

***EFFECT OF SERVICE QUALITY, PRICE PERCEPTION AND LRT  
CUSTOMER FACILITIES ON CUSTOMER SATISFACTION  
(Case study on Veldrome station LRT users)***

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**Abstract**

*This study aims to determine and analyze the effects of Service quality, price perceptions and passenger facilities on LRT customer satisfaction.*

*The research method used is the survey method, using a questionnaire as a data collection tool. The population in this study was the Jakarta LRT customers at Veldrome station, amounting to 500 people. The sample used for this study was 143 respondents in the Jakarta Veldrome LRT.*

*Based on the results and discussion, there is a partially significant positive effect on service quality on customer satisfaction on the LRT Veldrome route and the contribution of the influence of service quality on customer satisfaction by 50.7%; partially there was no significant positive effect of price perception on customer satisfaction on the Leld Veldrome route and the contribution of the effect of price perception on customer satisfaction was 9.9%; partially there is a significant positive effect of LRT customer facilities on customer satisfaction on the LRT Veldrome route and the contribution of LRT customer facilities to customer satisfaction by 40.7% and simultaneously there is a significant positive effect on Service quality, price perception,*

***Keywords: Service quality, price perception, passenger facilities,  
customer satisfaction***

**I. PRELIMINARY**

Transportation is used to facilitate humans in carrying out daily activities. In developed countries, they usually use the subway (subway) and taxi. People in developed countries rarely have private vehicles because they mostly use public transportation as their transportation. Transportation itself is divided into 3 namely land, sea and air transportation. Land transportation is the most affordable transportation and its use compared to sea and air transportation.

To make the passengers comfortable, Jakarta LRT Station is equipped with various public facilities such as the Worship Room, namely Musholla, Nursing Room, Public Toilet, Health Post, Passenger Information Display, Elevators / Lifts, Escalators, 24-hour CCTV Surveillance for passenger safety. Likewise for persons with disabilities, they are highly valued in the LRT, therefore facilities are provided that help them such as special disability guides, disability special toilets and elevators for priority passengers that can be used. All facilities built take into account the needs of the community, including people with disabilities. The provision of facilities and infrastructure for people

with disabilities is an effort of the government to fulfill its rights in accordance with Law No. 8 of 2016 concerning Persons with Disabilities,

In addition, PT KAI as the manager of the railroad system LRT owned by a State-Owned Enterprise (BUMN) continues to innovate to improve services, especially for people with disabilities, comfortable seats, priority seats, as well as periodic services that are performed and officers present in and outside the train to ensure safety of passenger travel to the destination.

Based on the background of the problem above, the researcher is interested in making a research with the title "**Influence of Service Quality, Price Perception and Lrt Customer Facilities on Customer Satisfaction (Case study on Veldrome station LRT users)**"

### **1.1. Formulation of the problem**

Based on the background above, the problems that will be examined by the author are:

1. Is there an influence of service quality on customer satisfaction on the LRT Veldrome station?
2. Is there an effect of price perception on customer satisfaction on Veldrome station LRT?
3. Is there an influence of LRT customer facilities on customer satisfaction on Veldrome station LRT?
4. Is there a simultaneous influence on service quality, price perception, and LRT customer facilities on customer satisfaction at the Veldrome station LRT?

### **1.2. Research purposes**

Based on the problem formulation that has been determined above, the objectives of this study are:

1. To determine the effect of service quality on customer satisfaction on the LRT Veldrome station.
2. To determine the effect of price perceptions on customer satisfaction on Veldrome station LRT.
3. To find out the influence of LRT customer facilities on customer satisfaction on the LRT Veldrome station.
4. To find out the effect of service quality, price perception, and LRT customer facilities simultaneously on customer satisfaction at the Leld Reldrome station.

## **II. LITERATURE REVIEW**

### **2.1. Review of Previous Research Results**

The first study, by Puspita, Santoso (2018). In this research, every company will certainly make various efforts to provide satisfaction to its customers, as well as the management of the Yogyakarta Lempuyangan train station. The problem examined in this study is to examine the influence of dimensions of service quality variables which include reliability, responsiveness, assurance, empathy, and physical evidence, as well as supporting facilities variables on customer satisfaction in Lempuyangan Station Yogyakarta. This type of research is quantitative by using multiple linear regression analysis tools. Data obtained through the distribution of questionnaires to 100 respondents taken through the incidental sampling method. Based on the results of hypothesis testing, it can be concluded that the reliability and empathy variables partially do not affect customer satisfaction in Yogyakarta Lempuyangan Station. While other variables, namely responsiveness, assurance, and physical evidence as well as supporting facilities partially have a positive and significant impact on customer satisfaction of Lempuyangan Station in Yogyakarta.

The second study by Apriyadi (2017). The purpose of this study was to determine and analyze the effect of simultaneous timeliness, facilities and ticket prices on passenger satisfaction at Purwosari Station, knowing and analyzing the effect of timeliness on passenger satisfaction at Purwosari Station, knowing and analyzing the effect of facility on passenger satisfaction at Purwosari Station, knowing and analyze the effect of ticket prices on passenger satisfaction at Purwosari Station. Conclusion: the results showed that the timeliness, facilities and ticket prices simultaneously and partially affected the satisfaction of passengers at Purwosari Station. Adjusted R Square value of 0.503 means that the variation of changes between the independent variable and the dependent variable in the regression model is 50.

The third study, by Wiedyani, Prabowo (2019). The purpose of this study was to analyze the influence of service quality, price perceptions, and trust in the satisfaction of Argo Muria Train passengers from Semarang Tawang-Jakarta Gambir. The research was carried out, because there were still passenger complaints that were submitted to PT KAI DAOP IV Semarang. To get primary data, 100 passengers who departed from Semarang Tawang were assigned as respondents using purposive random sampling technique. The data collection techniques using the questionnaire method and to process data using SPSS version 23.0. Based on the results of data processing shows, that the research instrument is valid and reliable. The significance value for all variables is at 0,000 ( $\alpha = 0.05$ ) and the regression coefficient values are all positive variables. Thus, statistically there is not enough evidence to reject all hypotheses. Explicitly the hypothesis in question is: service quality has a positive and significant effect on customer satisfaction, price perceptions have a positive and significant effect on customer satisfaction and trust has a positive and significant effect on passenger satisfaction in the Argo Muria Railways department of Semarang Tawang-Jakarta Gambir. Based on these results, complaints related to service quality, price perceptions, and passenger trust are reasonable, but the number of complaints is not significant to the satisfaction of all Argo Muria Railroad passengers. service quality has a positive and significant effect on customer satisfaction, price perceptions have a positive and significant effect on customer satisfaction and trust has a positive and significant effect on passenger satisfaction in the Argo Muria Railways department of Semarang Tawang-Jakarta Gambir. Based on these results, complaints relating to service quality, price perceptions, and passenger confidence are reasonable, but the number of complaints is not significant to the satisfaction of all Argo Muria Railroad passengers. service quality has a positive and significant effect on customer satisfaction, price perceptions have a positive and significant effect on customer satisfaction and trust has a positive and significant effect on passenger satisfaction in the Argo Muria Railways department of Semarang Tawang-Jakarta Gambir. Based on these results, complaints related to service quality, price perceptions, and passenger trust are reasonable, but the number of complaints is not significant to the satisfaction of all Argo Muria Railroad passengers.

