

The Influence of Facilities, Service Quality and Price Perceptions on Trans Batam Bus Passenger Satisfaction

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Article Information	Abstract
Article History: Received: October 2023 Accepted: March 2024 Published: March 2024	Transportation is something that is very close and cannot be separated in today's life. Facilities are elements related to the level of satisfaction of service users. The availability of adequate facilities encourages passengers to feel satisfaction with the company's performance. The research uses quantitative analysis methods. The aim of this research is to determine the significant influence of facilities, service quality and price perceptions partially and simultaneously on Trans Batam user satisfaction. This research found that partially facilities (X1), service quality (X2) and price perception (X3) had a significant influence on passenger satisfaction (Y). From the test results, the calculated F value is 155,889 with the F table being 2.65 so that the calculated F value > F table or $155,889 > 2.65$ and the significant level is $0.000 < 0.05$, so H4 is accepted, it can be concluded that simultaneously the facility variables (X1), service quality (X2) and price perception (X3) simultaneously influence Trans Batam Bus passenger satisfaction.
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INTRODUCTION

Transportation is something that is very close and cannot be separated in today's life. There is a close relationship between transportation and the location of human activities for both goods and services. Transportation plays an important role in various aspects. The enormous role of transportation in human life has been demonstrated from ancient times to the present by society's efforts to continuously improve and enhance its transportation systems and capabilities.

Mobility is usually intended to help people perform their daily tasks more easily. Quality provides unique value in the eyes of passengers and gives confidence to passengers. Saputra (2018) defines facilities as resources, goods or objects that must be provided by service providers before services can be provided to consumers.

Service quality is a service that needs to be implemented by service providers properly so that the value given by passengers is based on the quality factors of service felt by consumers (Delyani & Praambudi, 2019). Quality of service means providing quality service. Trans Batam must provide the services and facilities that passengers expect, create passenger satisfaction and provide services that meet or exceed their wishes.

Satisfaction is an emotion felt when comparing performance with what is desired or expected (Ardiansyah, Yuniawati, & Ridwanudin, 2018). Satisfaction is defined as disappointment when consumer expectations do not match expectations,

joy when perceptions are consistent with consumer desires, satisfaction and loyalty to the related product or vice versa. The opposite happened (Oskar & Purba, 2020).

Service quality will influence passenger satisfaction. If the quality of service provided meets the desires of passengers and the quality of service is satisfactory, good for passengers, but if the service is less than satisfactory, Trans Batam still has deficiencies in service quality such as politeness, friendliness and the best service provided by all officers. This can be used as a passenger assessment to observe how serious it is in providing the best service to passengers. Transbatam buses have been subsidized by the government, so they are a means of transportation that provides cheap, safe and comfortable services for the local community. The Trans Batam fare charged does not take into account short or long distances, so all regular passengers are charged a flat rate of IDR 4,000 while students are charged IDR 2,000. The fares are profitable, but bus passengers still feel they are not being cared for optimally. Even though Brizzi card payments have been implemented, staff still accept payments manually or in cash. Buses often arrive late and past the scheduled time.

Passenger satisfaction determines the success of a company. With so much competition in public transportation, passengers have many choices about which mode of transportation to use. Of course, transportation that doesn't have a long wait time and is easy to find is what passengers will choose. Transbatam Bus management is very dependent on the company's ability to serve passengers properly and correctly, the alertness or willingness of its employees to serve its passengers, the provision of adequate facilities, and guaranteed comfort at affordable prices.

RESEARCH METHOD

The current research uses quantitative analysis methods so that we know the influence of each variable. The data that has been obtained will then be tested for hypotheses using the SPSS (Statistics Products and Services Solutions) program. This research has a population including the people of Batam City who use the Trans Batam Bus. The research sample was 196 respondents from the people of Batam City who used the Trans Batam Bus. The current research data collection technique is by distributing questionnaires using Google Form.

