

THE EFFECT OF ACCESSIBILITY, INNOVATION AND QUALITY OF PUBLIC FACILITIES SERVICES ON THE SATISFACTION OF PASSENGERS WITH DISABILITIES ON JAKARTA ELECTRIC RAILWAY

1st Sendi Arief Prawira, 2nd Dr. Ir. Diah Pranitasari, S.P., M.M.

Indonesian College of Economics

Jakarta, Indonesia

sendi.arief98@gmail.com; @stei.ac.id

***Abstract** - The purpose of this research is to know the influence of accessibility, innovation and quality of facility services to the satisfaction of passengers with disabilities in the Jakarta Electric Railways. This Research uses primary data with the dissemination of questionnaires. The population in this study was all the disabled passengers who joined the KRL passenger disability community in central Jakarta, with a sample number of 100 respondents using the purposive sampling technique. The analysis of this research data uses multiple linear regression analyses using SPSS version 23.0. The results of this study proved that accessibility variables partially influence positive and significant to consumer satisfaction. Then the innovation variable partially influential positively and significantly towards consumer satisfaction. Further to the service quality variables are partially positively influential and significant to consumer satisfaction. Furthermore, the simultaneous accessibility, innovation and quality of service influence positive and significant to customer satisfaction. The conclusion of the study explained that both partially and simultaneously the accessibility variables, innovation and quality of service have a positive influence and an effect on the satisfaction of passengers with disabilities in the Jakarta Electric Railway.*

***Keywords:** Accessibility, Innovation, Service Quality, and Customer Satisfaction*

I. INTRODUCTION

Along with the increasing needs of land transportation, especially trains and the need to improve services that are in line with customer expectations, ranging from improving the services provided to the community both from the quality and physical service at the train station, as well as the addition of comfort and safety in the train. With good service and comfort, the community and especially for people with disabilities will prefer to use rail transportation.

Discrimination against people with disabilities in the field of public services occurs in various forms such as physical accessibility, station officers do not yet have sensitivity to disabilities. Some even shy away from the responsibility to help people with disabilities. In addition, the popularity of sign language also discriminates against deaf people to access information (Sri, 2018).

Access to justice, as a *fundamental right* for everyone and as a prerequisite to enjoying all other rights, is essential for people with disabilities, and can be a unique tool to fight discrimination that often occurs (Asr et al., 2019: 10).

The availability of waiting rooms equipped with cafeterias, toilets, electrical *installations to charge mobile phones*, as well as adequate, clean and comfortable areas is very beneficial for passengers so that they feel comfortable while waiting for the departure of their destination train. Innovation of facilities available in the waiting room, it is expected that there is an *increase in the company's corporate image* so that there is a continuous increase in the number of consumers (Prasetyo, 2018).

According to Ray (2020) with good service quality, the company will get a good image from consumers, thus giving an encouragement to consumers to have a strong relationship with the company, in that relationship the company can better understand what is the needs and expectations of consumers.

Consumer satisfaction plays an important and critical role for the continuity and development of a company's life. By listening to the customer then responding to desires or requests it will provide more satisfactory results and make consumers become loyal (Apriyadi, 2017).

This research will look at how accessibility, innovation and quality of public facilities services affect the satisfaction of passengers with disabilities at Pasar Senen.

II. LITERATUR STUDIES

2.1 Research Review

Dede Apriyadi's first research (2017) with the title "Analisis influences punctuality, facilities and ticket prices on train passenger satisfaction at Purwosari Station" This research aims to analyze the simultaneous influence of punctuality, facilities and ticket prices on passenger satisfaction at Purwosari Station, know and analyze the effect of punctuality on passenger satisfaction at Purwosari Station, know and analyze the effect of facilities on passenger satisfaction at Purwosari Station, know and analyze the influence of ticket prices on passenger satisfaction at Purwosari Station. The results showed that punctuality, facilities and ticket prices simultaneously and partially affected passenger satisfaction at Purwosari Station. The Adjusted R Square value of 0.503 means a variation in changes between independent variables and dependent variables in the regression model of 50.3% and the remaining 49.7% is explained by other variables outside the three variables used in this study.