The fourth study by Surbakti, June (2017). The formulation of the problem of this research is how the Effect of Price and Service Quality on Customer Satisfaction at PT Kereta Api Indonesia (Persero) Pematangsiantar Station (Survey of Communities in Bantan Village RT 002 / RW 007 Pematangsiantar). This research was conducted using literature and field research designs. The type of data used is qualitative data and quantitative data. With data sources derived from primary and secondary data. Data collection was carried out by questionnaire, interview and documentation methods. Then the data analysis technique used is qualitative descriptive and quantitative descriptive analysis techniques consisting of multiple linear regression analysis, correlation analysis and coefficient of determination. The results of this study can be concluded the price and quality of service at PT Kereta Api Indonesia (Persero) Pematangsiantar Station is good and customers who are satisfied with the train services. The results of the regression analysis are  $\hat{Y} = 1.735 + 0.582X_1 + 0.389X_2$ , meaning the price and quality of service

have a positive effect on customer satisfaction. Correlation analysis results obtained  $r = 0.846$  means that there is a very strong and positive relationship between price and service quality with customer satisfaction. High and low customer satisfaction can be explained by the price and quality of service at 71.5%. Hypothesis H0 is rejected, meaning that the price and quality of service have a positive and significant effect on customer satisfaction at PT Kereta Api Indonesia (Persero) Pematangsiantar Station both simultaneously and partially.

The fifth study by Sriyanto, Ditto, April (2018). The phenomenon of congestion in Jakarta is increasingly alarming, from time to time the growth of private vehicles meets the capital of Jakarta, starting from motorized vehicles and cars. Several attempts were made to overcome the congestion that occurred in Jakarta. To solve the problems that have occurred, the DKI Jakarta Provincial Government has developed the Transjakarta bus public transportation policy as the capital transportation that is more convenient, feasible and appropriate. The sample in this study was 100 users of Transjakarta corridor 13. The sampling technique used in this study was non-robability sampling using accidental sampling method. The research instrument used was in the form of a questionnaire and assisted by a Likert scale. The results of respondents' answers to the questionnaire given were then processed using Microsoft Excel 2010 software and SPSS 20.0 software. Adjusted RSquare determination coefficient obtained by 0.562 or 56.2%, this figure means 56.2% Customer Satisfaction (Y) is influenced by Service Quality (X1), Price (X2), and Brand Image (X3) while the rest is 43, 8% is influenced by factors outside this study. Conclusions from the results of the study according to consumers namely three independent variables (service quality, price, and brand image) are considered important as a determinant of customer satisfaction for users of Transjakarta public transportation corridor 13 Ciledug-Blok M. 2% Customer Satisfaction (Y) is influenced by Service Quality (X1), Price (X2), and Brand Image (X3) while the remaining 43.8% is influenced by factors outside this study. Conclusions from the results of the study according to consumers namely three independent variables (service quality, price, and brand image) are considered important as a determinant of customer satisfaction for users of Transjakarta public transportation corridor 13 Ciledug-Blok M. 2% Customer Satisfaction (Y) is influenced by Service Quality (X1), Price (X2), and Brand Image (X3) while the remaining 43.8% is influenced by factors outside this study. Conclusions from the results of the study according to consumers namely three independent variables (service quality, price, and brand image) are considered important as a determinant of customer satisfaction for users of public transportation Transjakarta corridor 13 Ciledug-Blok M.

The sixth study, by Mat, Bahry, Kori, Asnawi, Salleh, Nordin, Saad, December (2018), this paper examines the relationship between service quality factors (Responsiveness, Reliability, Tangible, Safety and Security) and public commuting towards MRT services. The significance of this research is intended to help MRT companies build service offers and identify important aspects of training needed by staff to provide better service in satisfying their customers. This paper is based on a sample of 100 customers who are MRT users and have completed to answer the survey questionnaire owned distributed by researchers. The purpose of this study was to identify the greatest effect Dimensions of service quality affecting public commuters on MRT services, to investigate the relationship between service quality and public commuter satisfaction with service MRT and also to determine the level of public commuter satisfaction with service MRT. This paper uses the Cronbach Alpha scale, and Pearson Correlation analysis to analyze and propose a conceptual model on MRT company management. The lesson concludes that service quality consisting of responsiveness, reliability, tangibility, security and safety are factors that influence public commuting of MRT services. Service quality can also define a significant relationship to commuter

public and the level of satisfaction of public commuters. In addition, several useful recommendations were made in connection with the findings of this study.

The seventh study, by Sumarsih, Abidin (2019). The purpose of this research is to analyze the influence of service quality which consists of reliability, responsiveness, empathy, guarantee and physical appearance to customer satisfaction in housing. Tamalanrea Hasanuddin University in Makassar. The data used are primary and secondary data. The research population is 644 people as consumers who live in the Hasanuddin University Lecturer housing at Tamalanrea University in Makassar. The sampling method in this study used the Slovin formulation consisting of 247 respondents. Data collection, which is used is questionnaire and documentation. Methods of data analysis using descriptive statistical analysis, and multiple linear regression using the SPSS program. The results of the study indicate that simultaneously the variables of reliability, responsiveness, empathy, assurance, and physical appearance, have a positive and significant impact on consumer satisfaction in the Lecturer in Housing Safety Management at Hasanuddin University Tamalanrea in Makassar. Furthermore, the partial variable reliability, empathy, and guarantee have a positive variable and a significant impact on customer satisfaction, while the response and physical appearance variables have no significant effect on customer satisfaction. Among the three variables that have a significant effect, it turns out that the reliability of the variables can increase consumer satisfaction in the Tamalanrea University Lecturer in Safety Management at Hasanuddin University in Makassar.