The framework of this research:

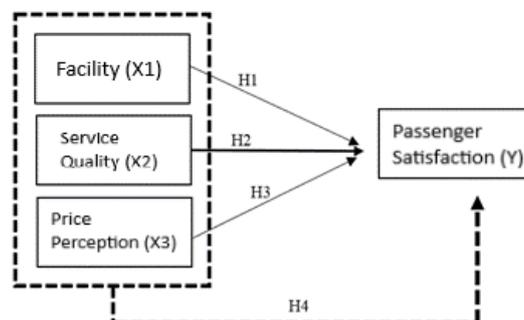


Figure 1: Research Framework

Hypothesis

A hypothesis is a quick fix for an issue that has to be verified with more comprehensive and helpful facts. A hypothesis is a quick fix for an issue that has to be verified with more comprehensive and helpful facts. This research was carried out

to ascertain the impact of item facility, service quality, and price perception on Trans Batam customer satisfaction. This is the hypothesis developed as a result of this research :

H1 = Facilities have a positive influence on Trans Batam Customer Satisfaction

H2 = Service Quality has a positive influence on Trans Batam Customer Satisfaction

H3 = Price Perception has a positive influence on Trans Batam Customer Satisfaction

H4 = Facilities, Service Quality and Price Perception simultaneously have a positive influence on Trans Batam Customer Satisfaction

RESULTS AND DISCUSSION

Validity Test

In table 1 below are the test results from the Validity Test of this research:

Table 1. Validity Test Results

Variable	Statement	R count
Facility (X ₁)	1	0.664
	2	0.661
	3	0.805
	4	0.788
	5	0.784
	6	0.609
	7	0.667
	8	0.731
	9	0.787
	10	0.783
Service Quality (X ₂)	1	0.691
	2	0.566
	3	0.729
	4	0.766
	5	0.785
	6	0.783
	7	0.753
	8	0.756
	9	0.813
	10	0.745
Price Perception (X ₃)	1	0.791
	2	0.854
	3	0.841
	4	0.820
	5	0.695
	6	0.782
Passenger Satisfaction (Y)	1	0.752
	2	0.757
	3	0.796

Variable	Statement	R count
	4	0.762
	5	0.659
	6	0.718
	7	0.705
	8	0.601
	9	0.777
	10	0.719
	11	0.698
	12	0.770

Source: Primary data

The R-table is 0.1402 from table 1 above. The results obtained from the statement items in the research questionnaire are greater than the R table, so it can be concluded that all questionnaire variables are declared valid.

Reliability Test

The table below is the result of reliability testing:

Table 2. Reliability Test Result

No.	Variable	Cronbach's Alpha Value	Criterion	Conclusion
1	Facility	0,902	0,60	Reliabel
2	Service Quality	0,902	0,60	Reliabel
3	Price Perception	0,885	0,60	Reliabel
4	Passenger Satisfaction	0,915	0,60	Reliabel

Source: Primary data

Normality Test

From table 3 below, the Kolmogorov Smirnov Test for normality uses the Monte Carlo Sig value. (2-tailed) on SPSS 22 output. It was found that the Monte Carlo Sig data. (2-tailed) is $0.092 > 0.05$ (5%), so the data for this study is declared to be normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		196
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.13670397
Most Extreme Differences	Absolute	.087
	Positive	.083
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.001 ^c
a. Test distribution is Normal.		
b. Calculated from data.		

- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Primary data using SPSS, 2023

Multicollinearity Test

Based on the results of the table below, all variables have a Tolerance value in the table above of 0.1, while the VIF is below 10, meaning that the regression model in this research is stated to not have multicollinearity.

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Total_X1	.487	2.052
	Total_X2	.405	2.472
	Total_X3	.684	1.462

a. Dependent Variable: Total_Y

Source: Primary data

Hypothesis Testing

Test T Results (Partial)

Meaning of only a partial How independent variable X affects dependent variable Y should be tested using the T test. In accordance with Table 5, the degree of freedom (df) value can be calculated: $df = (n - k)$, $df = (96 - 4)$, $df = (92)$ with a 5% significance level, resulting in $t = 1.662$.

Table 5. T Test Results

Model	T	Sig .
(Constant)	.353	.725
Facility (X ₁)	2.507	.013
Service Quality (X ₂)	8.883	.000
Price Perception (X ₃)	5.995	.000

Source: Processed from primary data using SPSS, 2023

As a result, the following partial influence can be seen in this analysis:

1. Partial testing of Facilities on Passenger Satisfaction obtained by calculating the t-calculated value of 2.507 which is greater than the t-table value which is 1.972 or the significance value is 0.013 less than alpha with a value of 0.050 so that it has a significant influence on Facilities on Passenger Satisfaction, declared H1 accepted.
2. Partially testing the relationship between Service Quality and Passenger Satisfaction, the t-count value is 8.883 which is greater than the t-table value of 1.972 or with a significance value of 0.000 less than alpha with a value of 0.050 so it has a significant influence on Service Quality on Satisfaction Passenger, declared H2 accepted.