The second research by Agus Prasetyo (2016) with the title "Influence of *ticketing facilities on line*, waiting room facilities, and parking facilities terhadap *corporate image* PT. Indonesian railway at Sragen railway station" This research aims to find out the effect of *ticketing facilities on line, waiting room, and parking on the corporate image* of PT Kereta Api Indonesia at Sragen Railway Station. The population in this study was all rail consumers at Sragen Railway Station in an infinite category. Sampling techniques using the *Slovin formula*. Primary data collection techniques using questionnaires and observations. While secondary data collection through documentation. Instrument testing techniques use validity tests and reliability tests. The data

analysis techniques used are classic assumption tests (i.e. normality tests, multicollinearity tests, and heteroskedasticity tests), multiple regression analyses, f tests, t tests, and determination coefficient tests (R²). The results of this study *are ticketing facilities on line, waiting room, and parking*, each individually has a positive and significant effect on the corporate image of PT Kereta Api Indonesia at Sragen Railway Station. The overall ticketing facilities on line, lounge, and parking have a simultaneous and significant effect on the corporate image of PT Kereta Api Indonesia at Sragen Railway Station. And ticketing facilities on line, with a standard regression coefficient value of 0.443 have proven to be the most influential or dominant facilities when compared to lounge facilities and parking.

The third research by Selinda and Parjono (2020) with the title "Influence of service quality, facilities and ticket prices on the satisfaction of users of Probowangi railway transportation services on PT. KAI (PERSERO) DAOP 9 Jember" The purpose of this research is to know the effect of the quality of service, facilities and ticket prices on the satisfaction of Probowangi train users individually and together. Descriptive research uses a quantitative approach. The study population was 933 probowangi train users and a sample of 105 people. Polls are used as data collection. Data analysis techniques use classic assumption tests and multiple linear regression analyses. The results of this study showed that the quality of service had a significant effect on user satisfaction of 10,073 with a significance of $0.000 < 0.05$, facility variables have no effect on user satisfaction of -0.135 with significance $0.893 > 0.05$, and ticket price variables have no effect on user satisfaction of -0.449 with significance $0.654 > 0.05$. Based on R Square's value of 0.502 indicates that the variable quality of service, facilities, and ticket prices has a simultaneous influence on the satisfaction of service.

The fourth research by Jihan *et al.*, (2019) with the title "Analysis of service quality in improving customer satisfaction of Pangrango train executive class bogor-sukabumi route" This research aims to analyze how the quality of service exists on pangrango train executive class bogor-sukabumi route. The theory in this study is to use the theory of service quality felt by consumers from Zeithaml, Parasuraman and Berry which states that the quality of service can be measured through 5 dimensions, namely tangibles, reliability, empathy, responsiveness and assurance. Public satisfaction according to Fandy Tjiptono is service performance, product quality, and price. The research method uses associative methods using quantitative formulas. Data is collected through observations, interviews, and questionnaires. Correlation test used Spearman Rank test. This research is a technique in data collection with a community population of 593 service users, a sample of 86 respondents. The results of this study obtained the valuation number for variable X which is 3.84 with good assessment criteria and variable Y is 3.83 with good rating criteria. In the Spearman Rank correlation test, a correlation value of 0.674 was obtained. The correlation value of 0.674, is strong with the direction of a positive relationship, meaning a one-way relationship. The correlation/relationship value (R) is 0.674, while the determination coefficient (R Square) is 0.4542. It is known that the quality of service services affects public satisfaction by 45.42%, and by 54.58% by being influenced by other.

