumer expectations. Services in this case is defined as services delivered by the owner of the service in the form of convenience, speed, relationships, capabilities and hospitality addressed through attitude and the nature of providing services to customer satisfaction.

Service quality can be determined by comparing the perceptions of consumers for services that obviously they received / obtained the actual service they expect / want to attribute the service of a company. The relationship between producers and consumers to reach far beyond the time of purchase to after-sales service, the eternal beyond the period of ownership of the product. The Company considers the consumer as king to be served well, since consumers would give an advantage to the company in order to continue living.

2.4.2 Dimensions of Service Quality

One approach to service quality developed by Parasuraman, Zeithmal, and Berry (1988) called SERVQUAL. From these studies identified 10 key dimensions of service quality are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer's ability and physical evidence and in subsequent studies, 10 dimensions were reduced to five key dimensions of service quality. Fifth dimension is by Parasuraman, et al (1988) are as follows:

a. Tangibles

   Tangibles are clear evidence of the care and attention given by service providers to consumers. The importance of these tangibles dimension will regenerate image service providers, especially for new consumers in evaluating the quality of services. Companies that do not pay attention to the physical facilities will foster confusion or even damage the image of the company.

b. Emphaty

   Empathy is the ability of the company which carried out directly by the employees to give attention to individual consumers, as well as sensitivity to the needs of consumers. So the components of this dimension is a combination of access that is ease to use services offered by the company, communication is the ability to do to convey information to consumers or obtain input from consumers and understanding an effort to know and understand the needs and desires of consumers.

c. Responsiveness

   Responsiveness is the ability of the company which carried out directly by the employee to provide services quickly and responsiveness. Responsiveness can foster a positive perception of the quality of services rendered. Including in case of failure or delay in the delivery of services, service providers seek to improve or minimize harm consumers immediately. This dimension emphasizes the attention and speed of the employees involved to respond to requests, questions, and complaints of consumers. So the component or element of this dimension consists of the alertness of employees in serving customers, speed of employees in serving customers and handling customer complaints.

d. Reliability

Reliability is the company's ability to implement services in accordance with what has been promised in a timely manner. The importance of this dimension is the consumer satisfaction will decrease if the services rendered are not in accordance with promised. So the component or element reliability dimension is a company's ability to deliver services appropriately and charging appropriately.

e. Assurance

Assurance is the knowledge and behavior of the employee to build trust and confidence in yourself consumers to services offered. This dimension is very important because it involves the perception of consumers against the risk of high uncertainty of the ability of service providers. The Company builds consumer trust and loyalty through employees involved directly deal with consumers. So the components of this dimension consists of employee competencies that include skills, knowledge of employees to perform services and credibility of the company covering matters related to the company such as consumer confidence, the company's reputation, achievements and others.

Sunarto (2003: 244) identifies seven basic dimensions of service ,namely:

a. Performance

Namely the absolute level of performance of the goods or services identified key attributes of the customer.

b. Employee Interaction

Example such as hospitality, respect, and concern shown by employees who provide services or goods.

c. Reliability

   Namely the consistency of the performance of goods, services and shops.

d. Durability

   Namely vulnerable life of the product and general strength.

e. Timeliness and comfort

   That is how quickly the product is delivered or repaired, how quickly product information or services rendered.

f. Aesthetics

   That is more on the physical appearance of the goods or shop and attractiveness of presentation services.

g. Brand awareness

   positive or negative impact on the quality of the visible additional, who know the brand or store name on an evaluation of the customer.

Tjiptono and Chandra (2005: 113) developed eight dimensions of service quality, namely:

a. Performance is the principal operating characteristics of the core product. Eg good shape and packaging will be more attractive customers.
b. Features, which is a secondary or complementary characteristics.
c. Reliability which is less likely to be damaged or fail to wear.
d. Conformance to specifications, namely the extent to which the characteristics of the design and operations meet the standards that have been set previously. As with any product or service that is received by the customer must conform to the shape of its kind by mutual agreement.

- e. Durability, with regard to how long the product can continue to be used. Usually customers will be satisfied if the product purchased is never broken.
- f. Service abilities, including speed, competence, convenience, easy repair, handling complaints satisfactorily.
- g. Aesthetics, namely the product appeal to the five senses. Eg product packaging with bright colors, the condition of the building and so forth.
- h. Perceived quality, the image and reputation of the product as well as a corporate responsibility to it. As an example of a brand that is known to the public (brand image) will be more credible than the brands that are new and unknown.