The eighth study, by Chinomona, Mofokeng, Pooe, November (2015). The purpose of this study was to investigate the role of fostering the condition of minibus taxis and road safety rules regarding service quality and commuter satisfaction. Specifically, three hypotheses were postulated. To test the proposed hypothesis, data were collected from a commuter in Harrismith, South Africa. The empirical results supported two hypotheses (H2 and H3) significantly and did not support H1. When the influence of omnibus taxi conditions on service quality as perceived by commuters was considered in this study, the findings failed to support the positive relationship proposed in a significant way. The reason for the insignificant influence of the condition of an omnibus taxi on service quality could be that the condition of an omnibus taxi has an indirect effect on the quality of service felt by commuters. The impact of compliance with road rules on service quality for passengers was also considered, and positive and significant impacts were found. This confirms general knowledge about compliance with rules that result in better quality services. Therefore, compliance with road regulations by taxi drivers increases the perception of better service quality by commuters. As such, this study concludes that adherence to the omnibus taxi driver's road regulations in South Africa has a very significant and positive impact on passenger perceptions about service quality. Finally, This paper considers the effect of service quality on commuter satisfaction. The findings of this study reveal a stronger positive effect of service quality on commuter satisfaction. This is consistent with the reasons by Ramasubbu, Mithas and Krishnan (2008). Thus, the more passengers perceive the quality of service in an omnibus taxi as good, the more likely these commuters are satisfied with the omnibus taxi service. Therefore, this study concludes that the quality of round-trip omnibus services in South Africa has a positive effect on commuter satisfaction. Implicitly, this finding shows that compliance with road regulations can have a strong influence on commuter satisfaction through service quality.

## **2.2. Marketing services**

According to Sunyoto (2014: 75) marketing is the spearhead of companies in an increasingly fierce world of competition companies are demanded to stay alive and develop. Therefore, a marketer to understand the main problems in their fields and develop strategies in order to achieve goals.

### **2.3. Quality of service**

According to Lupiyoadi (2013: 212) service quality is the extent to which the product (service) meets specifications. The benefits of service quality for the industry and the world to be able to survive in the midst of an economic environment that shows trends such as steep fluctuations, change for change, high competition, and increasingly sophisticated quality of life.

### **2.4. Price perception**

The definition of price fixing is actually quite complex and difficult. We will see that the complexity and importance of pricing requires a systematic approach, which involves setting goals and developing a pricing structure further. According to Kotler and Armstrong (2012: 51) price is the amount of monaey customers must past to obtain the product. Price is the amount of customer money that must be spent to get a product. According to Alma (2014: 169) stated that: "Price (price) is the value of an item expressed in money".

### **2.5. Amenities**

Facilities are all things in the form of objects and money that can facilitate and facilitate the implementation of a business (Sam: 2012). The facility is the appearance, the ability of infrastructure and the condition of the surrounding environment in showing its existence to the external which includes physical facilities (buildings) equipment and equipment.

### **2.6. Customer satisfaction**

Customer satisfaction has become an important focus of every organization or company. Increasing competition where more and more manufacturers are involved in meeting the needs and desires of consumers causes every company must place an orientation on customer satisfaction as one of its main objectives. Competitive Competence can be won if the company is able to create and retain customers (Tjjiptono, 2015: 47).

### **2.7. Relationship between Research Variables**

#### **2.7.1. The effect of service quality on customer satisfaction**

Based on the problem, literature review, results and discussion of research results from Wiedyani, Prabowo, this study concludes that service quality has a positive and significant effect on customer satisfaction, meaning that the better the quality of service, the more it will increase passenger satisfaction, the desire of people with a variety of variety will cause various kinds of behavior to grant it. According to Kotler (2013: 99) formulates that quality is a dynamic condition associated with products, services, people, processes and the environment that meets or exceeds expectations. According to Sunyoto (2013: 226) Customer satisfaction is the level of one's feelings after comparing (the performance or results) perceived compared to his expectations.

#### **2.7.2. Effect of price perception on customer satisfaction**

Based on the conclusions from the results of Wiedyani's research, Prabowo, price perception has a positive and significant effect on customer satisfaction. The price of the pricing service is actually quite complex and difficult. We will see that the complexity and importance of pricing requires a systematic approach. According to Kotler and Armstrong (2012: 51) price is the amount of monay customers must definitely obtain the

product. Price is the amount of customer money that must be spent to get a product. According to (Sunyoto, 2013: 226) Customer satisfaction is the level of one's feelings after comparing (the performance or results) felt compared to expectations.

### 2.7.3. Effect of facilities on customer satisfaction

Based on the conclusions of Puspita, Santoso, the results of passenger facility research on customer satisfaction have a positive and significant impact. Facilities are things that must be considered by a company, so that customers can be satisfied by the facilities in the business. According to (Sam: 2012) facilities are facilities to facilitate the implementation of functions, another meaning is convenience. Facilities are a matter of a company or organization in increasing customer satisfaction.

### 2.8. Hypothesis Development

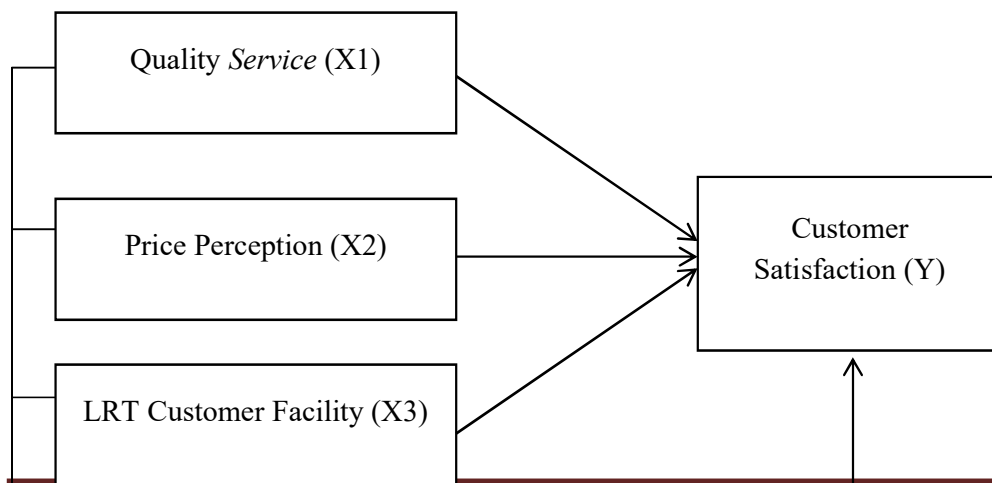
Sugiyono (2017: 88), a hypothesis is a temporary statement or the most probable allegation that still needs to be sought. The following authors propose the research hypothesis as follows:

1. Allegedly there is a significant influence of quality *service to customer satisfaction*
2. It is suspected that there is a significant effect of price perception on customer satisfaction
3. It is suspected that there is a significant influence of LRT customer facilities on customer satisfaction
4. It is suspected that there is a significant influence on service quality, price perception, and LRT customer facilities simultaneously on customer satisfaction

### 2.9. Research Conceptual Framework

Identification of the variables in this study are:

1. Independent variable (free)  
The independent variable is a variable that can affect or be a cause for other variables. In this study the independent variables are: Service quality (X1), Price perception (X2), and LRT customer facilities (X3).
2. Dependent variable  
The dependent variable in this study is customer satisfaction (Y).  
Thinking framework is a conceptual model of how theories relate to various factors that have been identified as important problems, the research framework can be seen in Figure 2.1 below:



**Figure 2.1. Research Conceptual Framework**

### III. RESEARCH METHOD

#### 3.1. Research Strategies

This research uses quantitative research methods. Sugiyono (2017: 8), said that quantitative research methods can be interpreted as research methods based on the philosophy of positivity, used to examine specific populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses which have been set. While at the level of explanation, the research used is associative research, namely research that aims to determine the effect between two or more variables (Sugiyono, 2017: 19).