The fifth research was conducted by Biomantara and Herdiansyah (2019) under the title "The Role of Indonesian Railways (KAI) as transportation infrastructure of the city region" This research was conducted to determine the role of railways in supporting the accessibility of the region. Research data collection is done by conducting observations, interviews, and literature reviews. Based on the results of the study found that since it was first built by the Dutch East Indies government in 1864, 26 km in the Kemijen Tanggung area currently has 25,361 employees. Good and smooth transportation growth is a collaboration between three supporting forces in the form of good spatial planning, policies or regulations in the areas of road network infrastructure and multi-modal transportation, road traffic behavior and law enforcement. Pt. KAI tries to give people the option to fulfill their accessibility in conducting activities to their.

The sixth study of Mustapha and Habidin, Malaysia (2016) with the title "*Using DMAIC in improvement of customer satisfaction and facilities provided at commuter station*" The purpose of this study discussed the use of six sigma approaches to improve customer service and facilities at commuter stations. Commuter station management should be sensitive to the needs and desires of passengers. In this study, the DMAIC approach took into account customers' views on the dissatisfaction of commuter services and facilities available at commuter stations. The results showed that statistical hypothesis testing could be used to identify whether improvements were proposed to increase cost benefits. Performance analysis can be applied to ensure that such improvements can be held liable for profit.

The seventh study was conducted by Jaroslav Matuska, *Czech Republic* (2017) with the title "*Railway system accessibility evaluation for wheelchair user: case study in the Czech Republic*" The purpose of this study discusses the accessibility of rail transportation as a system. The methods presented present ways of rail infrastructure and evaluation of train accessibility. The two-stage model implemented allows evaluation of the accessibility of the departure hall. The level of accessibility of the train is determined by the coefficient of time and direction of uniformity. While opportunities for freeway travel were relatively balanced in the monitored regions, the coefficient showed a time imbalance in the results. The opportunity to travel barrier-free (according to the non-uniformity coefficient) indicates that there are fluctuations on weekends and on weekdays. It's not very important. However, freeway rail services are mainly for long-distance travel, while those in the suburbs and regional areas are still largely inaccessible to wheelchairs, which is highly unprofitable. Since 2010 accessibility levels have increased in this area in the Czech Republic. Comparisons with neighboring countries show strong and weak points of guaranteed barrier-free service in each country.

The eighth study was conducted by Bhavesh *et al.*, India (2018) with the title "*A proposal for smart railway station at Vadodara junction*" The purpose of this study discussing advanced technology is one of the main factors that accelerate india's economic development and ensure an engine of economic growth that enables high value added and economic development invested by the rail transportation sector in advanced technology to ensure safety, environmental friendliness, energy efficiency, competitiveness, and high quality of customer-oriented services. The brief abstract provides advanced technological concepts and areas of use and significance, providing advanced technological features to India's railways. At Vadodara train station (Gujarat, India), so many facilities are available from previous years but since it has been used by passengers, it becomes necessary to improve the facilities provided and new ways to provide comfort and level of service to users, the need for modernization is at the height of the digital.

2.2 Understanding Accessibility

Accessibility is a measure of the ease of location to be reached from other locations through the transportation system. Affordability or accessibility measures include ease of time, cost, and effort in moving between places or regions.

According to Prajalani (2017) accessibility has a definition that is facilitating the convenience that procurement is shown for people with disabilities with optimal application in order to achieve equal opportunity in accessing various activities so that the equalization of services in the aspect of life following the service of facilities and accessibility for the disabled.

Accessibility according to Sheth and Sisodia (2012:15) is the extent to which customers can easily acquire and use products. Accessibility has two dimensions, namely:

1. Availability: designated by factors such as supply relative to demand, the extent to which the product is stored in storage, related products and services.
2. Convenience: shown by factors such as the time and effort required to obtain the product, the ease with which the product can be found in and various locations, packaging in a comfortable size.

2.3 Accessibility Indicators

One important component in tourism activities is the accessibility or smooth running of people or tourists from place to place such a move can be in close or long distance. To make the move, of course, it is necessary to transportation and means of transportation when traveling. According to Tjiptono (2014:159), accessibility is a location that is traversed or within easy reach of public transportation facilities. Indicators of accessibility are: Distance; access to the location, Transportation; traffic flow.