Grönroos in Kottler (Fandy Tjiptono, 2004) found a total service quality consists of three dimensions or major components, namely:

- a. Technical Quality, ie components that are associated with the quality of output received by customers. Furthermore, by Parasuraman itemized into:
  1. Search quality, that quality can be evaluated customer before buying, for example, the price and goods.
  2. Experience quality, ie quality that can only be evaluated customer after purchase or consume services or products. For example punctuality, speed of service, and neatness results.
  3. Credence quality, which is something that is difficult to evaluate the customer, despite consuming a service.
- b. Functional quality, which is a component related to the quality of the delivery of a service.

c. Corporate image, ie profit, reputation, public image, and the special appeal of a company.

From the opinions of experts on service quality dimensions, it can be concluded several dimensions credible that qualify that a service makes it possible to cultivate customer satisfaction. As for dimensions, namely:

a) Tangible

b) Empathy

c) Responsiveness

d) Reliability

e) Assurance

2.4.3 Service Quality Measurement Tool

According Atmoko (2012) there are four steps in measuring the quality of services, namely:

a) The first step is to define the concept of quality to measure quality itself. Quality perceived by consumers means that consumers are given the concept of quality. Then the service providers to define the concept of quality of service for consumers based on the factors of reliability, trust, and recovery.

b) The second step is to make the user want to specify the services that these factors become variable. Variables should be formulated as much as possible based on the consumer's own statement.

c) The third step is to scale the size of the assessment for each variable, for example, the measurement is based on the size scale of 1 to 5. This will help the understanding of the views of service users against the ideal of service.

d) The fourth step is to direct consumers to rate the service at this time. Results of the assessment or measurement will provide information to formulate objectives based on the quality of the variables and the fundamental quality factor for consumers.

Several approaches have been proposed by experts in measuring the quality of service. The analysis tool that can be used to measure the quality of service, among others, customer windows, service performance, and service quality. These approaches have different concepts with one another.

Servqual is a way instrument to measure the quality of services developed by Parasuraman, Zeithaml and Berry in a series of their research on the services sector, this model is also known as the Gap. This model is closely related to the model of satisfaction. Gap analysis is the basic concept of SERVQUAL. These five dimensions of service quality are used to analyze five gap between the company's ability to provide services to service customers expect. The fifth gap is seen to affect the quality of service. The fifth gap cover (Tjiptono, 2008: 111):

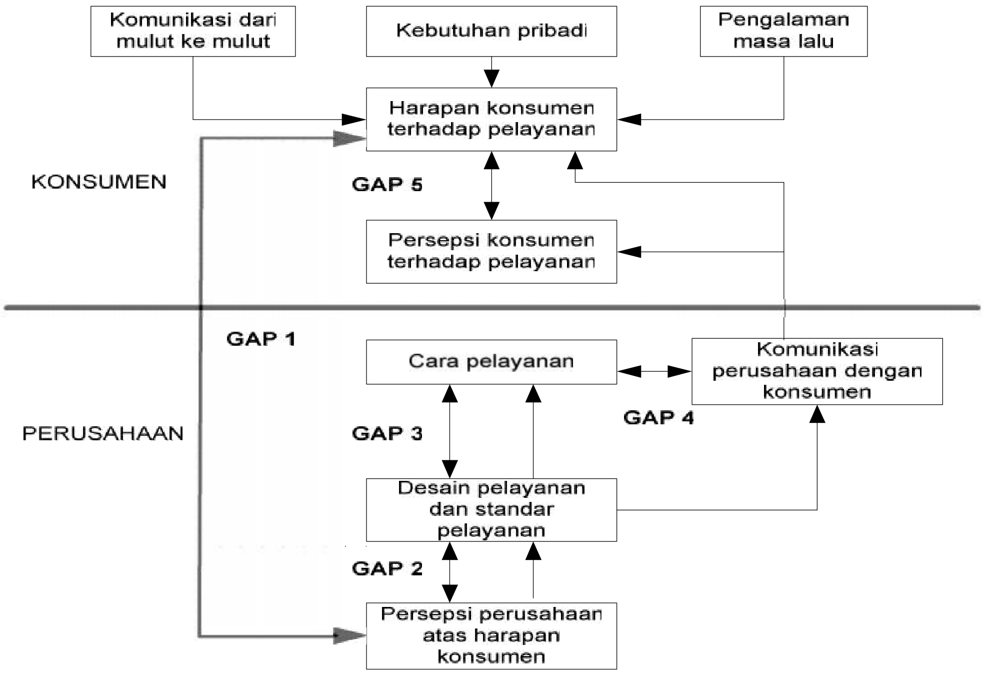

Komunikasi dari mulut ke mulut
Kebutuhan pribadi
Pengalaman masa lalu
Harapan konsumen terhadap pelayanan
KONSUMEN
GAP 5
Persepsi konsumen terhadap pelayanan
GAP 1
Cara pelayanan
Komunikasi perusahaan dengan konsumen
GAP 4
PERUSAHAAN
GAP 3
Desain pelayanan dan standar pelayanan
GAP 2
Persepsi perusahaan atas harapan konsumen