#### 3.2. Population and Research Samples

The population referred to in this study is the general population of all Jakarta LRT passengers who have used LRT at Jakarta Velodrome station. The recommended population of all Jakarta customers who use LRT has been using at least 4x LRT services from December to January

Saturated sampling is a sampling technique when all members of a population are used as a sample. This is often done when the population is relatively small, less than 30 people or research that wants to make generalizations with very small errors Sugiyono (2013: 85).

There are 321 target populations that use LRT services at least 4x during the months of December to January. By using the Slovin formula method with a margin of error set at 5% or 0,05 with the formula

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots (3.1)$$

Information:

- n = Sample size
- N = population size
- e = Error rate (5%)

The sample calculation using the Slovin formula is as follows:

$$\begin{aligned} n &= 321 / (1 + (321 \times 0.0025)) \\ n &= 321 / (1 + 2.5) \\ n &= 321 / 2.25 \\ n &= 142.85 \\ n &= 143 \end{aligned}$$

So, the number of samples used in this study were 143 people.

#### 3.3. Data and Data Collection Methods

##### 3.3.1. Research data

This research uses primary data. According to Sugiyono (2017: 187) primary data is data collected and processed by an organization or individual directly from the object. Primary data collected in this study are respondents' perceptions related to research variables.

##### 3.3.2 Data Collection Method



The primary data collection method used in this study is a questionnaire. The questionnaire is a data collection technique that is done by giving a set of written statements to the respondent to answer (Sugiyono, 2017: 142). In this study the questions in the questionnaire are arranged in accordance with the order of variables in accordance with the indicators, the goal is that the questions in the questionnaire do not deviate from the research objectives. Data collected in this study came from questionnaires with ordinal data measurements. Measurement of ordinal data (ordinal scale) will show data in accordance with a certain order or sequence (Ferdinand, 2015: 261). While the type of ordinal scale used is the semantic scale, which is the response to a stimuli that is presented in the form of a semantic category, which states a certain level of nature or information. To find out and assess respondents' attitudes and perceptions about service quality, price perceptions, LRT customer facilities, and customer satisfaction. In this study using a Likert scale. The answer to each instrument item has a weight value as listed in the table below:

**Table 3.1.** Weight of Likert Scale

No	Alternative Answers	Value Weight
1	Strongly Agree (SS)	4
2	Agree (S)	3
3	Disagree (TS)	2
4	Strongly Disagree (STS)	1

*Source: Sugiyono (2017)*

### **3.4. Data Analysis Method**

The steps used for data processing in this study are as follows:

#### **3.4.1. Data processing method**

The data obtained were then processed using SPSS Version 24.00 software. SPSS software is used to facilitate data processing, so the results are faster and more precise. Where do editing and coding. Editing is the first step in processing the data obtained by researchers from the field by checking the possible answers of respondents and the uncertainty of respondents' answers. Coding is to give or sign or a certain code for alternative answers of a kind or classify so that it can facilitate researchers about tabulation.

#### **3.4.2. Data presentation method**

In this study the data collected is presented in tabular form so that it is easier to analyze and understand the data so that the data presented is more systematic. Where do tabulations. Tabulation is a calculation of data that has been collected in each category until arranged in a table that is easy to understand. Data obtained, after being processed and sorted will be used for statistical analysis of data in accordance with the research objectives.

#### **3.4.3. Statistical analysis of data**

To discuss the results of the study, the authors used paired data based on the data obtained. Because there are more than one independent variable, three independent variables, and one dependent variable, the analysis method used in this study is the analysis of the coefficient of determination and hypothesis testing (partial and multiple) as follows:

##### **3.4.3.1. Test Instrument**

A questionnaire depends on the quality of the data used in the test. Research data will not be useful if the instrument to be used to collect research data does not have high

validity and reliability. The tests and measurements each indicate the consistency and accuracy of the data collected.

1. Validity test

Validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire, (Ghozali, 2011: 88). The basis for decision making is whether or not the statement is stated by Sugiyono (2017: 126): If the count is  $\geq 0.30$  (critical) then the statement item is valid.

The formula used to test the validity of this instrument is Product Moment from Karl Pearson, as follows:

$$r_{hitung} = \frac{n \sum X Y - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (3.2)$$

Information:

- r count = The coefficient of validity of the item in question
- n = Number of respondents (sample)
- X = Score obtained by the subject of each item
- Y = Total score obtained from all items

2. Reliability test

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable from time to time. The method used to test the reliability of the questionnaire in this study is to measure reliability with the Cronbach Alpha statistical test. To find out the questionnaire is reliable, the reliability of the questionnaire will be tested with the help of the SPSS computer program. The instrument used in the variable is said to be reliable if it has a Cronbach Alpha of more than 0.60 (Priyatno, 2014: 26).

$$\text{Cronbach's Alpha Coefficient: } \alpha_{it} = \left( \frac{k}{k - 1} \right) \left( 1 - \frac{\sum S_i^2}{S_t^2} \right) \dots\dots\dots (3.3)$$

Information :

- k = number of questionnaire items
- $\alpha_{it}$  = the coefficient of reliability of the questionnaire items
- $\sum S_i^2$  = number of valid item score variances
- $S_t^2$  = variance of total score scores

To find the magnitude of the item questionnaire variance and the total item score variance, use the following formula:

$$S_i^2 = \frac{\sum X_i^2}{n} - \left( \frac{\sum X_i}{n} \right)^2 \dots\dots\dots (3.4)$$

Information :

- $\sum X_i$  = number of scores for each item
- $\sum X_i^2$  = number of squares of each item's score

According to Sekaran (2013), the basis for making the reliability test is as follows:

If Cronbach's Alpha coefficient  $\geq 0.6 \rightarrow$  then Cronbach's Alpha acceptable (construct reliable).

If Cronbach's Alpha  $< 0.6 \rightarrow$  then Cronbach's Alpha is poor acceptable (construct unreliable).