According to Sefaji *et al.*, (2018) accessibility level can be measured by transportation availability and with a short achievement distance. In addition to distance factors, the ease of achieving goals can also be influenced by other factors, such as the time factor of travel factors cost or cost of travel, the intensity factor of land use, and the income factor of the person traveling.

2.4 Definition of Innovation

Innovation is the inclusion or introduction of new things, or updates. Another sense of innovation is the effort made by a person by utilizing thought, imagination skills, various stimulants, and the individuals that surround it.

According to Rosenfeld in Sutarno (2012:132), innovation is the transformation of knowledge into new products, processes and services, the act of using something new. Whereas according to Hubeis (2012:67), innovation is as a change or a big idea in a set of information related between input and external.

The understanding of innovation in the field of public service is the idea of creative service technology or updating existing or creating breakthroughs or simplifications in the field of rules, approaches, procedures, methods and organizational structures of services that provide better results in terms of quantity and quality of service (Ray, 2020).

2.5 Innovation Indicators

Measurement of service innovation will affect the success of the company in innovating. According to Dhewanto *et al.*, (2014: 95) states that measurement of service innovation can be done through:

1. Create a new business model
Developing a new business model involves fundamental changes in the way revenue and profits are earned. Innovation in business models can occur through business field integration in a single process, such as getting a broader customer base data and creating more value to customers.
2. Develop new services
The development of new services can occur in many ways, namely in the form of new services or concepts. The new form of service will affect marketing performance because the service development is successfully established it will improve the marketing performance of the company, as well as vice versa if the development of the service is not successful in the implementation of marketing performance the company will experience a decline.
3. Create interactions with new customers
The interaction of service providers with customers has a very close relationship, this interaction makes the closeness between the consumer and the company so that the company will easily know the desires and needs of the consumer.

2.6 Understanding of Service Quality

The company's development creates stiff competition. Various ways are done in order to acquire customers and maintain them. One of the strategies used by companies to win competition

is with good quality of service. Customers are interested in buying a product or service because of the good quality of service.

According to Tjiptono (2014: 268), the quality of service is the *level of excellencethat* is expected and control over the excellence of the service to meet the wishes of customers. In principle, the definition of service quality focuses on fulfilling customers' needs and desires as well as the effectiveness of delivery to keep pace with customer expectations. Therefore the quality of service depends on the company's capabilities and its nature meets customer expectations consistently.

The understanding of quality according to Lupiyoadi (2013: 212) is a combination of properties and characteristics that determine the extent to which output can meet the requirements of consumer needs. Consumers who determine and assess how far these characteristic traits meet their needs.

2.7 Service Quality Indicators

According to Kotler in Tjiptono (2016: 284) there are five dominant factors or determinants of service quality, the five dominant factors are:

1. Tangibel (*Tangible*), namely *physical* appearance, equipment and various good communication materials.
2. Empathy (*Emphaty*), namely the willingness of employees and entrepreneurs to care more about paying personal attention to customers. For example employees should try to position themselves as customers. If the customer complains then it should be sought an immediate solution, in order to always maintain a harmonious relationship, by showing genuine care. By the way that the employees give in serving and responding to complaints of consumers.
3. Quick response (*Responsiveness*), *i.e.*the willingness of employees and entrepreneurs to help customers and provide services quickly and hear and address consumer complaints. By the way the employees want to help and provide services with responsiveness, the ability to provide services quickly and correctly, the willingness of employees to be friendly to every consumer, the willingness of employees to cooperate with consumers.
4. Reliability, *namely*the ability to provide services in accordance with the promised, reliable and accurate, and consistent. Examples in this case include, among others, the company's ability to provide the best service, the ability of employees to handle the needs of the consmen quickly and correctly, the ability of the company to provide good service in accordance with consumer expectations
5. Assurance, which is the ability of employees to generate confidence and trust in promises that have been made to consumers. Examples in this case include the knowledge and skills of employees in carrying out their duties, employees can be counted on, employees can give confidence to consumers, employees have good technical expertise.