- Partial testing between Price Perception and Passenger Satisfaction obtained that the calculated t value is 5.995 which is greater than the t-table which is 1.972 or with a significance value of 0.000 less than alpha which is 0.050 so it has a significant influence on Price Perception on Passenger Satisfaction, stated H3 accepted.

From the conclusions of the three variables above, researchers can conclude that the Facilities, Service Quality and Price Perception variables partially have an influence on Passenger Satisfaction.

Table 6. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4673.22	3	1557.74	155.8	.000 ^b
	Residual	1918.58	192	9.993		
	Total	6591.81	195			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X3, Total_X1, Total_X2						

Source: Processed from primary data using SPSS, 2023

Based on the test in table 8 above, it can be seen that F table = (k ; n - k) = (3 ; 193) = 2.65 while the value in F-calculation is 155,889 with F-table 2.65 so that the value in F-calculation > F table or 155,889 > 2.65 and the level of significance is 0.000 < 0.05, so H2 is accepted, the researcher can conclude that the variables Facilities (X1), Service Quality (X2), and Price Perception (X3) simultaneously have a significant influence on Trans Batam Bus passenger satisfaction. With this it can be concluded that H4 is accepted.

Multiple Linear Regression Analysis

It uses multiple linear regression analysis to predict how the dependent variable will behave.

Table 7. Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.655	1.858		.353
	Total_X1	.142	.057	.140	2.507
	Total_X2	.699	.079	.544	8.883
	Total_X3	.559	.093	.282	5.995
a. Dependent Variable: Total_Y					

Source: Processed from primary data using SPSS, 2023

The regression model or equation based on table 7 can be obtained as follows:

$$Y = 0.655 + 0.142X1 + 0.699X2 + 0.559X3 + e$$

The regression equation above shows a relationship between the independent variable and the dependent variable partially. From this equation it can be concluded that:

1. The value of constanta is 0.655, meaning that if there is no change in the Facilities, Service Quality and Price Perception variables, this means that the level of customer satisfaction is 0.655 units.
2. The Facility coefficient value is 0.142. This value indicates that every increase in the Facility value of 1 unit can affect the level of Customer Satisfaction value by 0.142 or better.
3. The Service Quality coefficient value is 0.699, indicating that every 1 unit increase in the Facility value can affect the level of Customer Satisfaction value by 0.669 or better.
4. The result of the Price Perception coefficient value is 0.559, meaning that an increase in the Facility value, namely 1 unit, can affect the level of Customer Satisfaction value, namely 0.559, which will be better.

Test Coefficient of Determination (R²)

The model’s capacity to account for variations in the dependent variable is measured by the coefficient of derternation (R²).

Table 8. Test Results of Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.842a	.709	.704	3.161	2.218
a. Predictors: (Constant), Total_X3, Total_X1, Total_X2					
b. Dependent Variable: Total_Y					

Source: Processed from primary data using SPSS, 2023

From the results of table 6 above, the R-squared value obtained is 0.709, meaning that the influence of the customer satisfaction variable is due to facilities, service quality and perceived price of 70.9%, while the magnitude of the influence of changes in customer satisfaction caused by other factors is 29.1%.

a. Effect of Facilities (X1) on Passenger Satisfaction (Y)

From the results of the T-Test carried out, it was found that for the Facility Variable, the t-calculated value was 2.507, which was greater than the t-table value of 1.972 or with a significance value of 0.013, which was less than alpha, namely 0.050, so it could be proven that there was a positive influence of Facilities on Passenger Satisfaction. The regression coefficient is 0.142, it is known that the facility variable has a positive influence on passenger satisfaction. This shows that the facilities have a positive impact on TransBatam passenger satisfaction. This means that it can be concluded that H1 is accepted, meaning the Facilities variable has a partially positive and significant impact on Trans Batam Bus passenger satisfaction. This proves that the more complete facilities available on the Trans Batam Bus will increase passenger satisfaction.