3.4.3.2. Determination Coefficient Analysis ( $R^2$ )

R<sup>2</sup> analysis (R square) or the coefficient of determination is used to find out how much the percentage contribution of the influence of independent variables together to the dependent variable. The coefficient of determination is between zero and one (0-1). If the value of R<sup>2</sup> approaches 1 (one), it can be said that the model is stronger in explaining the independent variables to the dependent variable. conversely, if R<sup>2</sup> approaches 0 (zero) then the weaker variation of the independent variable explains the dependent variable. (Priyatno, 2014: 125) To state the size of the contribution of independent variables to the dependent variable can be determined on the formula of the coefficient of determination as follows:

1. Contribution of the influence of service quality on customer satisfaction  
Q21 = (r<sub>Y1,234</sub>)<sup>2</sup> 100%
2. Contribution of the influence of price perception on customer satisfaction  
Q22 = (r<sub>Y2,341</sub>)<sup>2</sup> 100%
3. Contribution of LRT customer facilities to customer satisfaction  
R23 = (r<sub>Y3,412</sub>)<sup>2</sup> 100%
4. Contribution of service quality, price perception, and LRT customer facilities together to customer satisfaction  
Q24 = (r<sub>Y1234</sub>)<sup>2</sup> 100%

#### 3.4.3.3. Hypothesis test

Hypothesis testing is used to test partial and multiple effects. The hypothesis that will be tested in this study are:

1. Effect of X1 on Y  
Ho:  $\beta_{y1.23} = 0$  (partially, there is no significant effect of quality *service* on customer satisfaction).  
Ha:  $\beta_{y1.23} \neq 0$  (partially, there is a significant influence of quality *service* on customer satisfaction).
2. Effect of X2 on Y  
Ho:  $\beta_{y2.31} = 0$  (partially, there is no significant effect of price perception on customer satisfaction).  
Ha:  $\beta_{y2.31} \neq 0$  (partially there is a significant effect of price perception on customer satisfaction).
3. Effect of X3 on Y  
Ho:  $\beta_{y3.12} = 0$  (partially, there is no significant effect of LRT customer facilities on customer satisfaction).  
Ha:  $\beta_{y3.12} \neq 0$  (partially there is a significant influence of LRT customer facilities on customer satisfaction).  
To test the effect of independent variables on partially dependent variables, seen from the P-value compared to  $\alpha$  (5% = 0.05)  
Ho is rejected, Ha is accepted if P-value < 0.05 and  
Ho accepted, Ha rejected if P-value  $\geq$  0.05  
or  
Ho is rejected, Ha is accepted if  $t > t_{table}$  and  
Ho accepted, Ha rejected if  $t_{count} < t_{table}$
4. Effect of X1X2 and X3 with respect to Y  
Hypothesis testing is used to test multiple effects. The hypothesis that will be tested in this study are:  
Ho:  $\beta_{y123} = 0$  (simultaneously there is no significant effect of quality *service*, price perception, and LRT customer facilities for customer satisfaction).

Ha:  $\beta_{y123} \neq 0$  (simultaneously there is a significant influence of quality service, price perception, and LRT customer facilities for customer satisfaction).

As for testing the effect of independent variables on the dependent variable simultaneously, the significance value of F is compared to  $\alpha$  ( $5\% = 0.05$ ).

Ho is rejected, Ha is accepted if Significance F  $< 0.05$  and

Ho is accepted, Ha is rejected if Significance F  $> 0.05$

or

Ho is rejected, Ha is accepted if  $F_{count} > F_{table}$  and

Ho is accepted, Ha is rejected if  $F_{count} < F_{table}$

#### IV. RESULTS AND DISCUSSION

##### 4.1. Description of Research Object

The idea of LRT began to emerge when the Jakarta monorail project which was reactivated in October 2013 by the governor at that time, the first LRT in Indonesia officially operated in Palembang in 2018. Light rail transit (LRT) in Jakarta was officially opened in 2019 December, And over time, LRT is becoming increasingly known by many people from various walks of life to go to work, go to the mall, or just spend leisure time while enjoying the atmosphere from inside the LRT ..

LRT in terms of service quality is very good, it can be seen from the complete physical facilities and services provided by employees to consumers. Employees who are very competent in serving both the skills and knowledge of services, easy access to services, employee responses in responding to consumer desires, the effectiveness of information and ease in buying tickets, fast and responsive responses in case of mistakes, polite employees, friendly in serving customers, and understand consumers well.

##### 4.2. Description of Respondents

Responden used in this study were respondents found in Leld Veldrome Jakarta. The results of the distribution of questionnaires as many as 143 respondents obtained the characteristics of respondents by sex, level of education, occupation, and pocket money and monthly income. Following are the results of each respondent's characteristics found at LRT Jakarta:

**Table 4.1.** Respondent Data

Respondent data	total	Percentage
<b>Gender</b>		
Men	88	54%
Woman	55	46%
total	<b>143</b>	<b>100%</b>

<b>Age</b>		
17-25 years old	97	63%
26-35 years old	46	37%
36-45 years old		
> 45 years old		
<b>Total</b>	<b>143</b>	<b>100%</b>

Respondent data	total	Percentage
<b>Domicile stay</b>		
East Jakarta	67	31%
South Jakarta	15	12%
west Jakarta	10	6%

North Jakarta	12	10%
Central Jakarta	39	25%
Others		
<b>Total</b>	<b>143</b>	<b>100%</b>

**Table 4.1.** Respondent Data (continued)

<b>How often to use LRT</b>		
Every day		
Once a week	4	6%
Once a month	41	39%
Others	98	55%
<b>Total</b>	<b>143</b>	<b>100%</b>

<b>Student Allowance</b>		
25-50 thousand	108	68%
50-100 thousand	35	32%
100-150 thousand		
> 150 thousand		
<b>Total</b>	<b>143</b>	<b>100%</b>

<b>Using LRT together</b>		
Friend	87	52%
Family		
Co-workers	56	48%
<b>Total</b>	<b>143</b>	<b>100%</b>

<b>Using LRT for</b>		
Work	10	11%
Personal needs	133	89%
<b>Total</b>	<b>143</b>	<b>100%</b>

Source: *Questionnaire data processing (2020)*

Tabel 4.1 above represents the number of respondents who came to use the Jakarta LRT in terms of gender. Most respondents were male respondents with 54% and the rest were female with 46%. This shows that the majority of respondents were male.

BerBased on Table 4.1 the age group of respondents, it was found that the age of the most respondents were respondents aged between 17-25 years, which were 97 respondents or equivalent to 63%. And the fewest were respondents aged 26-35 years, as many as 46 respondents or equivalent to 37%.

BerBased on Table 4.1 groups of residence domicile respondents, obtained residency domicile of the most respondents are respondents who live in East Jakarta as many as 67 respondents or equivalent to 31%. And the least number of respondents who live in West Jakarta are 10 respondents or equal to 6%.

BerBased on Table 4.1 the group of respondents how often using LRT, it was found that respondents who frequently used LRT were other, namely 98 respondents or equivalent to 55%. And the least is once a week which is 4 respondents or equivalent to 6%.

Berbased on table 4.1. It can be seen that the amount of allowance per month from 143 students varies. The majority of students have an allowance of IDR 25,000 to IDR 50,000 per day with a percentage of 68%.

BerBased on Table 4.1 groups of respondents using the LRT together, it was found that 87 respondents came with friends with a percentage of 52%. And 56

respondents came with coworkers, with a percentage of 48%.

