The Influence Of Transportation Service Quality On Customer Satisfaction With Trans Padang Bus Service Users

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ABSTRACT

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Keywords:

Tangibles, Reliability, Responsiveness, Assurance, Emphaty and Customer Satisfaction.

The purpose of this study was to determine how much influence Tangibles, Reliability, Responsiveness, Assurance, Emphaty on Customer Satisfaction at Trans Padang Bus Service Users. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is Multiple Linear Regression Analysis.

Based on the research results show that Tangibles, Reliability, Responsiveness, Assurance, Emphaty have a positive and significant effect on Customer Satisfaction. The Tangibles, Reliability, Responsiveness, Assurance, Emphaty variable contribution has an effect of 66.1% while the remaining 33.9% is influenced by other variables outside of this study.

Based on the results of this study, it is hoped that the Management of the Company can increase Customer Satisfaction, where in this study the Reliability variable has a dominant influence on Customer Satisfaction of Trans Padang Bus Service Users, so it is advisable to pay more attention to the problem of Reliability, because it has a dominant influence on Customer Satisfaction of Service Users. Trans Padang Bus.

Introduction

Human needs in the current era of globalization, especially in Indonesia, the density of the population is accompanied by more complex needs and various human activities in carrying out mobility, whether doing work, school, tourism, research, or traveling. This is increasingly having an impact on the account needs of the transportation service sector, both land, sea and air. This situation has ultimately led to increasingly tighter competition between these modes of transportation, especially in land transportation. One of the land transportation that is still used by the people of Indonesia is buses, both inter-provincial, inter-city and urban buses, which offer a variety of different alternative destinations. The means of urban transportation used in each city are: public transportation and Trans buses.

This will make consumers more careful and smarter in choosing the bus to travel according to their expectations, resulting in customer satisfaction. According to

[Sudjamika, et al. \(2017\)](#) satisfaction is a positive function of pre-purchase consumer expectations. Because the psychologically confirmed process is not convenient, consumers tend to intellectually distort the difference between expectations and performance in the direction of initial expectations. However, a marketer must also evaluate the consumer behavior of the products that are offered after purchase. Whether the buyer will be satisfied after making a purchase depends on the performance of the offer in meeting the buyer's expectations.

The emergence of satisfaction from a customer, of course, after the customer feels the quality of service that matches his expectations. According to [Widayatma & Lestari, \(2018\)](#) states that "service quality is the level of excellence expected and control over that level of excellence is to meet customer desires". In a study conducted by [Wirawan et al., \(2019\)](#), entitled The Effect of Service Quality on Customer Satisfaction, a Case Study at the Padang Branch of Jne Company, the results showed that tangible has a significant positive effect on customer satisfaction.

The emergence of satisfaction from a customer of course after the customer feels the quality of service in accordance with his expectations. According to [Tjiptono, \(2016\)](#) states that "service quality is the level of excellence expected and control over the level of excellence to meet customer desires. Research [Febri, \(2019\)](#), found that tangibel had a significant positive effect on customer satisfaction.

The results [Wirawan et al., \(2019\)](#) indicate that, the variable is perceived to be quite cheap. However, there are still indicators that have a value below the average, including the perception of visitors regarding price when compared to the benefits, in this case the intended benefits are portion size and nutritional content. The variables in this study are the influence of service quality, price, customer loyalty, customer satisfaction as an intervening variable. What distinguishes our research from previous research is the quality of transportation services towards customer satisfaction using the padang trans bus services, so the variables in this study are very interesting to study.

Trans is a mass transportation service in various cities, one of which is in the city of Padang with the aim of making it easier for people to access one place to another to carry out certain activities without using private transportation, as well as providing faster transportation services, comfortable, but also affordable [Lestari, et al. \(2018\)](#). Based on information from the transportation department of Padang city, Trans Padang buses in January 2014 with a fleet of 10 units. In July 2014, there were 5 additional units of the fleet so that the total operating fleet was 15 units, and in 2016 there were 10 additional units with a total of 25 units with a very large number of users. Trans Padang buses have a passenger capacity of 40, with 20 seated people and 20 people standing with handrails, and equipped with priority seating facilities for elderly passengers, pregnant women, passengers with children and passengers with special needs. The Trans Padang bus itself has a Minimum Service Standard which is

directly regulated through legislation No.22 of 2009 concerning LLAJ and Regulation of the Minister of Transportation of the Republic of Indonesia Number. 10 of 2012 concerning Minimum Service Standards for Road-Based Mass Transportation.