Figure 2.3 Gap Quality of Service

a. The gap between consumer expectations with perception management (knowledge gap)

   This gap occurs because there is a difference between the actual consumer expectations and management's understanding or perception of consumer expectations. This gap occurs because of several possibilities, including information obtained from market research and demand analysis is less accurate, interpretation inaccurate to information about consumer expectations, the absence of demand analysis, poor or no information flow upwards from the staff contact consumers to management and too many managerial levels that inhibit or modify the information delivered from the consumer contacts the employee to management.

b. Gap between management perception of the consumer expectations and service quality specifications (standards gap)

This gap occurs because the specification of service quality is not consistent with management's expectations of quality perception. The causes include the lack of performance standards clear, error of planning or procedures inadequate planning, management of bad planning, lack of determination of clear objectives in the organization, lack of support and commitment of top management to the planning of the quality of service, resource shortages, and the situation of excessive demand.

c. The gap between service quality specifications and service delivery (delivery gap)

This gap means that the quality specifications are not met by the performance in production processes and service delivery. A number of causes, among others, the quality specifications is too complicated or too stiff, the employees do not agree to these specifications and are therefore not trying to comply, the specifications are not in line with the corporate culture that exists, operations management service is bad, inadequate activity of internal marketing, as well as technology and perceptions Consumer existing system does not facilitate performance in accordance with specifications.

d. Gap between service delivery and external communications (communication gap)

This gap means that the promises are delivered through marketing communications activities are not consistent with the services provided to consumers. This can be caused by several factors, including the planning of marketing communications is not integrated with the operation of services, lack of coordination between the activities of external marketing and service operations, the organization fails to meet the specifications stipulated, while marketing communications campaigns in accordance with these specifications, and a tendency to "over -promise, under deliver "in attracting new customers. Advertising and slogan / promise companies often affects consumer expectations.

e. The gap between perceptions of service received and the expected service (service gap)

   This gap means that the service is perceived inconsistent with the service expected. This gap can cause a number of negative consequences, such as poor quality (negatively confirmed quality) and quality issues, negative word of mouth communication, the negative impact on corporate image or local image, and lost customers. This gap occurs when consumers measure the performance / achievements of the company based on the criteria or a different size.

2.5 Passenger Satisfaction

Customer satisfaction has become a central concept in the discourse of business and management. The customer is the main focus in the discussion on satisfaction and quality of services, therefore, the customer holds an important role in measuring satisfaction with the products and services provided by the company.

Kotler (2010: 177) defines customer satisfaction as feeling happy or upset someone who emerged after comparing the performance (results) are considered products of the performance (or outcome) is expected. If performance is below expectations, the customer is not satisfied. If performance meets customer expectations satisfied. If performance exceeds expectations, the customer is very satisfied or pleased.

From the above definition can be concluded that in terms of customer satisfaction and customer side is about what has been felt by customers for services that have been given in comparison to what they want. While the definition of customer satisfaction according to Rangkuti (2009) "That which is meant by customer satisfaction is the difference between the level of interest and perceived performance or results".

Customers will be satisfied if the customer wishes have been fulfilled by the company as expected. With the added value of a product, the customer becomes more satisfied and likely to become a customer of the product for a long time will be very big. Customer satisfaction can be affected by various factors, including product quality, service, sales activities, and values of the company.

In the face of competition and changes in consumer behavior that many companies are centered on the customer who can deliver value to their Superior, and win the competition. The company will continue to strive with all his strength to retain customers because of the costs incurred to attract new customers will be higher than the cost to retain an existing customer. Retaining customers is always more important to do than to attract new customers. The key to retaining customers is to deliver high customer satisfaction. Satisfied customers will be willing to come back to repeat purchase and recommend to others to buy.

2.5.1 Customer Satisfaction Factors

According Kuswadi (2004: 17) customer satisfaction is influenced by several factors:

a. Quality of products or services

   Namely the quality of the product or service that is of higher quality than physical visits.

b. Quality of service

   Different types of services will always be criticized by customers, but if the services meet customer expectations, indirectly said service quality.

c. Price

   Price is the most sensitive to meet customer needs. Customers will tend to choose a product or service that offers a lower price than the others.

d. Delivery time

   It means that both the distribution and delivery of products or services of the company can be on time and in accordance with the agreement that has been agreed upon.

e. Security

   Customers will be satisfied if the product or service being used is no guarantee of security that does not harm the customer.

