



IMPLICATIONS OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT KA GUBENG DAOP SURABAYA STATIONS

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Abstract — This research article aims to identify the relevance of the dimensionality implication of service quality (reliability, responsiveness, assurance, empathy, evidence) to consumer satisfaction. The overall dimensionality quality of service has a positive influence relevance to the achievement of consumer satisfaction values meaningfully. Where the statistical histogram curve is suspended towards the formation of an asymmetric curve line between the absis ordinate against the frequency absis. It has a tendency to distribute normally, where the entire particle of a normal patterned observation object is not randomized. Sampling of train service users as many as 60 participants were able to represent the entire population of train service users at gubeng station operational area of surabaya today.

Keywords — quality of dimensionality; customer satisfaction; serve of using population

I. INTRODUCTION

Today experimental research on the quality of customer service is growing rapidly in line with customer needs for optimizing quality service services. The improvement of a service cannot be separated from the basic joints of the development of modern marketing dimensions today, in the Southeast Asian region in particular. Customers will feel intrinsically satisfied, if the service provider entity is able to make relevant actualization of improving the quality of customer service on an ongoing basis in the long term. This is closely related to the relevance of the service quality of the ka daop gubeng to the formation of customer service values today. The formation of customer satisfaction values cannot be separated from the service strategy that has been provided by the business entity as a service provider to all of its customers today. In this case it has close relevance to the extent to which the quality of services that have been provided by Daop Ka Gubeng has improved to its customers. Customers will feel intrinsically satisfied if customers are able to enjoy the services that have been provided by a business entity in the long term in accordance with the target market orientation to be achieved.

Wibowo, (2014) has conducted an observational study related to the effect of the quality of transportation services on customer satisfaction. Where is the implication of observation explaining that service quality has a positive contribution to the formation of customer satisfaction values in the form of an essential trust. Nilasari & Istiatin, (2015) have also conducted a similar observational study regarding service quality on motorcycle dealer customer satisfaction. The final implication of the observation describes that the dimensions of service quality (physical appearance, reliability, responsiveness, assurance, empathy) have a significant positive effect on customer satisfaction. Where service reliability is the main thing that needs to be considered carefully for motorcycle dealer business managers to achieve customer satisfaction values in fact. Atmaja, (2018) has conducted a similar observational study regarding service quality & customer satisfaction towards bank loyalty. Where the final implication of the observation explains that standardized service quality along with the actualization of optimizing customer satisfaction has a positive contribution to the emergence of loyalty in bank customers on an ongoing basis. The factuality of service reliability greatly influences the realization of today's bank customer satisfaction achievements.

Based on the observation activities that have been carried out by Wibowo, (2014); Nilasari & Istiatin, (2015) and Atmaja, (2018) a conclusion can be drawn that service quality has a significant positive influence contribution to the actualization of customer satisfaction achievements, because customer trust is the main dimension in implementing a service quality that has a close relevance to establishment of factual group customer loyalty.



The main issues in this study are closely related to how far is the market orientation strategy towards improving the service quality of Daop Gubeng ka Daop Gubeng to its potential customers today? Is it really able to realize the value of customer satisfaction on an ongoing basis. If the customer personally feels intrinsically satisfied then the customer will literally become a loyal customer. Where these customers will not switch faces to the services of other business entities in the long term.

Based on the reference to the subject matter of the research, the objectives of the research can be stated, namely: to provide a positive signal that the orientation of the market strategy of a business entity on the dimensionality of services cannot be separated from the basic joints of the value of satisfaction of a service customer.

II. METHOD

Population & Research Sample

The research population is all consumers who use ka services at Gubeng Station, DAOP Surabaya. The research sample consisted of 60 consumers using ka services at Gubeng Station, DAOP Surabaya using the judgment sampling method (Cooper & Emory, 2015).

Activity Plan

1. (Pre-research), study the activity of mapping the area to the main object of observation in the field.
2. Conducting empirical studies on current issues regarding the service quality paradigm, whether it has a positive relevance to the formation of customer satisfaction values.
3. Implementation of participant observation sampling activities of 60 consumers who use ka services at the Gubeng Daop station in Surabaya.
4. Validation of observation sampling to be tabulated as primary observational data.
5. The process of verifying the analysis of research tabulation data uses SPSS statistical media.
6. Conclusion implications of the final results of observation activities, in accordance with empirical factuality in the field.
7. Analytic research contribution to the activities of the academic community and social community
8. The process of actualizing research implications into scientific management journals.