The implementation of Trans Padang in Padang city is implemented under the Padang city transportation, communication and information office with the implementor in the field is the Trans West Sumatra Service Cooperative Institution. This cooperative is the cooperative of the former owner of the former Padang city buses so that they are involved in the implementation process of the Trans Padang and provided with training and service education. Padang Trans itself has one bus unit with two drivers and two ticket officers where they have alternate work shifts. Meanwhile, for the response from the community itself, according to Dishubkominfo, it was very enthusiastic since it started operating until now.

Basically the goal of a company or transportation is to get satisfied passengers, because customer customer satisfaction is a very decisive factor in marketing, on the contrary, passengers' disappointment in receiving service can lead to company destruction in the future, so it can be concluded that good service quality will cause customer satisfaction increases so that customers will tend to use the services we provide.

In 2016-2019, the number of passengers served was 9,037,897 people, consisting of 3,552,129 students and 5,485,768 general people. The average monthly passenger is 290,062 people. Passengers are served by 25 (twenty five) bus units. The following is the realization of Trans Padang passengers from 2016 to 2019:

Table 1 Realization of Trans Padang Bus passengers in 2016-2019

Year	Ticket Type (Sheet)		
	Student	General	Amount
2015	779,078	1,356,472	2,135,550
2016	838,027	1,407,892	2,245,919
2017	559,201	1,408,473	1,967,674
2018	792,91	810,183	1,603,093
2019	582,913	702,748	1,285,661
Total	3,552,129	5,685,768	9,237,897

Source: UPT Trans Padang

From table 1 it can be seen that the monthly realization of Trans Padang Bus passengers in 2016 the number of passengers was 2,135,5550. in 2016 experienced an increase of 2,245,919. but in 2017-2019 there was a significant decline, due to the lack of service quality so that consumers switched to other public transportation. The number of Trans Padang Bus passengers has a big influence on how important the quality of service is. With the implementation of good service quality, hopefully it can increase customer satisfaction for Trans Padang bus users. Based on the description above, the

researcher is interested with the title "The Effect of Quality of Transportation Services on Customer Satisfaction of Trans Padang Bus Service Users."

Literature Review

Customer satisfaction

According to [Widayatma & Lestari, \(2018\)](#) satisfaction is a positive function of pre-purchase consumer expectations. Because the psychologically confirmed process is not convenient, consumers tend to intellectually distort the difference between expectations and performance in the direction of initial expectations. However, a marketer must also evaluate the consumer behavior of the products offered after the purchase. Whether the buyer will be satisfied after making a purchase depends on the performance of the offer in meeting the buyer's expectations. Customer satisfaction is the difference / gap between expectations before buying and perceived performance or results after purchase ([Sastika. 2018](#)).

Factors Affecting Customer Satisfaction according to [Diza et al., \(2016\)](#) is product quality, service quality, emotion, price, cost. [Firmani, \(2018\)](#) conducted research on users of transportation services and the results showed that service quality had a positive and significant effect on consumer satisfaction.

[Irawan et al., \(2019\)](#) stated that there are several indicators of customer satisfaction used, including:

- 1) The level of overall customer satisfaction (overall satisfaction).
- 2) Conformity of products and or services offered with customer expectations (expectation).
- 3) The level of customer satisfaction during a relationship with the company (experience).

Quality of Service

The creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and customers, providing a good basis for repurchasing and creating customer loyalty and forming word of mouth recommendations that are beneficial to the company, the company's reputation is good in the eyes of customers, and profits earned have increased ([Imansyah & Irawan, 2015](#)). According to [Chiguvi, \(2016\)](#), loyalty is commitment to continue buy consistently preferred product or service regardless of the marketing efforts possible lead to behavior to change to another. [Priansa, \(2017\)](#) states two the main factor that affects the quality of service is the expected service and perceived service. if the service received is more pleasant than expectations, it will lead to satisfaction. On the other

hand, if the service received is less than expected, it can be said that the service quality is not good.