2.6 Previous Research

This study refers to previous research to facilitate the collection of data, the analytical methods used and data processing. Review of previous research results are summarized as the following table:

Table 2.1 Previous Research

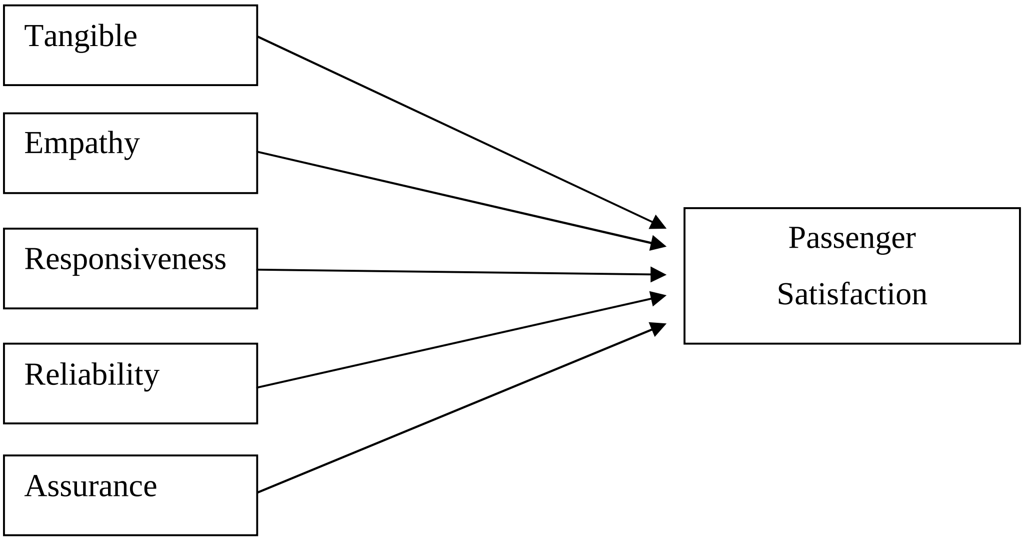
No.	Researcher	Title	Population / sample	Variables	Analysis tools	Result
1.	Parasuraman, A.,Zeithaml, VA and Berry, LL	A conceptual models of service quality and its implications for future research, Journal of Marketing, Vol. 49, No. 3, p. 41-50	12 focus group interviews	Reliability, responsiveness, Competence, Access, Courtesy, communication, Credibility, Security, Understanding, Tangibles	Gap Analysis	Research reveals 10 dimensions that consumers use in forming expectations about and perceptions of services, the dimension that transcends the various types of services.
2.	Zeithaml, A., A. Parasuraman, and Leonard L. Berry	SERVQUAL: A Multiple-Item Scale For Measuring Customer Perceptions of Service Quality, Journal of Retailing, 64, pp. 12-23	200 respondents from the mall in the Southwest	22 item instrument (SERVQUAL)	ANOVA, Scale reliability and validity	Servqual have various applications of potential. can help various Service and retail organization in assessing consumer expectations and perceptions about quality of service, it can also help in determining areas that require attention managerial and measures to improve service quality
3.	Supreme Hartadi	Influence Quality Service To Satisfaction Consumers (Case Study at Department Store of Malang Minie)	Population: consumer Toserba Minie Sawo Jajar Malang	Tangible, reliability, responsiveness, assurance, empathy	• Regression Linear • Test F • Partial test	All the variables and the most dominant effect is physical evidence 11, 416%, while variable collateral effect at least 2.502%

4.	Diah Rahmanita	Analysis Service To Satisfaction Pupils Ma'had Sunan Ampel Al Ali in UIN Malang	Population: santri Ma'had Sunan Ampel Al Ali UIN	Reliability, responsiveness, assurance, empathy, tangibles	• Regression Linear • Test F • Partial test	1.Rumus regression produce 81% and 19% influenced influential factors not researched 2. The F test all variables affect all. 3. With the partial test to know the variables that influence the reliability, direct evidence and guarantees
5.	Awang Syafik Safsal Barar	Dimensional Analysis of Service Quality Satisfaction Consumer Duha workshop in Jombang	Population: Whole consumer Duha workshop in Jombang	Consumer satisfaction and quality service consisting of proof directly, reliability, responsiveness, assurance and empathy	• Validity and reliability • Correlation Multiple • Multiple linear regression • Regression test Partial	Based on the results of tests carried out showed that jointly independent variables consisting of direct evidence, reliability, responsiveness, assurance and empathy had a significant relationship with the consumer satisfaction with the number of multiple correlation (R) of 0.759, which means that the high-level
6.	Moh Fakhrur Rozi	Analysis of Quality of Service PT Kereta Api Indonesia (PT KAI) Satisfaction	Population: Whole passengers become consumer	Reliability, responsiveness tangible, empathy, and assurance	• Validity and reliability • Regression analysis	Based on the results of tests performed show that together independent variables had a significant relationship with customer satisfaction

Table 2.1 Research Previous

From these studies we can conclude that there are similarities regarding the quality of services provided to customer satisfaction, the research could help researchers now as a reference to conduct research on the measurement of service quality in addition to the model or tool used at that validity and reliability, multiple regression analysis , test F and test T.