2.8 Definition of Consumer Satisfaction

Companies are required to meet customer satisfaction, so observant companies see shifts in needs and desires that are very rapidly changing. The buyer will consider satisfaction based on expectations and the price to be paid. Expectations and prices must go hand in hand to create customer satisfaction.

According to Kotler in the book Sunyoto (2013: 35), consumer satisfaction is a person's level of feeling after comparing (performance or results) felt compared to his expectations. Consumers can experience one of the three general satisfactions that are below expectations, consumers will feel disappointed but if the performance is in line with the customer's expectations will feel

satisfied and if the performance can exceed expectations then the customer will feel very satisfied seang or happy.

Whereas according to Tjiptono (2015: 146), customer satisfaction is the feeling of pleasure or disappointment of someone who arises after comparing the prestige to the performance (results) of a product with its expectations.

2.9 Consumer Satisfaction Indicators

According to Tjiptono (2014: 368), various studies sort customer satisfaction into its components. Generally consists of four steps of customer satisfaction dimensions namely:

1. Identify key dimensions of customer satisfaction.
2. Ask customers to rate the company's products or services based on specific items, such as service speed, service facilities or customer service staff friendliness.
3. Request a plan to assess a competitor's product or service based on the same specific items.
4. Ask customers to determine the dimensions they think are most important in assessing overall customer satisfaction.

Another study conducted by Puspita and Santoso (2018) stated that consumer satisfaction in public services is influenced by:

1. Clarity of information.
2. HR response (service officer) at stations and on trains.
3. Punctuality of departure and arrival.
4. Good physical facilities.

III. RESEARCH METHODS

The research strategy used is an associative research strategy. This research strategy uses the survey method part of the expansive research with a quantitative approach. Survey research with direct observation and disseminating through google form and sent to respondents for data retrieval and samples, so that relative events and influences are found between research variables.

Looking at the analysis unit above, then the withdrawal of samples in this study is to take the Purposive Sampling technique. Sampling selection aims to determine the sample by taking certain data that is considered appropriate and related to the research conducted.

Populations are a collection of objects that want to know their nature, type, and characteristics. The general population in this study was visitors with disabilities at jakarta railway station. Samples are some of the elements of the population whose characteristics are to be investigated and considered to be quickly representative of the entire population. The sample is part of the number and characteristics of the population (Sugiyono, 2013: 116).

According to Sugiyono (2015: 223) there are two main things that affect the quality of the research results data, namely the quality of research instruments and the quality of data collection. The quality of research instruments with regard to validity and reliability. Meanwhile, the quality of data collection concerns the accuracy of the ways used to collect data. Therefore, instruments that have been tested validity and reliability are not necessarily able to produce valid data and reliable apabial such instruments are not used appropriately in the collection of data.

IV. RESULTS OF RESEARCH AND DISCUSSION

4.1 Validity Test

To determine the validity of each statement of the research instrument, a question-graining validity test is conducted. Testing uses moment product formulas, with the help of the SPSS

version 23.0 program. Data processing results for all statements in the accessibility instrument consisting of 9 (nine) statement items, as follows:

Tabel 1. Instrument validity per Item for Accessibility (X₁)

No Pernyataan	r _{hitung}	r _{tabel}	keputusan
1	0,533	0,1966	Valid
2	0,638	0,1966	Valid
3	0,608	0,1966	Valid
4	0,531	0,1966	Valid
5	0,646	0,1966	Valid
6	0,721	0,1966	Valid
7	0,596	0,1966	Valid
8	0,543	0,1966	Valid
9	0,539	0,1966	Valid

Based on the validity test results as stated in Table 4.5, it can be concluded that in the accessibility variable (X₁), it is declared valid because of $r_{hitung} > r_{tabel}$ (0.1966), so that all such statements can be used for data collection.