Tangibles

Physical evidence is something that affects consumer satisfaction in buying and using the goods or services offered. Physical evidence is the physical environment of the company in which services are created and where service providers and consumers interact, plus tangibles that are used to communicate or support the role of that service. According to [Rasyid, \(2018\)](#), there are several indicators in the dimension of physical evidence (tangibles), namely: Convenience of a place to make transactions, Neatness of appearance of employees in conducting transactions, Cleanliness that is always maintained. [Dewa, \(2018\)](#) conducted research on consumers who use Grabcar transportation services in Yogyakarta and obtained the results that service quality and sales promotions had a positive effect on customer satisfaction. Quoted in the journal [Andayani, \(2017\)](#) physical evidence (tangible) is a service that can be seen, smelled and can be touched, so the tangible aspect becomes important as a measure of service. Physical evidence of a company in showing its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided by service providers which include physical facilities, equipment, employees, and communication facilities. A good shape will affect customer perception.

H1: Tangibles affect customer satisfaction for Trans Padang Bus Service Users

Reliability

Reliability is the ability to provide the promised service appropriately and the ability to be trusted, especially providing services on time, in the same way according to the promised schedule without making mistakes. According to [Rasyid, \(2018\)](#) reliability is the ability to produce services as desired precisely. [Panjaitan & Yuliati, \(2016\)](#) conducted research on consumers of JNE Bandung branch where the research results obtained that service quality had a significant effect on customer satisfaction.

H2: Reliability affects customer satisfaction at Trans Padang Bus Service Users.

Responsiveness

Responsiveness is the response or speed in helping customers and providing fast and responsive service, which includes the speed at which employees serve customers, the speed at which employees handle transactions, and the handling of customer complaints. [Ramadhan & Santosa, \(2017\)](#) conducted a research on responsiveness of consumers of Nike Running shoes in Semarang, where the results of the research showed that service quality had a positive effect on customer satisfaction.

[Rizan, et al. \(2014\)](#), responsiveness is desire to help customers and to provide responsive service. [Leninkumar, \(2016\)](#) did research on 300 bank respondents in Sri Lanka, this study examines the 5 dimensions of service quality to loyalty bank customers in Sri Lanka. Responsiveness which became one of the inner dimensions service quality own positive influence on loyalty.

H3: Responsiveness affects customer satisfaction for Trans Padang Bus Service Users.

Assurance

Assurance or guarantee includes the ability of employees to know the right product, the quality of hospitality, attention and courtesy in providing services, skills and providing information, the ability to provide security in utilizing the services offered, and the ability to instill customer trust in the company. Assurance (guarantee), includes knowledge, ability, friendly, polite, and character can be trusted from personnel contact to eliminate the nature of doubt consumers and feel free from danger and risk ([Khan, et.all, 2014](#)). [Rahman & Winarno, \(2019\)](#) conducted research on the quality of service to consumers where the results of the research showed that service quality had a positive effect on customer satisfaction.

H4: Assurance affects customer satisfaction at Trans Padang Bus Service Users.

Emphaty

Emphaty is the individual attention that the company gives to customers such as the ease of contacting the company, the ability of employees to communicate with customers, and the company's efforts to understand the wants and needs of its customers. [Nurhalimah Hasiholan Harini \(2016\)](#) conducted research on the quality of customer service where the results of the research showed that service quality had a positive effect on customer satisfaction.

H5: Emphaty affects Customer Satisfaction of Trans Padang Bus Service Users

Method

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics set by the researcher to be studied and then draw conclusions ([Sugiyono, 2016](#)). [Handayani & Wati, \(2020\)](#) This research is a research with a quantitative approach, and aims to determine the effect between variables, by describing data from research variables which include Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) Entrepreneurial self-efficacy, Empathy (X5) Customer satisfaction (Y).

Sample According to [Sugiyono, \(2017\)](#), the sample is part of the population, for example the population in a certain area, the number of employees in certain

organizations, the number of teachers and students in certain schools and so on. Because the population in this study was 100, the entire population was sampled.

Result and Discussion

Multiple Linear Regression Analysis

The analysis in this study is multiple regression analysis. This analysis is used to determine the effect of Tangibles, Reliability, Responsiveness, Assurance, Emphaty on Customer Satisfaction.