2.7 Framework



Picture 1.1 Theoretical Framework

In measuring the quality of services subject to the dimension of service quality proposed by Zeithaml, Berry and Parasuraman (1985). The fifth characteristic of the quality of these services are:

1. Tangible include physical facilities, equipment, personnel and tools of communication
2. Empathy include the ease of relationships, good communication, personal attention and understanding of customer needs
3. Responsiveness namely the desire of the customer's staff to establish and provide services with response
4. Reliability is the ability to provide the promised service with immediate, accurate and satisfying
5. Assurance (guarantee) that includes the knowledge, ability, courtesy and trustworthiness owned by the staff free from danger, risk or doubts

Quality has a close meaning with customer satisfaction. Quality encourage customers to establish strong ties with the company, while satisfaction is the fulfillment of consumer response. Satisfaction is the result of the assessment of the consumer that the product or service has provided enjoyment level where the level of compliance can be more or less. Customer satisfaction is determined by customer perception on the performance of the product or service to meet customer expectations. Customers are satisfied when expectations are met or will be very satisfied if the customer's expectations are exceeded (Fandy Tjiptono, 2004).

2.8 Hyphothesis

The hypothesis is a temporary answer to the formulation of the problem that remains to be verifiable through research (Sugiyono 2010). The hypothesis in this research are:

H1 : Tangible have significant effect on passenger satisfaction of train economy class AC

H2 : Empathy have significant effect on passenger satisfaction of train economy class AC

H3 : Responsiveness have significant effect on passenger satisfaction of train economy class AC

H4 : Reliability have significant effect on passenger satisfaction of train economy class AC

H5 : Assurance have significant effect on passenger satisfaction of train economy class AC

H6 : Service Quality have significant effect on passenger satisfaction of train economy class AC

III. RESEARCH METHODS

3.1 Research Design

This research design uses descriptive verification with *ex post facto* approach and surveys. Descriptive research is research that aims to describe the object or situation or conduct research subject (a person, institution, community, etc.) at the present time based on the facts that appear or as it is. Whereas verification shows research for influence between the independent variables on the dependent variable.

Ex post facto approach is one approach used to collect data by taking data directly in the area of research which can describe the past data and field conditions prior to the implementation of further research. While the definition of a survey approach is the approach used to obtain the data from a particular place is natural (not artificial), but research carried out in data collection, for example by circulating questionnaires, tests, structured interviews, and so on. (Sugiyono, 2010: 12).

3.2 Data Types

1. Primary Data

   Primary data is data that is created by a special purpose researchers to solve the problems that are being handled. Data collected by researcher directly from the first source or object where research is done. In this study, the primary data is obtained from survey questionnaires to a sample of the entire population of the respondent filed.

2. Secondary Data

   Secondary data is data collecting another person with the intent of its own and has a categorization or classification according to their needs. In this study, secondary data obtained from the survey results and analysis conducted by several institutions related either directly or obtained from various articles relating to the topic of research.

3.3 Data Collection Methods

1. Research Library

   At this gathering research library and read a variety of literature, reference and marketing journals in book form and study the theories related to this research.

2. Field research

   Field research is field data collection in the following way:

   1. The questionnaire, the method of data collection is done by giving statements to the respondents to the questionnaire guide.

2. Observation is a method or for ways that analyzes and conduct a systematic recording of the behavior by seeing or observing individuals or groups directly.
3. Measurement scale

According Sugiono (2004: 86) Likert scale used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. So as to determine the measurement of respondents in this study who use research instruments such as questionnaires, the writer used the Likert scale (Likert's Summated Rating). with the following criteria:

Table 3.1 Measurement Scale

No.	Answer	Code	Weight
1	Sangat Tidak Baik	STB	1
2	Tidak Baik	TB	2
3	Cukup Baik	CB	3
4	Baik	B	4
5	Sangat Baik	SB	5

Source: Sugiono (2004: 86)

The research instrument (questionnaire), which both must meet the requirements that is valid and reliable, to determine the validity and reliability of the questionnaire is necessary to test the questionnaire by using validity and reliability test. Validity and reliability aims to test whether a questionnaire distributed to obtain research data is valid and reliable. So for that, researchers will also conduct a second test against the research instrument (questionnaire).