Tabel 2. Instrument Validity per item for Innovation (X₂)

No pernyataan	r _{hitung}	r _{tabel}	Keputusan
1	0,612	0,1966	Valid
2	0,536	0,1966	Valid
3	0,626	0,1966	Valid
4	0,609	0,1966	Valid

5	0,675	0,1966	Valid
6	0,614	0,1966	Valid
7	0,660	0,1966	Valid
8	0,703	0,1966	Valid
9	0,682	0,1966	Valid

Based on the validity test results as stated in table 4.6, it can be concluded that on the innovation variable (X2), it is declared valid because of $r_{hitung} > r_{tabel}$ (0.1966), so that all such statements can be used for data collection.

Tabel 3. Instrument Validity per Item for Service Quality (X₃)

No pernyataan	r_{hitung}	r_{tabel}	Keputusan
1	0,633	0,1966	Valid
2	0,750	0,1966	Valid
3	0,708	0,1966	Valid
4	0,699	0,1966	Valid
5	0,623	0,1966	Valid
6	0,743	0,1966	Valid
7	0,707	0,1966	Valid
8	0,717	0,1966	Valid
9	0,615	0,1966	Valid
10	0,540	0,1966	Valid

11	0,402	0,1966	Valid
12	0,642	0,1966	Valid
13	0,569	0,1966	Valid
14	0,623	0,1966	Valid
15	0,634	0,1966	Valid

Based on the validity test results as stated in table 4.7, it can be concluded that in the service quality variable (X3), it is declared valid because of $r_{hitung} > r_{tabel}$ (0.1966), so that all such statements can be used for data collection.

Tabel 4. Instrument Validity per Item for Consumer Satisfaction (Y)

No pernyataan	r_{hitung}	r_{tabel}	Keputusan
1	0,693	0,1966	Valid
2	0,623	0,1966	Valid
3	0,648	0,1966	Valid
4	0,549	0,1966	Valid
5	0,680	0,1966	Valid
6	0,663	0,1966	Valid
7	0,439	0,1966	Valid
8	0,731	0,1966	Valid
9	0,669	0,1966	Valid

Based on the validity test results as stated in table 4.8. It can then be concluded that on the consumer satisfaction variable (Y), it is declared valid because $r_{hitung} > r_{tabel}$ (0.1966), so that all such statements can be used for data collection.

4.2 Reliability Test

After the validity test is done, then for the next valid statement is carried out a rehab test. Reliability testing of this instrument was conducted using Cronbach Alpha. Based on data processing, there is a test of accessibility reliability, innovation, service quality, and consumer satisfaction, as follows:

Tabel 5. Reability Test Results

No	Indikator	<i>Cronbach's Alpha</i>	>	Keterangan
1	Aksesibilitas (X ₁)	0,772	0,60	Reliabel
2	Inovasi (X ₂)	0,814	0,60	Reliabel
3	Kualitas Pelayanan (X ₃)	0,898	0,60	Reliabel
4	Kepuasan Konsumen (Y)	0,816	0,60	Reliabel

Reliability test results for accessibility variables (X₁), innovation (X₂), service quality (X₃) and consumer satisfaction (Y) showed a value of $R_B > 0.60$ (Sugiyono, 2012:122). So that variable instrument accessibility (X₁), innovation (X₂), service quality (X₃) and consumer satisfaction (Y) are declared reliabel.

4.3 Statistical Analysis data

Tabel 6. Coefficient of Accessibility Determination (X₁) with Consumer Satisfaction

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.748 ^a	.559	.554	2.808	2.221

a. Predictors: (Constant), Aksesibilitas (X₁)

b. Dependent Variable: Kepuasan Konsumen (Y)

Based on a table of 6 rsquare values of 559 numbers used to see the effect of accessibility on consumer satisfaction, this shows that there is an accessibility influence (X₁) on consumer satisfaction (Y) of 55.90%.

Tabel 7. Innovation Determination Coefficient (X2) with Consumer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 ^a	.645	.641	2.520	1.935

a. Predictors: (Constant), Inovasi (X2)

b. Dependent Variable: Kepuasan Konsumen (Y)

Based on the data processing results in table 4.15 the amount of RSquare value is 645 numbers to see the effect of product quality on consumer satisfaction, this shows that there is an influence of innovation (X2) on consumer satisfaction (Y) which is 64.50%.