Table 2. Regression Analysis

		Coefficients ^a			
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	
Model		B		Beta	T
1	(Constant)	12.921	1.746		7.402
	<i>Tangibles</i>	.586	.018	.969	33.264
	<i>Reliability</i>	.998	.006	1.002	179.139
	<i>Responsiveness</i>	.133	.039	.294	3.446
	<i>Assurance</i>	.349	.053	.529	6.600
	<i>Emphaty</i>	.123	.039	.272	3.187

a. Dependent Variable: Customer Satisfaction

Source: Primary Data Processing Results, SPSS 16.0 Windows Evaluation Version

Based on the table above, it can be seen that the regression equation is:

$$Y = 12.921 + 0.586X_1 + 0.998X_2 + 0.133X_3 + 0.349X_4 + 0.123X_5 + e$$

Interpretation based on this equation can be interpreted as follows, A constant of 12,921 means that if Tangibles, Reliability, Responsiveness, Assurance, Emphaty do not exist, then Customer Satisfaction remains a constant of 12,921. A positive regression coefficient of 0.586 means that if Tangibles are increased by one unit, with the assumption that Reliability, Responsiveness, Assurance, Emphaty are ignored, it will result in an increase in Customer Satisfaction of 0.586. A positive regression coefficient of 0.998 means that if Reliability is increased by one unit, with the assumption that Tangibles, Responsiveness, Assurance, Emphaty are ignored, it will result in an increase in Customer Satisfaction of 0.998. Positive regression coefficient of 0.133 means that if the Responsiveness is increased by one unit, with the assumption

that Tangibles, Reliability, Assurance, Emphaty are ignored, it will result in an increase in Customer Satisfaction of 0.133. Positive regression coefficient of 0.349 means that Assurance is increased by one unit, with the assumption that Tangibles, Reliability, Responsiveness, Emphaty are ignored, it will result in an increase in Customer Satisfaction of 0.349. A positive regression coefficient of 0.123 means that if you increase Emphaty by one unit, with the assumption that Tangibles, Reliability, Responsiveness, Assurance are ignored, it will result in an increase in Customer Satisfaction of 0.123.

F-Test

The regression coefficient test was simultaneously carried out with the F test (ANOVA). This test is used to determine whether the independent variables together have a significant effect on the dependent variable. Or to find out whether the regression model can be used to predict the dependent variable or not. Significant means that the relationship that occurs can apply to the population (can be generalized). The test was carried out with the F test (ANOVA). The F test uses a significant level of 0.05 (2-tailed test) with 95% degrees of freedom, $\alpha = 5\%$, df_1 (number of variables-1) or $6-1 = 5$, and df_2 ($nk-1$) or $100- 5-1 = 94$, the results obtained for F are 2.31. The F test is intended to test the hypothesis of the study which states that the Tangibles, Reliability, Responsiveness, Assurance, Emphaty variables have a significant effect on customer satisfaction. The results of testing the hypothesis together can be seen in table as follows:

Table 3. Test F

ANOVA ^b					
Model		Sum of Squares	df	Mean Square	F
1	Regression	740.227	5	148.045	18.817
	Residual	739.563	94	7.868	
	Total	1479.790	99		

a. Predictors: (Constant), *Emphaty*, *Tangibles*, *Responsiveness*, *Reliability*, *Assurance*

b. Dependent Variable: Customer Satisfaction

Source: Primary Data Processing Results, SPSS for windows version 16.0

From table above, it can be seen that this test was carried out by comparing the F value with F because the F value is greater than the F value ($18.817 > 2.31$). F value 18,817 with a significant level of 0,000 less than 5%. Then it is obtained that H_0 is rejected and H_a is accepted, which means that this is done jointly between Tangibles, Reliability, Responsiveness, Assurance, Emphaty on Customer Satisfaction.

Determination Coefficient Test (R²)

Analysis of the coefficient of determination in multiple linear regression is

used to determine the percentage of the influence of the independent variables consisting of Tangibles, Reliability, Responsiveness Assurance, Emphaty together on Customer Satisfaction.

Tabel 4. Adj R²

Model Summary ^b				
Model	R	R Squar e	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.661	4.281

a. Predictors: (Constant), *Emphaty*, *Tangibles*, *Responsiveness*, *Reliability*, *Assurance*

b. Dependent Variable: Customer Satisfaction

Source: Primary Data Processing Results,

Based on the table above, the Adjusted R Square figure is 0.661, this shows that the contribution of the Tangibles, Reliability, Responsiveness, Assurance, Emphaty variables is 0.661 or 66.1%, while the remaining 33.9% is influenced by other variables.

Hypothesis testing

T-test

The t test is intended to test the significant effect of the independent and partially dependent variables. Where this test compares the significant probability with alpha 0.05. From the results of this test, if the significant probability is smaller than alpha 0.05, then Ho is rejected and Ha is accepted, meaning there is a relationship and if the significant probability is greater than alpha 0.05 then Ho is accepted and Ha is rejected, meaning there is no relationship. The degrees of freedom (df) $n - k - 1$ are $100 - 5 - 1 = 94$ (n is the number of respondents and k is the number of independent variables) so that the results obtained for the t-table are 1.985.