Scope

Study of observations on the implementation of service quality marketing activities and the extent of their positive relevance to consumers when using passenger services at the Gubeng Daop Surabaya station today. Is it able to actualize the formation of customer satisfaction values factually?

Where the momentum of consumer satisfaction occurs, is able to actualize the formation of the values of loyalty/loyalty of these consumers to always use passenger train services at the Gubeng daop Surabaya station in particular.

Location

Surabaya DAOP Gubeng Station.

Data collection technique

It was carried out using the help of research instrument media, in the form of an observation questionnaire through sampling activities of research participants.

Conceptual Functional Linearity Model

$$f(y) = \beta_1.x_1 + \beta_2.x_2 + \beta_3.x_3 + \beta_4.x_4 + \beta_5.x_5 + e$$

Description (mutivariate regression)

The conceptuality of the observation model above is a linear regression equation model that explains the linear function of consumer satisfaction consisting of: alpha constant magnitude + reliability regression quantity + responsiveness regression magnitude + assurance regression magnitude + empathy regression magnitude + physical evidence regression magnitude + error magnitude.

Measuring the accuracy of the linearity of the regression model in estimating the magnitude of the variation in the value of the parameter value of consumer satisfaction which can be explained directly through the magnitude of the variation in the value of the parameter reliability, responsiveness, assurance, empathy, empirical physical evidence to relevant the research sampling of 60 participants the entire population that is in the observation model.

III. RESULT AND DISCUSSION

Referring to table 1 of the beta regression partial test below, it explains that the reliability parameter has a positive effect on consumer satisfaction with an alpha sig coefficient of (.001). Where the responsiveness parameter has a positive effect on consumer satisfaction with an alpha sig coefficient of (.000). The guarantee



parameter has a positive effect on customer satisfaction with an alpha sig coefficient of (.003). Meanwhile, the empathy parameter has a positive effect on consumer satisfaction with an alpha sig coefficient of (.010). Where the empathy parameter has a positive effect on customer satisfaction with an alpha sig coefficient of (.009).

The responsiveness parameter has a dominant effect on customer satisfaction with the support of a partial beta coefficient of (56.2%).

Table 1. Partial Beta Regression Test

Parameter Observasi	Unstandardized Coefficients		Sig.	H0	H1
	B	Std. Error			
x1_reliability	.413	.106	.001	Rejected	Accepted
x2_responsiveness	.562	.092	.000	Rejected	Accepted
x3_guarantee	.370	.131	.003	Rejected	Accepted
x4_emphy	.332	.141	.010	Rejected	Accepted
X5_physical evidence	.347	.139	.009	Rejected	Accepted

Dependent Variable: y_customer satisfaction

Source: Data Processing, (2022)

The positivity of the effect of the reliability parameter on consumer satisfaction indicates that the quality of services provided by the Gubeng daop Surabaya train station really has reliability that can be accounted for by the station's management, without neglecting aspects of other consumer needs in the use of passenger transportation services. This provides evidence that the reliability of these railroad services is capable of fostering the formation of consumer loyalty values, which have a direct impact on the actualization of consumer satisfaction on an ongoing basis. An example; consumers need additional blankets that are available on the back of the passenger bed covers, so that when consumers feel cold from the coolness of the air conditioner, consumers can directly take advantage of the additional blanket facilities that have been provided by the management of the ka management to satisfy the desires of consumers today.

The positive influence of the responsiveness parameter on consumer satisfaction indicates that the quality of services provided by the Ka Gubeng daop Surabaya Station provides evidence that it is well standardized. Where passenger consumers when they need emergency assistance at any time, so that it can be handled properly by the dexterity of the actions taken by the sales assistants by responding quickly to the wishes of consumers.

One concrete example is a passenger who experiences sudden dizziness and nausea and needs emergency assistance because he wants to vomit. This momentum was immediately responded to by the sales assistants by providing assistance in the form of special plastic bags to accommodate the vomit and providing anti-nausea pills or capsules or eucalyptus oil which had been previously provided by the management of the service manager. This event is the relevance of the actual form of service in the form of dexterity/responsiveness of the management towards its customers.