Tabel 8. Coefficient of Service Quality Determination (X3) with Consumer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.834 ^a	.695	.692	2.335	2.081

a. Predictors: (Constant), Kualitas Pelayanan (X3)

b. Dependent Variable: Kepuasan Konsumen (Y)

sumber : data dioalah (2020)

Based on the table of 4.16 the size of RSquare value is 695 numbers used to see the effect of service quality on consumer satisfaction, this shows that there is an influence of service quality (X3) on consumer satisfaction (Y) which is 69.50%.

Tabel 9. Multiple determination coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.862 ^a	.743	.735	2.166	2.139

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Sumber : Data diolah (2020)

Based on data processing results for Accessibility (X1), Innovation (X2), and Service Quality (X3) can be seen directly on Adjusted R Square which is 0.743% or 74.3% and the remaining 25.7% is affected by other variables.

V. SUMMATIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the research that has been done data as described in the previous chapter, it can be drawn the following conclusions:

1. Accessibility affects the satisfaction of passengers with electric rail disabilities (KRL) by 55.9%.
2. Innovation affects the satisfaction of passengers with disabilities of electric railways (KRL) by 64.5%.
3. The quality of service affects the satisfaction of passengers with electric rail disabilities (KRL) by 69.5%.
4. Accessibility, innovation and service kualitas have a simultaneous effect on the satisfaction of passengers with electric rail disabilities (KRL) of 74.3%.

5.2 Advice

Based on the results of the analysis as described, the researchers provide advice that can be used as a consideration material. What the researchers recommend as follows:

1. For accessibility variables where there is an influence on consumer satisfaction, researchers recommend access to ticket queues with the availability of good road conditions and the availability of adequate parking lots connected to pedestrian (sidewalk) roads by making banners prohibited from trading around sidewalks.
2. For innovation variables where there is an influence on consumer satisfaction, researchers suggest to better keep up with technological developments in innovating using online ticket machines to facilitate the judging of passengers with disabilities.
3. For service quality variables where there is an influence on consumer satisfaction, researchers recommend the ease of access of passengers in the service application, all complaints are responded well with the.



DAFTAR PUSTAKA

- Apriyadi, D. 2017. Analisis pengaruh ketepatan waktu, fasilitas dan harga tiket terhadap kepuasan penumpang kereta api di stasiun Purwosari. *Jurnal Magistra*. 99 (71-83). ISSN 0215-9511.
- Aqli, E. *et al.*, 2019. Permeabilitas kawasan jalan MH Thamrin terhadap akses pejalan kaki menuju stasiun MRT bundaran HI Jakarta. *NALARs Jurnal Arsitektur*. (18) 1 (75-84). P-ISSN 1412-3266. E-ISSN 2549-6832.
- Artharini, I. 2016. Membuka akses transportasi buat kelompok difabel. Diunduh tanggal 6 januari 2016, <https://www.bbc.com>.
- Ashar, D. *et al.*, 2019. Panduan penanganan perkara penyandang disabilitas berhadapan dengan hukum. Diterbitkan oleh masyarakat pemantau peradilan indonesia fakultas hukum universitas indonesia.
- Bhavesh, S. *et al.*, 2018. *A proposal for smart railway station at vadodara junction (India)*. *International Journal of Scientific Research in Science, Engineering and Technology*. (4) 1 (1148-1150). Print ISSN 2395-1990. Online ISSN 2394-4099.

