

The Influence of Service Quality, Company Image and Consumer Trust on Customer Satisfaction PT. Indonesian Commuter Trains

Deby Dharmawan¹, Herry Krisnandi², Kumba Digdowiseiso³

^{1,2,3} Faculty Of Economics And Business National University, Indonesia

Email: debydharmawan1@gmail.com¹, herrykrisnandi@gmail.com²,
kumba.digdo@civitas.unas.ac.id³

ABSTRACT

This study aims to analyze the effect of service quality, company image and consumer confidence on consumer satisfaction. In this study using primary data obtained from distributing questionnaires to 100 KRL transportation service customers at PT. Kereta Commuter Indonesia. This research uses descriptive analysis and inferential analysis, and analyzed using multiple linear regression correlation analysis, the model feasibility test, and hypothesis testing. The results of this study indicate that there is a positive and significant effect on customer satisfaction. The results of the multiple linear regression equation are $Y = 0.672 + 0.211X_1 + 0.245X_2 + 0.278X_3$. The feasibility test of the model in the R² test shows that service quality, company image and consumer trust have an effect of 59.2% on consumer satisfaction. In the results of hypothesis testing (t test) obtained a significant value on the quality of service variabel of 0.001, a significant value on the corporate image variable of 0.005, and a significant value of consumer trust variables of 0.004, it can be concluded that it means partially the three independent variables have a positive influence and significant to the dependent variable is the variable customer satisfaction at PT. Kereta Commuter Indonesia.

Keywords Service Quality, Company Image, Consumer Trust, Consumer Satisfaction.

INTRODUCTION

In the current era of globalization, people's consumption patterns have changed. This is due to economic improvements and technological advances. Society is not only focused on the need to consume physical products, but society also needs to consume service products that arise because of the need for services. Along with the increasing need of urban communities for public transportation, trains have become an alternative transportation option that is increasingly in demand by the public. Based on data from PT Kereta Commuter Indonesia which focuses on Electric Rail Train (KRL) transportation.

In the business world, something that cannot be avoided is competition, of course competition between modes of transportation competes to provide satisfaction for each consumer. Customers can feel satisfaction after comparing reality with customer expectations. Customer expectations are influenced by factors, such as customer perceptions regarding quality, fulfillment of needs, recommendations from other people,

How to cite: Anisya Putri Firdaus, Achmad Cik, Kumba Digdowiseiso. (2024) The Effect of Motivation, Work Discipline and Work Environment on Employee Performance in PT. Rekayasa Aplikasi Digital, (5) 3. Doi:

E-ISSN: [2721-5202](https://doi.org/10.24127/jsss.v5i3.12345)

Published by: [CV. Syntax Corporation Indonesia](http://www.syntaxcorporationindonesia.com)

experience regarding products, and company promises, service quality and company image to create consumer satisfaction.

Advances in technology and information are used to improve service and customer satisfaction. PT. Kereta Commuter Indonesia is a subsidiary of PT. Kereta Api (Persero) is responsible for providing rail transportation in the Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) areas. As a company operating in the service sector, PT. The Indonesian Commuter Train has made several service improvements to increase consumer satisfaction, including adding train carriages, increasing the number of train departure schedules, providing special carriages for women, there is free WiFi at stations and on trains. This research aims to analyze the influence of service quality, company image, and consumer trust on customer satisfaction. By focusing on these three factors, this research seeks to understand the extent to which service quality, company image and consumer trust influence the level of customer satisfaction.

RESEARCH METHOD

The object of research in writing this thesis is consumer satisfaction which is influenced by the influence of service quality, company image, trust and the place of research is PT. Indonesian Commuter Train. This research uses empirical data sources, namely respondents. Data obtained from distributing questionnaires filled out by KRL users. The questions asked were to determine the influence of service quality, company image and trust on consumer satisfaction of PT Kereta Commuter Indonesia Relasi (Bekasi-Jakarta Kota PP) at Bekasi Station.

The type of data used in this thesis research is primary data. Primary data is primary data which is data collected directly from respondents by distributing questionnaires with a question model or closed questions with alternative answers accompanying the data measuring technique using a Likert scale.

The "Probability Sampling" used in this research is the "Simple Random Sampling" technique according to Sugiyono (2014:82), which is a technique for taking sample members from a population that is carried out randomly without paying attention to the strata in that population.

Determining the number of samples can be done using statistical calculations, namely by using the Slovin formula. Slovin's Formula:

$$n = \frac{N}{1 + Ne^2}$$

N = Population size

e = Allowance for inaccuracy due to tolerable sampling error, then squared.