Based on Table 4.1 groups of respondents using LRT for, it was found that the majority of respondents who used LRT for personal needs were 133 respondents with a percentage of 89%.

### 4.3. Research Instrument Testing Results

#### 4.3.1. Validity test

Testing the validity of the instrument is to determine the degree of accuracy of the instrument to collect research data. This test is conducted to determine whether all research statements (instruments) submitted to measure the research variables are valid. The type of validity used in this study is construct validity which includes understanding the theoretical arguments that underlie the measurements obtained. To test the validity of this study calculated by computer using the Statistical Product and Service Solutions (SPSS 2.2) program, the results for making decisions are by comparing  $r$  counts with  $r_{table}$ . The calculated value can be obtained using the Product Moment Correlation Coefficient value. If the Product Moment Correlation Coefficient value  $> r_{table}$ , the item statement is said to be valid or if  $r$  count is positive, and  $r_{count} > r_{table}$ , then the item or variable is valid. If  $r$  arithmetic is not positive, and  $r$  arithmetic  $< r_{table}$ , then the item or variable is invalid. Where  $r_{table}$  uses 0.30. The validity test results for each statement can be seen in the table below:

Data processing resulting from all statements in the Service Quality instrument (X1) consisting of 5 statement items, are as follows:

**Table 4.2.** Validity of Instruments per Item for Service Quality (X1).

No. Statement	count	$r_{table}$	Decision
1	0.664	0.30	Valid
2	0.738	0.30	Valid
3	0.620	0.30	Valid
4	0.632	0.30	Valid
5	0.638	0.30	Valid

Source: SPSS data processing (2020)

Based on the data processing that has been done, the results obtained for the variable Service Quality (X1) statement, which has a calculated value greater than 0.30 so that it can be concluded that the statement can be used in data collection in this study.

Data processing resulting from all statements in the Facility (X2) instrument consisting of 6 statement items, are as follows:

**Table 4.3.** Instrument Validity per Item for Price Perception (X2).

No. Statement	count	$r_{table}$	Decision
1	0.462	0.30	Valid
2	0.412	0.30	Valid
3	0.533	0.30	Valid
4	0.466	0.30	Valid
5	0.604	0.30	Valid
6	0.599	0.30	Valid

Source: SPSS data processing (2020)

Based on the data processing that has been done, the results obtained for the variable price perception (X2) of the statement, which has a calculated value greater than 0.30 so that it can be concluded that the statement can be used in data collection in this study.

Data processing resulting from all statements in the LRT (X3) customer facility instrument consisting of 8 statement items, are as follows:

**Table 4.4.** Instrument Validity per Item for LRT (X3) customer facilities.

No. Statement	count	rtable	Decision
1	0.524	0.30	Valid
2	0.590	0.30	Valid
3	0.596	0.30	Valid
4	.486	0.30	Valid
5	0.566	0.30	Valid
6	0.586	0.30	Valid
7	0.564	0.30	Valid
8	0.415	0.30	Valid

Source: SPSS data processing (2020)

Based on the data processing that has been done, the results obtained for the customer facility variable LRT (X3) statement, which has a calculated value greater than 0.30 so that it can be concluded that the statement can be used in data collection in this study.

Data processing resulting from all statements in the Customer Satisfaction instrument (Y) consisting of 6 statement items, are as follows:

**Table 4.5.** Instrument Validity per Item for Customer Satisfaction (Y).

No. Statement	count	rtable	Decision
1	.387	0.30	Valid
2	0.460	0.30	Valid
3	0.754	0.30	Valid
4	0.616	0.30	Valid
5	0.795	0.30	Valid
6	0.827	0.30	Valid

Source: SPSS data processing (2020)

Based on the data processing that has been done, the results obtained for the customer satisfaction variable (Y) statement, which has a calculated value greater than 0.30 so that it can be concluded that the statement can be used in data collection in this study. Based on these results it can be said that all statements in this study are valid.

#### 4.3.2. Reliability test

The reliability test is used to determine the consistency or stability of the measuring instrument, whether the instrument used is reliable and remains consistent if the measurement can be repeated. In this reliability test the SPSS program is used with the Cronbach's Alpha method. For reliability testing of the same instrument the Cronbach's Alpha formula was used. This formula is used to see the extent to which the measuring instrument can give relatively no different results if the measurements are taken again to the same symptoms at different times. So the measurement of reliability

relates to the consistency and accuracy of measurements. Reliability test results for the independent variables (exogenous variables), namely service quality (X1), price perception (X2), and LRT customer facilities (X3),

From the results of the validity test, the reliability test was conducted using SPSS 24.0. The reliability test results are as follows:

**Table 4.6.** Service quality reliability test results (X1)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.670	5

*Source: SPSS data processing (2020)*

In Table 4.6. Showing the results of the questionnaire table answers to the 5 item statement that represents Service Quality (X1) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.670, greater than the specified value of 0.60.

**Table 4.7.** Price perception reliability test results (X2)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.640	6

*Source: SPSS data processing (2020)*

In table 4.7. Showing the results of the questionnaire table answers to 6 statement items that represent Price Perception (X2) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.740, greater than the specified value of 0.60.

**Table 4.8.** LRT customer facility reliability test results (X3)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.649	8

*Source: SPSS data processing (2020)*

In table 4.8. Showing the results of the questionnaire table answers to 8 statement items that represent LRT (X3) customer facilities can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.649, greater than the specified value of 0.60.

**Table 4.9.** Reliability test results Customer Satisfaction (Y)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.689	6

*Source: SPSS data processing (2020)*

In table 4.9. Showing the results of the questionnaire table answers to 6 statement items that represent Customer Satisfaction (Y) can be said to be reliable. Evidenced by the Cronbach Alpha value of 0.751, greater than the specified value of 0.60.

#### **4.4. Statistical Analysis of Data**

In carrying out a series of statistical analysis the data will be divided into several sections consisting of analysis as described below:

##### **4.4.1. Analysis of the coefficient of determination**

The partial and simultaneous influence of service quality, price perception, and LRT customer facilities on customer satisfaction is shown by the coefficient of determination (R<sup>2</sup>). The coefficient of determination (R<sup>2</sup>) shows the proportion or percentage of total variation in the variable Y which can be explained by the independent variables X1 X2 and X3.



1. Partial Determination Coefficient

a. The coefficient of determination of service quality (X1) to customer satisfaction (Y) is as follows:

**Table 4.10.** Partial determination coefficient Service quality (X1) to customer satisfaction (Y)

Correlations			Quality of Service	Customer satisfaction
Control Variables	Quality of Service	Correlation	1,000	,712
		Significance (2-tailed)	.	,000
		df	0	140
	Price Perception	Correlation	,712	1,000
		Significance (2-tailed)	,000	.
		df	140	0

Source: SPSS data processing (2020)

Based on Table 4.10 obtained a correlation coefficient of  $r = 0.712$  shows that the service quality variable is strongly correlated with customer satisfaction (Appendix 14).