3.4 Population and Sampling Research

3.4.1 Population

The population refers to the entire group of people, events, or things of interest that the researcher wishes to invetigates. It is the group of people, events, or things of interest for which the researcher wants to make inferences (based on sample statistics) (Sekaran and Roger, 2010: 262).

According Sugiono (2004), population is "Territory generalization which consists of object / subject has a certain quantity and characteristics defined by the researchers to be studied and then drawn conclusions". The study population is a set of objects is determined by certain criteria that can be categorized into the object could be a human, files or documents which are viewed as objects of research. The population in this study is AC economy class passengers from Tanjungkarang heading to Kertapati.

3.4.2 Sampling

The sample is part of the elements selected population (Sanusi, 2014: 87). In nonprobability sampling designs, the elements in the population do not have ny probabilities attached to their being chosen as sample subjects. This means that the findings earlier, however, researcher may, at times, be less concerned about generalizability than obtaining some preliminary information in a quick and inexpensive way (Sekaran and Bougie, 2010:276).

Some of the nonprobability sampling plans more dependable than others and could offer some important leads to potentially useful information with regard to the population. Nonprobability sampling designs, which fit into the broad catagories of convenience sampling, purposive sampling, segment sampling, and quota sampling (Sekaran and Roger, 2010: 276)

This research use purposive sampling, according to Sekaran and Roger (2010:276) defined the purposive sampling refers to obtaining information from those who are most readly or conveniently available, it might sometimes become necessary to obtain information from spesific target groups. Sampling of this research is passengers who ever using economy class AC train from Tanjungkarang to Kertapati.

According Supranto (2001: 115), if the population size is unknown it is necessary estimated proportion of the sample can be calculated by the following formula,

$$n = \frac{1}{4} \left(\frac{z\ \alpha/2}{E} \right)^2$$

Where,

n = number of samples of the population to be obtained

z = number that indicates the deviation from the mean variance values

E = maximum error that may be experienced

α = the error rate of data that can be tolerated by researchers

When the 95% confidence level, meaning that researchers believe without mistakes suspect samples of 5% (α = 5%), as well as the limits of error of 10%, which means that researchers withou tolerate errors respondents in the process of collecting data must not exceed 10% of the total respondents, the minimum sample size is

$$n = 1/4 \left(\frac{z\ 0{,}05/2}{0{,}1} \right)^{2}$$

$$n = 1/4 \left(\frac{1{,}96}{0{,}1} \right)^{2}$$

$$n = 1/4 \left(384{,}16 \right) = 96{,}04 = 96 \text{ respondent}$$

Then the sample size in this study found as many as 96 samples rounded to 100 respondents, which is considered sufficient to represent the population. Samples taken are passengers who already used economy class AC train

3.5 Operational Variables

Sanusi (2014: 49) defines the variables are all things that shaped what is defined by the researchers to be studied in order to obtain information about it then drawn conclusions. The variables in this study is the dependent variable or the dependent variable (Y), is a variable that is influenced by other variables and independent variables independent variable (X), is a variable that is influenced by other variables.

Table 3.2 Operational Variables

Variables	The definition of variables	Sub variables	Indicator	Scale
Service Quality (Variable X)	Service quality can be expressed as the ratio between the expected service consumers with the services received (Parasuraman, 1988)	Tangibles, including physical facilities, equipment, personnel and means of communication. (Parasuraman, et al, 1988)	1. Hygiene station 2. Hygiene in trains 3. Hygiene toilet on the train 4. Air circulation inside the train 5. The availability of tools to inform the travel route 6. Neatness of appearance officers / employees in the railways	Likert Scale

		Empathy including ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of the customer. (Parasuraman, et al, 1988)	1. The ability of the officer to provide information to customers in a language that is easily understood 2. The willingness of employees to serve the needs of customers 3. The patience of employees / officers in providing services 4. The ability of employees to understand customer needs 5. The availability of 24-hour customer service	Likert Scale
		Responsiveness , namely the desire of the staff and employees to help customers and provide service with a response. (Parasuraman, et al, 1988)	1. Speed officers in providing services for customers to completion 2. Accuracy in providing the information needed by the customer 3. Speed in responding to emergency situations on the train or at the station 4. The speed in responding to customer complaints and problems 5. Officers always shown an attitude ready to serve / help customer	Likert Scale
		Reliability, the ability to provide the promised service with immediate, accurate and satisfactory. (Parasuraman, et al, 1988)	1. Accuracy scheduled departure train trip 2. Accuracy arrival schedule train trip 3. The availability of information relating to railway timetable 4. Ability to provide the best service to the customer 5. Ease in obtaining clear information	Likert Scale
		Assurance, includes the knowledge, competence, courtesy, and trustworthiness owned by the staff, free from danger, risk or doubt. (Parasuraman, et al, 1988)	1. Friendliness officers in serving customers 2. The ability of workers to do the job 3. Security while in train 4. Comfort when riding down train 5. The availability of insurance or guarantee of safety	Likert Scale
Passanger Satisfaction (Variable Y)	Customer satisfaction is the difference between the level of	Passanger Satisfaction	1. Service as expected 2. Problems solved 3. Willingness recommend	Likert Scale