Based on the Slovin Formula, the size of the research sample size is:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{783.301}{1 + 783.301(0,1)^2}$$

$$n = 99,98$$

From the calculation above, a result of 99.98 was obtained. To obtain more optimal results, the researcher took a sample size of 100 respondents from the total population.

RESULTS AND DISCUSSION

Multiple Linear Regression Equations

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the dependent variable (Y). Where the variable (X1) is Service Quality, (X2) is Company Image, (X3) is Consumer Trust and, (Y) is Customer Loyalty. The results of multiple linear regression analysis can be seen in table 1 with SPSS 23.0 as follows:

Table 1. Results of Multiple Linear Regression Analysis

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.672	2.103		.320	.750		
	X1	.211	.064	.307	3.270	.001	.482	2.076
	X2	.245	.084	.294	2.907	.005	.416	2.402
	X3	.278	.095	.272	2.940	.004	.496	2.017

a. Dependent Variable: Y

Source: Process data with SPSS 23.0

Based on Table 1, the results of the analysis can be seen from the multiple regression equation which can be formulated as follows:

$$Y = 0,672 + 0,211X1 + 0,245X2 + 0,278X3$$

Keterangan :

Y = Kepuasan Konsumen

X1 = Kualitas Pelayanan

X2 = Citra Perusahaan

X3 = Kepercayaan Konsumen

From the results of the analysis it can be concluded that a constant of 0.672 shows a constant value of the independent variables Service Quality, Company Image and Consumer Trust on the dependent variable Consumer Satisfaction. The Service Quality regression coefficient (X1) is 0.211, which has a positive direction, indicating that improving Service Quality will contribute positively to Consumer Satisfaction. A similar thing happens to the Corporate Image variable (X2) with a regression coefficient of 0.245, and to the Consumer Trust variable (X3) with a regression coefficient of 0.278. These two variables show a positive influence on Consumer Satisfaction, which means that increasing Company Image and Consumer Trust will have a positive impact on increasing Consumer Satisfaction. Thus, the results of this regression analysis provide an illustration that these factors are interrelated and have a significant influence on Consumer Satisfaction.

Validity testing for this research was carried out with the help of the SPSS version 23.0 program by distributing questionnaires to 100 respondents first. Based on the results of the validity test carried out by the researcher, it can be seen that all the

indicators contained in the questionnaire statement are valid with Rcount greater than Rtable, namely > 0.3 . Based on the results of the reliability test carried out by the researcher, it can be seen that the Cronbach's Alpha value for the five variables in this study is > 0.6 . This means that the five variables in this research are reliable.

This F test is used to determine the influence of the independent variables together on the dependent variable. To find out whether simultaneously, the regression coefficient of the independent variable has a real influence on the dependent variable or not.

Table 2. F Test Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	430.001	3	143.334	46.394	.000 ^a
	Residual	296.589	96	3.089		
	Total	726.590	99			

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

b. Dependent Variable: Y

Source: SPSS 23.0 data processing

In Table 2 it can be seen that the Fcount value is 46,394 with a significance level of 0.000. The Ftable value is obtained from the Residual degrees of freedom (df), namely 96 as the denominator df and Regression (adjustment) df, namely 3 as the numerator df with a significance level of 5%, so that the Ftable value ($\alpha = 5\%$) is 2.699 because the Fcount value is greater than Ftable ($46,394 > 2.699$) with a significance level of $0.000 < 0.05$, so it can be concluded that the independent variable is able to explain the dependent variable.

The coefficient of determination (R^2) is a measure to determine the suitability or accuracy of the analytical model created. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. The results of the coefficient of determination test appear in Table 3.

**Tabel 3. Koefisien Determinasi (R²)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769 ^a	.592	.579	1.758	1.944

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

b. Dependent Variable: Y

Source: SPSS 23.0 data processing

Based on Table 3, it shows that the R Square value is 0.592. Based on this value, it can be seen that the coefficient of determination (R²) value is explained as 59.2%, meaning that the variables Service Quality, Company Image and Consumer Trust have an influence on the Consumer Satisfaction variable, while the remaining 40.8% is explained by other factors in outside the independent variables used in this research.