This research has the same thoughts as previous research by Sinaga, L, R, Efendi, N & Harori, M, I (2020), with the title "The Influence of Service Quality, Facilities and Prices on Consumer Satisfaction of Damri Bus Transportation Service Users"

which proves that the influence of facilities on passenger satisfaction has a significant impact with a t-value of 3,402 and a significance value of $0.033 < \alpha 0.05$.

b. Effect of Service Quality (X2) on Passenger Satisfaction (Y)

Based on the results of the t-test research, it shows that the Service Quality variable obtained a t-count value of 8.883 which is greater than the t-table of 1.972 or with a significance value of 0.000 less than alpha 0.050. So this research proves that service quality has a positive impact on passenger satisfaction. The regression coefficient is 0.669, indicating that the variable of service quality has a positive impact on passenger satisfaction, meaning that H2 is accepted. The variable of Service Quality has a positive and partially significant impact on TransBatam Bus passenger satisfaction.

This research is in line with research conducted by Sinaga, L, R, Efendi, N & Harori, M, I (2020) with the title "The Influence of Service Quality, Facilities and Prices on Consumer Satisfaction of Damri Bus Transportation Service Users" which proves that the service quality variable has quite a significant influence. on passenger satisfaction with a calculated t value of 2.504 and the significance value was found to be $0.014 < \alpha 0.05$.

c. Effect of Price Perception (X3) on Passenger Satisfaction (Y)

From the t-test research, it shows that the variable Price Perception found a t-calculated value of 5.995 which is greater than the t-table of 1.972 or a significance value of 0.000 less than alpha 0.050. So this research proves that there is a positive influence of price perception on passenger satisfaction. This price perception variable has a regression coefficient of 0.559, this shows that the price perception variable has a positive influence on passenger satisfaction. This means that it can be concluded that H3 is accepted, meaning that the Price Perception variable has a partial positive and significant impact on TransBatam Bus passenger satisfaction.

This research is of the same opinion as that of Sinaga, L, R, Efendi, N & Harori, M, I (2020) with the title "The Influence of Service Quality, Facilities and Prices on Consumer Satisfaction of Damri Bus Transportation Service Users" which proves that the price perception variable has a significant impact. on passenger satisfaction. It has a t-count value of 4.934 and has a significance value of $0.000 < \alpha 0.05$.

d. Influence of Facilities (X1), Service Quality (X2), and Price Perception (X3) on Passenger Satisfaction (Y)

The facility variables, Service Quality and Price Perception simultaneously have a positive impact on the passenger satisfaction variable. The calculated F value is 155,889 with the F table being 2.65 and the result of the F-calculated value $> F$ -table or $155,889 > 2.65$. A significant level of $0.000 < 0.05$ means that H4 is accepted. The facility variables (X1), Service Quality (X2), and Price Perception (X3) simultaneously have a significant impact on Trans Batam Bus passenger satisfaction. The percentage of determination (R2) of the Facility, Service Quality and Price Perception variables on Passenger Satisfaction is 70.9%, and the influence on the Customer Satisfaction variable caused by other factors is 29.1%.

This research is of the same opinion as that of Sinaga, L, R, Efendi, N & Harori, M, I (2020) with the title "The Influence of Service Quality, Facilities and Prices on Consumer Satisfaction of Damri Bus Transportation Service Users". The results showed that the F-test of the variables Service Quality, Facilities, and Price to consumer satisfaction shows the value of F-count = $84.078 > F$ table = 2.70, then Ha

is accepted, and H_0 is rejected, which means that Service Quality, Facilities and Price have a significant impact on consumer satisfaction.

CONCLUSION

Analysis of the contribution of Facilities (X1), Service Quality (X2), and Price Perception (X3) to Customer Satisfaction shows that together they have a significant influence, with an adjusted R square value of 0.709, indicating that 70.9% of the variability in customer satisfaction can be explained by these three factors. Partially, facilities, service quality and price perception also have a significant influence on customer satisfaction. Simultaneous test results show a significant F-count value ($155,889 > 2.65$) with a significance level of $0.000 < 0.05$, so that H_4 is accepted, concluding that simultaneously, facilities, service quality and price perception have a significant effect on TransBatam Bus passenger satisfaction.

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