	interest and perceived performance or results. (Rangkuti 2004: 56)	(Variable Y)	4. Interest in the re-use	

3.6 Analyzing Tools

1. Qualitative Analysis

Qualitative data is data research that is not a number, which nature can not be calculated in the form of information or explanation based on theoretical approaches and logical assessment. Qualitative analysis is used to provide a descriptive overview of the responses given on the questionnaire or the respondents were given a list of questions and associated with marketing theories or approaches relating to the service quality in railways.

2. Quantitative Analysis

Analisisis quantitative research is a way of processing the data is calculated using the systematic analysis. This study used a descriptive statistical analysis was used to analyze statistical data in ways that describe or depict the data that has been collected as and using multiple linear regression. Multiple linear regression test used to check the strength of the relationship between the independent variable and the dependent variable. Multiple linear regression can be seen in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 + b_4 X_5 X_5 + \varepsilon$$

Description:

Y = Passenger Satisfaction

a = constant

X_1 = Reliability

X_2 = Responsiveness

X_3 = Assurance

X_4 = Empathy

X_5 = Tangible

b1- b5 = regression coefficient variable quality of service

ε = Standard Error

3.7 Analyzing Data Method

1. Validity

Testing the validity of this research carried out by the factor analysis done because the factor analysis is appropriate procedures in reducing and summarizing data correlated (Hair et al, 2006). Size will show the extent to which the validity of the measurement instrument able to measure what you want to measure. Stages look at the size of the test the validity using the following criteria:

a) *KMO value*, size KMO sampling adequacy is use index to test the suitability of factor analysis. KMO value between 0.5 to 1 identifies, that factor is adequate.
b) *Index Measure Of Sampling Adequacy (MSA)*, used to see intercorrelations between variables of factor analysis. MSA index between 0 and 1, the value of

MSA approaching a perfect means predictable variables without error (Hair, 2006)

c) *Communalities value*, is the estimate of the share or common variance between the variables. Index communalities more than equal to 0.5 (≥0,5), then the variable can still be predicted and analyzed further.

d) *Factor loading*, is an indicator of the magnitude of the correlation factor is formed (Malhotra, 2007). Criteria for the validity of an otherwise valid indicator forming a factor if greater factor loading equal to 0.5 (≥0,5) or it would be better if a greater factor loading equal to 0.7 (≥0,7).

2. Reliability Test

Reliability testing according Arikunto (2006: 145) is intended "to determine the consistency of measuring instruments in use, or in other words the instruments have consistent results when used repeatedly at different times For reliability test used technique Cronbach Alpha, where a instrument can be said to be reliable (reliable) if you have or alpha reliability coefficient of 0.6 or more.

In this study, the reliability calculation using the formula alpha (Arikunto, 2006: 138) as follows:

$$\mathrm{r}_{11} = \left(\frac{\mathrm{k}}{\mathrm{k}-1}\right)\left(1-\frac{\sum \sigma \mathrm{b}^2}{\sigma \tau^2}\right)$$

Where:

$$\pm = \frac{\sum x^2 - \frac{\sum x^2}{N}}{N}$$

r11 = reliability of the instrument

k = the number of the questions

$\pm b^2$ = Number of variants grains

$\pm t^2$ = Total number of variants

3. Normality

Data normality test is performed to determine whether the data obtained in this research normal distribution due to the use of regression analysis techniques require normal distributed data. Testing normality of the data in this research done using kolmogrov Smirnov test with the following criteria:

a. If the significance value> 0.05 then it can be concluded that the residual distribution of research data is normal
b. If the significance value <0.05 is concluded that the residual distribution of research data is not normal.

3.8 Hypothesis Testing

Hypothesis testing is a method of decision-making that is based on the analysis of the data, either from controlled trials, as well as from observations (uncontrolled). In statistics a result can be said to be statistically significant if the incident is almost impossible due to accidental factors, in accordance with the limits of probability is predetermined.