Based on Table 4.10 above, the calculation of the coefficient of partial determination of service quality (X1) to customer satisfaction (Y) is:

$$\begin{aligned} \text{KDP1} &= (r)^2 \times 100\% \\ &= (0.712)^2 \times 100\% \\ &= 0.507 \times 100\% \end{aligned}$$

$$\text{KDP1} = 50.7\%$$

This shows that the partial determination coefficient of 0.507 can be interpreted that the contribution of service quality to customer satisfaction by 50.7% or in other words 50.7% of variations in customer satisfaction variables can be explained by service quality variables, while the remaining 49.3% is the contribution of other variables not included in this research model.

b. The coefficient of determination of price perception (X2) to customer satisfaction (Y) is as follows:

**Table 4.11.** Partial determination coefficient Price perception (X2) to customer satisfaction (Y)

Correlations			Price Perception	Customer satisfaction
Control Variables	Price Perception	Correlation	1,000	,134
		Significance (2-tailed)	.	,111
		df	0	140
	LRT Customer Facilities	Correlation	,134	1,000
		Significance (2-tailed)	,111	.
		df	140	0

Source: SPSS data processing (2020)

Based on Table 4.11 obtained a correlation coefficient of  $r = 0.134$  shows that the variable price perception is very low correlation with customer satisfaction (Appendix 14).

Based on Table 4.11 above, the calculation of the coefficient of partial determination of price perception (X2) on customer satisfaction (Y) is:

$$\begin{aligned} \text{KDP2} &= (r)^2 \times 100\% \\ &= (0.134)^2 \times 100\% \\ &= 0.099 \times 100\% \end{aligned}$$

$$\text{KDP2} = 9.9\%$$

This shows that the partial determination coefficient of 0.099 can be interpreted that the contribution of price perception to customer satisfaction is 9.9% or in other words 9.9% of variations in customer satisfaction variables can be

explained by price perception variables, while the remaining 90.1% is the contribution of other variables not included in this research model.

- c. The coefficient of determination of LRT customer facilities (X3) to customer satisfaction (Y) is as follows:

**Table 4.12.** Partial determination coefficient LRT customer facilities (X3) on customer satisfaction (Y)

Control Variables		Correlations		LRT Customer Facilities	Customer satisfaction
Quality of Service	LRT Customer Facilities	Correlation		1,000	,638
		Significance (2-tailed)		.	,000
	df		0	140	
	Customer satisfaction	Correlation		,638	1,000
Significance (2-tailed)			,000	.	
		df		140	0

Source: SPSS data processing (2020)

Based on Table 4.12 obtained a correlation coefficient of  $r = 0.638$ , this shows that the variable LRT customer facilities are strongly correlated with customer satisfaction (Appendix 14).

Based on Table 4.12 above, the calculation of the coefficient of partial determination of LRT (X3) customer facilities for customer satisfaction (Y) is:

$$\begin{aligned} \text{KDP3} &= (r)^2 \times 100\% \\ &= (0.638)^2 \times 100\% \\ &= 0.407 \times 100\% \end{aligned}$$

$$\text{KDP3} = 40.7\%$$

This shows that the partial determination coefficient of 0.407 can be interpreted that the contribution of LRT customer facilities to customer satisfaction is 40.7% or in other words 40.7% variation of customer satisfaction variables can be explained by the variable LRT customer facilities, while the remaining 59.3 % is another variable contribution that is not included in this research model.

## 2. Simultaneous Determination Coefficient

The simultaneous determination values of service quality (X1), price perception (X2), and LRT customer facilities (X3) on customer satisfaction (Y) are as follows:

**Table 4.13** Simultaneous Correlation and Determination Coefficient of service quality (X1), price perception (X2), and LRT customer facilities (X3) on customer satisfaction (Y)

### Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,976a	,952	,951	,35470

- a. Predictors: (Constant), and LRT Customer facilities, Price Perception, Service Quality

Source: SPSS data processing (2020)

Based on Table 4.13. The results of the calculation of the multiple correlation coefficient with SPSS Version 24.0 (Appendix 15) obtained the value of the multiple correlation coefficient of 0.976 which means service quality, price perception, and LRT customer facilities have a very strong relationship with customer satisfaction on the LRT Veldrome route meaning service quality, price perception, and LRT customer facilities are simultaneously given according to buyer expectations, customer satisfaction increases very strongly. if the better the quality of service, perceived price, and facilities provided by LRT customers will create customer satisfaction. In general the results of the study indicate that service quality, price perception, and LRT customer facilities are important factors in order to obtain a high level of customer satisfaction.

Still in Table 4.13 the results of the calculation of the coefficient of multiple determination (Appendix 15) with the value of Adjusted R2 = 0.952 so that it is interpreted that the contribution of service quality, price perception, and LRT customer facilities simultaneously to customer satisfaction is 95.2% or in other words 95, 2% of variations in customer satisfaction variables can be explained by variables of service quality, price perception, and LRT customer facilities simultaneously, while the remaining 4.8% is contributed by other variables not included in this research model.

#### 4.4.2. Hypothesis test

##### 1. Partial testing

**Table 4.14.** Partial Hypothesis Testing of service quality (X1), price perception (X2), and customer facilities LRT (X3) on customer satisfaction (Y)

**Coefficients<sup>a</sup>**

Model	t	Sig.
(Constant)	- 964	, 337
1		
Quality of Service	2,986	, 003
Price Perception	, 769	, 443
LRT Customer Facilities	8,795	, 000

a. Dependent Variable: Customer Satisfaction

Source: SPSS data processing (2020)

a. Effect of service quality (X1) on customer satisfaction (Y)

Ho:  $\beta_{y1.23} = 0$  partially there is no significant effect of quality *service* to customer satisfaction on the Veldrome route LRT

Ha:  $\beta_{y1.23} \neq 0$  partially there is a significant influence of quality *service* to customer satisfaction on the Veldrome route LRT

After testing the hypothesis above, and based on the results of SPSS Version 24.0 calculations (Table 4.14 and Appendix 14), the significance of the variable X1 t is 0.003 smaller than the real level or  $0.003 < 0.05$ . Therefore, it can be concluded that Ho is rejected then Ha is accepted, partially there is a significant influence of service quality variables on customer satisfaction variables (at the service quality level of 95%).

b. Effect of price perception (X2) on customer satisfaction (Y)

Ho:  $\beta_{y2.31} = 0$  partially, there is no significant effect of price perception on customer satisfaction on the LRT Veldrome route).