The positivity of the effect of guarantee parameters on customer satisfaction indicates that the form of service quality can be accounted for by its relevance to factual truth. Where the manager of the ka management service is able to actualize the embodiment of a form of service that is truly able to satisfy the desires of the ka consumer in a sustainable manner. An example of a real ac blower that is used to support comfort in the form of cool air available for each train car has an electrical power of 2.5 pk accompanied by room freshener facilities on the Ambiphur Freshy Lemon brand scale for an average capacity of 40 passengers per series carriage ka today. So that it is able to realize coolness and freshness of good air circulation in the passenger car room so that you feel comfortable all the way to the final destination. This is a form of real reflection of the actualized warranty service by the service manager, where the individual self of the inner-consumer passengers is truly satisfied and always feels comfortable in enjoying the time of travel using the services of the ka.

The positive effect of the empathy parameter on customer satisfaction indicates that the actualization of the quality of these services is carried out on time regarding the departure schedule of passengers with standard

delays of only 15 minute intervals. This is an actualization of the commitment of the ka transportation service manager to realize the form of management's empathy/concern for the loyalty and loyalty of consumers who use ka services in particular.

The positive influence of physical parameters on customer satisfaction is actualized through the friendliness of the sales staff, including crew members in providing quality services. With the support of the comfort of the train cars which are not noisy due to soundproofing and the coolness of the ac blower to support clean and fresh air sanitation as well as timeliness regarding train departure schedules, the cleanliness of the passenger waiting room facilities with the support of the availability of trash bins, clean and fragrant sanitary toilets along with clarity of information about all integrated passenger services through websites or computers that have been provided by the management of transportation services ka. Where is the overall evidence of the actual contribution of physical manifestations to the quality of the services of the said transportation management services, carried out by the management of the management of the railway with the ultimate goal of making relevant the formation of customer loyalty values of the ka services that really have a direct impact on optimizing the achievement of customer satisfaction as a service user. ka today on an ongoing basis in the long term.

The responsiveness dimension makes a direct dominant contribution to customer satisfaction, because responsiveness activity is the most important element in providing quality services to potential customers. Where the dexterity of the positive response to these services has a positive impact on the existence of the formation of loyalty values which have direct implications for the true achievement of satisfaction in these customers.

The success of an activity of a marketing service institution in satisfying consumer desires cannot be separated from the efforts of a service institution to empower the quality of its services optimally and sustainably in the long term. Where the customer or consumer as a user of marketing services is able to actualize the achievement of satisfaction values in his person in a real way (Kotler & Keller, 2019).

Referring to Figure 2. The statistical histogram curve below, tends towards the formation of an asymmetric curved line between the ordinate abscissa and the frequency abscissa. It has a tendency to be normally distributed, where all observed object particles have a normal non-random pattern.

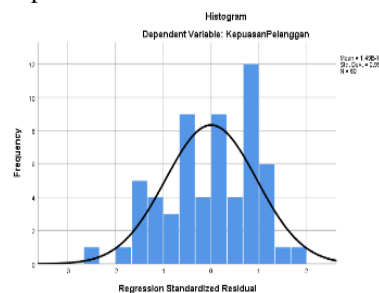


Figure 1. Histogram Curve

Source: Data Processing, (2022)

Referring to Figure 1. the p-plot curve, below, explains that the observed particle objects follow a linear pattern of the regression axis line progressively.

This indicates that the predictability of the magnitude of the variation in the value of changes in the parameters of customer satisfaction can be directly explained by the implications of the effect through the magnitude of the variations in the values of the parameters of reliability, responsiveness, assurance, empathy, empirical physical evidence. Where the sampling of ka service users with a total of 60 participants is able to represent the entire population of ka service users at Gubeng Daop Surabaya station today.

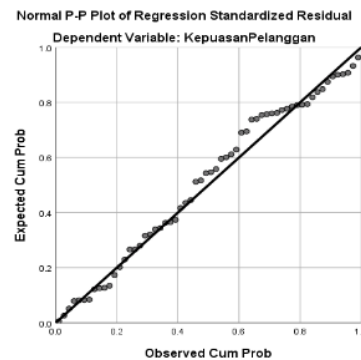


Figure 2. P-plot curve

Source: Data Processing, (2022)

VI. CONCLUSIONS

All dimensions of service quality have a significant positive influence on the achievement of customer satisfaction values. Where the statistical histogram curve tends towards the formation of asymmetric curved lines between the ordinate abscissa and the frequency abscissa. It has a tendency to be normally distributed, where all observed object particles have a normal non-random pattern. Sampling of ka service users with a total of 60 participants is able to represent the entire population of ka service users at the Gubeng daop Surabaya station today.

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