3.8.1 Hypothesis Testing in Overall (F-Test)

This test is used to determine whether the independent variables are at the 95% confidence level or $\alpha = 5\%$. F test test results can be found in the table

Annova (analysis of variance) of output SPSS 21.0. To answer the statistical hypothesis, namely:

Ho = variable X no positive and significant influence to variable Y.

Ha = variable X positive and significant influence to variable Y.

Criteria:

a. Ho is not support and Ha is support, if the value of a significant (P Value)>0.05.

b.Ho is support and Ha is not support, if the value is significant (P Value)<0.05.

3.8.2 Hypothesis Testing In Partial (t-test)

This test is used to determine whether the independent variables in the regression model partially significant effect on the dependent variable (Y) at a rate of 95% or α = 5%.

With the hypothesis:

a. If the value of a significant (P Value) <0.05, (Ho) not support and support alternative (Ha) which means there is influence between independent variables and the dependent variable.
b. When significant value (P value)> 0.05 then (Ho) support and not support alternative (Ha) which means there is no influence between independent variables and the dependent variable

3.8.3 The coefficient of determination R^2

The higher the $R^{2,}$ the more important a variable as in this study consisted of several variables, then it will be used to measure the coefficient of determination major contribution of the independent variables on the dependent variable. The greater the coefficient of determination corrected or regression model, then the model is obtained, the better.

V. CONCLUSION, RECOMMENDATIONS, AND LIMITATIONS OF RESEARCH

5.1 Conclusions

The conclusions that can be drawn from the results of research and discussion in this study is supported the hypothesis.

1. The R^2 is 0,538 indicates that the contribution of variable X (dimension of service quality) that affect the variable Y (passenger satisfaction) at 53.8% and the rest is influenced by other variables.
2. If seen from the percentage of each variable service quality (X), all dimensions affect the satisfaction and assurance dimensions affects most to passenger satisfaction at PT KAI stations Tanjungkarang destination Kertapati the influence value (ß) is 42.9%. This shows that the knowledge, competence, courtesy, and trustworthiness owned by the staff, free from danger, risk or doubt greatly affect passenger satisfaction.
3. Results of testing the hypothesis thoroughly by F test obtained F count > F table that is 21.931> 2.31 then H0 rejected and Ha accepted, meaning that there are significant effect between service

quality towards passenger satisfaction. T test result is known that the T count on the quality of service (X) that is *tangible, empathy, responsiveness, reliability,* and *assurance* than greater than 1,9858 on t table . This indicates that the variable quality of service (X) has a positive effect on passenger satisfaction for the variable (Y), and it can be concluded that Ha is accepted and H0 is rejected.

4. Service Quality is shown have an influence on the satisfaction of railways passenger means that if the quality of service on the railways increased then it will have an impact on increasing the level of passenger satisfaction. It can be concluded that the first hypothesis there is influence between service quality and passenger satisfaction is acceptable

5.2 Suggestions

Some things that could be addressed in this study based on the results and discussion that has been presented, are:

1. PT KAI should always increase the dimensions of empathy because this dimension is the lowest variable affecting passenger satisfaction. By increasing the performance of officers to provide information to customers in a language that is easily understood, a willingness to serve the needs of customers, patience in providing services, performance of employees in understanding the needs and availability of customer service 24 hours for passengers to feel

satisfied and will be loyal to use rail transport, it can be done by training.

2. PT KAI should constantly improve and refine the dimensions of tangible as these dimensions are the fourth dominant affecting passenger satisfaction. By keep the cleanliness of the stations, trains, toilets, air circulation inside the train and provide availability of tools to inform the travel route.
3. PT KAI should always improve and maintain the dimensions of reliability, as these dimensions are the third dominant affect passenger satisfaction. By improving the accuracy of arrival and departure of trains sometimes still frequent complaints by customers, improve the ability to provide services best, increase the availability of information related to train schedules and increase the easily in obtaining clear information.
4. PT KAI should always increase the dimensions of responsiveness because this dimension is the fourth dominant variable affecting passenger satisfaction. By increasing the speed of officers in providing services to its conclusion, the accuracy in providing information, speed in responding to emergency situations, and speed in responding to complaints.
5. PT KAI should always improve and maintain dimensional assurance, because this dimension is the fifth dominant *variable* affecting passenger satisfaction. By way of improving safety and

comfort, when up and down the train that passengers feel satisfied and will be loyal to use rail transport.

5.3 Limitations of Research

In this study, there are some limitations that need to be submitted for consideration by the next study:

1. Measurement of variables in this study only used a questionnaire, so that the possible answers of the respondents did not reflect the actual situation would be better if further research using interview
2. For other researchers hoped this research may help to develop further research. Researchers suggest adding the dependent variables such as the price to be more inclusive to find out more about the dimensions of service quality on train.

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