- Biomantara, K. dan H. Herdiansyah. 2019. Peran kereta api indonesia (KAI) sebagai infrastruktur transportasi wilayah perkotaan. *Cakrawala-Jurnal Humaniora*. (19) 1 (1-8). P-ISSN 1411-8629. E-ISSN 2579-3314.
- Dhewanto, W. *et al.*, 2014. *Manajemen inovasi: peluang sukses menghadapi perubahan*. Edisi ke-1. Yogyakarta: Andi.
- Ghozali, I. 2013. *Aplikasi analisis multivariete dengan program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hardiyanto, S. M. 2019. Pengaruh kualitas layanan dan harga terhadap kepuasan pelanggan pengguna jasa pt Kereta Api Indonesia DAOP VIII jurusan Surabaya-Malang. *Jurnal Pendidikan Tata Niaga*. (07) 2 (440-444). ISSN 2337-6078.
- Hubeis, M. 2012. *Manajemen kreatifitas dan inovasi dalam bisnis*. Jakarta: PT. Hecca Mitra Utama.
- Jihan, N. S. *et al.*, 2019. Analisis kualitas pelayanan dalam meningkatkan kepuasan pelanggan kereta api pangrango kelas eksekutif rute Bogor-Sukabumi. *Jurnal GOVERNANSI*. (5) 1 (79-88). P-ISSN 2442-3971. E-ISSN 2549-7138.
- Kotler, P. and K. L. Keller. 2016 *marketing management, 15th edition, pearson education, inc.*
- Lupiyoadi, R. 2013 *manajemen pemasaran jasa, berbasis kompetensi*. Edisi ke-3. Jakarta: Salemba empat.
- Matuska, J. 2017. *Railway system accessibility evaluation for wheelchair user: case study in the Czech Republic (Czech Republic)*. *Journal Transport*. (32) 1 (32-43). ISSN 1648-4142. E-ISSN 1648-3480.
- Mustapha, R. and N. F. Habidin. 2016. *Using DMAIC improvement of customer satisfaction and facilities provided at commuter station (Malaysia)*. *International journal of academic research in business and social sciences*. (6) 2 (821-836). ISSN 2222-6990.
- Nurdin, S. 2016. *Kurikulum dan pembelajaran*. Edisi ke-2. Jakarta: Rajawali press.
- Prasetyo, A. 2016. Pengaruh fasilitas *ticketing online*, fasilitas ruang tunggu, dan fasilitas parkir terhadap *corporate image* pt kereta api indonesia di stasiun kereta api Sragen. *Jurnal Magistra*. 98 (55-63). ISSN 0215-9411.
- Ray, R. I. W. 2020. Inovasi peningkatan kualitas pelayanan publik dalam penerapan sistem *check-in dan boarding pass* pada pt KAI Daop 1 Jakarta. *Journal of Governance Innovation*. (2) 1 (32-52). P-ISSN 2656-6732. E-ISSN 657-1714.
- Selinda, E. M dan Parjono. 2020. Pengaruh kualitas layanan, fasilitas, dan harga tiket terhadap kepuasan pengguna jasa transportasi kereta api probowangi pada pt KAI (persero) Daop 9 Jember. *Jurnal Pendidikan Tata Niaga*. (8) 1 (695-701). ISSN 2337-6078.
- Sri, A. 2018. Belum aksesibel, berikut beberapa tips difabel naik kereta api. Diunduh tanggal 9 mei 2018, <https://www.solider.id/>.
- Sugiyono. 2012. *Memahami penelitian kuantitatif*. Bandung: Alfabeta.
- Sugiyono. 2013. *Merode penelitian kuantitatif dan kualitatif dan R&D*. bandung: Alfabeta.
- Sugiyono. 2016. *Merode penelitian kuantitatif, kualitatif dan R&D*. bandung: PT Alfabeta.

- Sutarno. 2012. Serba serbi manajemen bisnis. Yogyakarta: Graha Ilmu.
- Sunyoto, D. 2013. Metodologi penelitian akuntansi. Bandung: PT Refika Aditama Anggota Ikapi.
- Tjiptono, F. 2014. Pemasaran jasa, prinsip: penerapan dan penelitian. Yogyakarta: Andi.
- Tjiptono, F dan A. Diana. 2016. Pemasaran esensi dan aplikasi. Yogyakarta: Andi.
- Tjiptono, F. dan G. Chandra. 2017. Pemasaran staregik. Edisi ke-3. Yogyakarta: Andi (Anggota IKAPI).