Ha:  $\beta_{y2.31} \neq 0$  Partially, there is a significant effect of price perception on customer satisfaction on the Veldrome route LRT

After testing the hypothesis of the above-mentioned research and based on the results of SPSS Version 24.0 calculations (Table 4.14 and Appendix 14), the significance of the variable X2 t is 0.443, greater than the real level or  $0.443 > 0.05$ . Therefore, it can be concluded that Ho is accepted then Ha is rejected, partially there is no significant effect of price perception variables on customer satisfaction variables (at 95% service quality level).

c. Effect of LRT (X3) customer facilities on customer satisfaction (Y)

Ho:  $\beta_{y3.12} = 0$  partially, there is no significant influence of LRT customer facilities on customer satisfaction on the Leld Veldrome route

Ha:  $\beta_{y3.12} \neq 0$  partially there is a significant influence of LRT customer facilities on customer satisfaction on the Veldrome route LRT  
 After testing the hypothesis of the above mentioned research and based on the calculation results of SPSS Version 24.0 (Table 4.12 and Appendix 14), the significance of the variable X3 t is 0,000 smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected then Ha is accepted, partially there is a significant influence of the LRT customer facility variable on the customer satisfaction variable (at 95% service quality level).

**2. Simultaneous testing**

**Table 4.15.** Simultaneous Hypothesis Testing of service quality (X1), price perception (X2), and LRT customer facilities (X3) on customer satisfaction (Y)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	346,988	3	115,663	919,333	,000b
	Residual	17,488	139	,126		
	Total	364,476	142			

a. Dependent Variable: Customer Satisfaction  
 b. Predictors: (Constant), LRT Customer Facilities, Price Perception, Service Quality

Source: SPSS data processing (2020)

Ho:  $\beta_{y123} = 0$  simultaneously there is no significant effect of service quality, price perception, and LRT customer facilities on customer satisfaction on the Veldrome route LRT.

Ha:  $\beta_{y123} \neq 0$  simultaneously there is a significant influence of quality service, price perceptions, and LRT customer facilities for customer satisfaction on the Veldrome route LRT

After testing the hypothesis in accordance with the test steps mentioned in the previous chapter and based on the results of the calculation of SPSS Version 24.0 (Table 4.12 and Appendix 15) obtained Significance F of 0,000 is smaller than the real level or 0,000 <0.05. Therefore, it can be concluded that Ho is rejected then Ha is accepted, simultaneously there is a significant influence on service quality, price perception, and LRT customer facilities on customer satisfaction which means the addition and reduction of service quality, price perception, and LRT customer facilities will have a significant impact on increasing and decreased customer satisfaction at the level of service quality 95%.

**4.5. Research Findings**

From the results of the data by distributing questionnaires to 143 respondents and the results of calculations using SPSS 24.0 and testing hypotheses, researchers found that simultaneously between Service Quality (X1), Price Perception (X2), and LRT customer facilities (X3) significant effects on satisfaction Customer (Y), whereas partially only Price Perception (X2) does not significantly influence Customer Satisfaction (Y). The following is a summary of research results:

**Table 4.16.** Research Result Matrix

Variable	Coefficient of Determination	Hypothesis testing
The effect of service quality on customer satisfaction	50.7%	0.003 <0.05
Effect of price perception on customer satisfaction	9.9%	0.443 > 0.05
Effect of LRT customer facilities on customer satisfaction	40.7%	0,000 <0.05

Variable	Coefficient of Determination	Hypothesis testing
The effect of service quality, price perception, and LRT customer facilities simultaneously on customer satisfaction	95.2%	0,000 <0.05

Source: Processed Data (2020)

#### 4.5.1. The effect of service quality on customer satisfaction

In this research, partially the influence of service quality on customer satisfaction has a significant effect on LRT on the Veldrome route. The results of this study indicate that service quality has a positive and significant effect on LRT customer satisfaction. If the LRT operator is able to provide excellent service and improve service quality, then this is an indication that the operator cares about the patient's satisfaction in using LRT transportation services. Thus, customers have the motivation to use it because of the optimal service quality from the LRT operator. The results of this study are in line with research conducted by Peris Sepaka Surbakti (2017) showing that service quality has a significant effect on customer satisfaction.

#### 4.5.2. Effect of price perception results on customer satisfaction

This research partially the effect of price perception on customer satisfaction did not have a significant effect on the LRT of the Veldrome route. Because prices do not make a determinant for consumers to use LRT services, so consumers do not consider the price provided, other than that the price given is a flat price for mass transportation in DKI Jakarta where the price is appropriate and affordable. The results of this study are not in line with research conducted by Avitrain Hali Wiedyani, Rokh Eddy Prabowo (2019), shows that price perceptions significantly influence consumer satisfaction.

#### 4.5.3. Effect of LRT customer facilities on customer satisfaction

This research partially the influence of LRT customer facilities on customer satisfaction has a significant effect on LRT Veldrome route. Because in complete and adequate facilities consumers will feel satisfied. The results of this study indicate that the facility has a positive and significant effect on customer satisfaction. If the LRT operator has complete facilities and can optimize, then this is an indication that the operator can provide convenience to LRT customers from all facilities provided by the operator. Thus, customers will feel pampered by the facilities provided so that customer satisfaction increases. The results of this study are in line with research conducted by Dede Apriyadi (2017), which shows that facilities have a significant effect on customer satisfaction.

#### 4.5.4. The effect of service quality, price perception and LRT customer facilities on customer satisfaction

Simultaneously there is a significant influence on service quality, price perception, and LRT customer facilities on customer satisfaction on the Veldrome LRT route where Significance F of 0,000 is smaller than the real level or 0,000 <0.05  $H_0$  is rejected then  $H_a$  is accepted. Adjusted R2 value = 0.952 so that it is interpreted that the contribution of service quality, price perception, and LRT customer facilities simultaneously to customer satisfaction is 95.2% or in other words 95.2% variations in customer satisfaction variables can be explained by the variable service quality, price perception, and LRT customer facilities simultaneously, while the remaining 4.8% is contributed by other variables not included in this research model.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of research conducted in the previous chapter shows that:

1. Partially there is a significant positive effect on service quality on customer satisfaction on the LRT Veldrome route and the contribution of service quality on customer satisfaction by 50.7%.
2. Partially, there is no significant positive effect of price perception on customer satisfaction on the Veldrome route LRT and the contribution of price perception to customer satisfaction is 9.9%.
3. Partially there is a significant positive effect of LRT customer facilities on customer satisfaction on the LRT Veldrome route and the contribution of LRT customer facilities to customer satisfaction by 40.7%.
4. Simultaneously there was a significant positive effect on service quality, price perception, and LRT customer facilities on customer satisfaction on the LRT Veldrome route and the contribution of service quality, price perception, and LRT customer facilities on customer satisfaction was 95.2%.

## **5.2. Suggestion**

Based on the results of the analysis of the discussion and conclusions that have been made, the suggestions that can be given are as follows:

1. LRT can maintain and improve the quality of service to existing customer satisfaction and often evaluates the education and training of employees to increase the quality of service of LRT employees.
2. The company can maintain and increase customer satisfaction that is already good in the eyes of the employees of the company itself and provide welfare benefits in order to spur employee motivation.
3. The company continues to provide maximum service to service users in order to maintain a good corporate image.

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