Table 5. T-test

Coefficients ^a			
Model		T	Sig.
1	(Constant)	7.402	.000
	<i>Tangibles</i>	33.264	.000
	<i>Reliability</i>	179.139	.000
	<i>Responsivene ss</i>	3.446	.001
	<i>Assurance</i>	6.600	.000
	<i>Emphaty</i>	3.187	.002

a. Dependent Variable: Customer Satisfaction

Source: Primary Data Processing Results,

Based on table the following is an explanation of the t test, The Effect of Tangibles on Customer Satisfaction. From table above, it can be seen that the t-count is 33,264 and the t-table is 1,985 where the t-count is greater than the t-table ($33,264 > 1,985$) or a small significant level of alpha ($0,000 < 0.05$), it can be obtained that H0 is rejected. Ha is accepted. Effect of Reliability on Customer Satisfaction. From table above, it can be seen that the t-count is 179.139 and the t-table is 1.985 where the t-count is greater than the t-table ($179.139 > 1,985$) or the significant level is smaller than alpha ($0.000 < 0.05$), it can be obtained that H0 is rejected Ha accepted. Effect of Responsiveness on Customer Satisfaction. From the table above, it can be seen that the t-count is 3.446 and the t-table is 1.985 where the t-count is greater than the t-table ($3.446 > 1.985$) or the significant level is smaller than alpha ($0.001 < 0.05$), it can be obtained that H0 is rejected. received. The Effect of Assurance on Customer Satisfaction. From the table above, it can be seen that the t-count is 6,600 and the t-table is 1,985 where the t-count is greater than the t-table ($6,600 > 1,985$) or the significant level is smaller than alpha ($0,000 < 0.05$), it can be obtained that H0 is rejected Ha received. The Effect of Emphaty on Customer Satisfaction . From the table above, it can be seen that the t-count is 3.187 and the t-table is 1.985 where the t-count is greater than the t-table ($3.187 > 1.985$) or the significant level is smaller than alpha ($0.002 < 0.05$), it can be obtained that H0 is rejected. received.

Conclusion

From the discussion in the previous chapters, several conclusions can be drawn as follows: whereas partially there is a positive and significant Tangibles influence on Customer Satisfaction, whereas partially there is a positive and significant effect of Reliability on Customer Satisfaction, that partially there is a positive and significant effect of Responsiveness on Customer Satisfaction, whereas partially there is a positive and significant effect of Assurance on Customer Satisfaction, whereas partially there is a positive and significant influence Emphaty on Customer Satisfaction. That simultaneously there is a positive and significant influence Tangibles, Reliability, Responsiveness, Assurance, Emphaty on Customer Satisfaction.

Suggestion

Based on the conclusions that have been made, the authors put forward some suggestions to the Trans Padang Bus:

1. For the Company

Customer Satisfaction will increase if the Trans Padang Bus can pay attention to and improve:

- a. Reliability through improvement Having clear service standards, the ability of officers to use tools in the service process, providing services according to the promised schedule, officers are able to create a sense of security for customers, the accuracy of officers in serving customers. Because Reliability has a dominant influence on customer satisfaction.

- b. Tangibles through increasing the comfort of the place to make transactions, tidiness of the appearance of employees in making transactions, cleanliness is always maintained.
- c. Assurance through an increase. Officers provide guarantees on time in service, Officers guarantee costs in services, Officers provide assurance of costs in services.
- d. Responsiveness through increased customer telephone officers, officers perform services quickly, officers perform services appropriately, all customer complaints are responded to by officers.
- e. Emphaty through increasing Officers serving with a friendly attitude, Officers serving with courtesy, Officers serving non-discriminatory (discriminating).

2. For further researchers

Further researchers are expected to develop the results of this study and involve relevant variables related to Tangibles, Reliability, Responsiveness, Assurance, Emphaty to Customer Satisfaction and to be able to develop this research with other variables that the authors have not researched. With the hope that the research results are more accurate and have much greater benefits, so that the company is able to increase customer satisfaction in the following years.

3. For Academics

Researchers hope that this research can be useful for students who are doing similar research or doing advanced research on the same topic. Researchers hope that this topic and the discussion that has been presented can generate curiosity to conduct further research, by conducting interviews or distributing wider questionnaires in order to get maximum results.

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