The t test is used to determine whether Service Quality, Company Image, and Consumer Trust have a positive and significant effect on Consumer Satisfaction. The test uses a significance level of 0.05. The results of the partial t test can be seen in Table 4 below:

**Table 4. Partial t Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	.672	2.103		.320	.750
	Kualitas Pelayanan	.211	.064	.307	3.270	.001
	Citra Perusahaan	.245	.084	.294	2.907	.005
	Kepercayaan Konsumen	.278	.095	.272	2.940	.004

a. Dependent Variable: Y

Source: Process data with SPSS 23.0

Based on the calculation results in table 4, it is explained as follows: The Service Quality variable (X1) has a tcount of 3.270 with a significance level of 0.001. Meanwhile, the ttable value with df 96 and a significance level of 5% obtained a value of 1.661. Because tcount > ttable (3.270 > 1.661), Ho is rejected and Ha is accepted, which means that the Service Quality variable has a positive and significant effect on PT Consumer Satisfaction. Indonesian Commuter Train. The Corporate Image variable (X2) has a tcount of 2.907 with a significance level of 0.005. Meanwhile, the ttable value with df 96 and a significance level of 5% obtained a value of 1.661. Because tcount > ttable (2.907 >

1.661), H_0 is rejected and H_a is accepted, which means that Company Image has a positive and significant effect on PT Consumer Satisfaction. Indonesian Commuter Train. The Consumer Trust variable (X_3) has a t -count of 2.940 with a significance level of 0.004. Meanwhile, the t -table value with df 96 and a significance level of 5% obtained a value of 1.661. Because t -count $>$ t -table ($2.940 > 1.661$), H_0 is rejected and H_a is accepted, which means that the Consumer Trust variable has a positive and significant effect on PT Consumer Satisfaction. Indonesian Commuter Train.

CONCLUSION

Based on the results of research and discussions regarding service quality, company image, and consumer trust in PT. For the Indonesian Commuter Train linking Bekasi-Jakarta City, several significant conclusions can be drawn. First, service quality has a positive and significant influence on consumer satisfaction, illustrated by the results of multiple linear regression analysis of 0.211 with a Sig value of 0.001 in the Coefficients table. This means that the better the quality of service provided by PT. Indonesian Commuter Train, consumer satisfaction tends to increase. Second, company image also has a positive and significant influence on consumer satisfaction, as found in the results of multiple linear regression analysis of 0.245 with a Sig value of 0.005 in the Coefficients table. So, providing a good company image can increase PT customer satisfaction. Indonesian Commuter Train. Third, consumer trust has a positive and significant influence on consumer satisfaction, as proven by the results of multiple linear regression analysis of 0.278 with a Sig value of 0.004 in the Coefficients table. Thus, increasing consumer confidence will have a positive impact on the level of consumer satisfaction at PT. Indonesian Commuter Train.

REFERENCES

- Alma, Buchari, 2006, *Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung
- Augusty, Ferdinand, 2013, *Metode Penelitian Manajemen*, Semarang. Badan. Penerbit Universitas Diponegoro
- Fitriani, Dayasari Hasan, 2012, "Pengaruh Bauran Pemasaran Jasa Terhadap Loyalitas Nasabah Pada PT. Bank BRI, Tbk Cabang Achmad Yani Makasar ". *Jurnal Fakultas Ekonomi dan Bisnis Universitas Hasanudin Makasar*.
- Guspul, Ahmad, 2014, Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Nasabah (Studi Kasus Pada Nasabah Kospin Jasa Cabang Wonosobo), *Jurnal PPKM UNSIQ*, 40-54
- Haksever et al., 2000, *Service Management Oprations, USA* : Pearson Pretince Hall.
- Harrison, Shirley, 2005. *Marketers Guide To Public Relations*. New York: John. Willwy And Sons, Inc
- Jefkins, Frank, 2003, *Public Relations*, Jakarta : Erlangga
- Kotler, Philip and Gary Armstrong, 2012, *Prinsip-prinsip Pemasaran*, Edisi 12. Jilid 1. Jakarta: Erlangga.
- Kotler, Philip dan Keller, 2009. *Manajemen Pemasaran*, Erlangga, Jakarta
- Kotler, Philip dan Armstrong, Garry, 2008, *Prinsip-prinsip Pemasaran*, Jilid 1, Erlangga, Jakarta.
- Lovelock, C., dan Gummesson, 2011, *Pemasaran Jasa (Seventh ed.)*. Erlangga, Jakarta
- Lupiyoadi, Rambat dan A. Hamdani, 2008, *Manajemen Pemasaran Jasa*, Jakarta, Salemba Empat.
- Rismiati, E. Catur, dan Suratno, Ig. Bondan, 2005, *Pemasaran Barang dan Jasa*, Yogyakarta, Penerbit Kanisus.

- Saleh, A Muwafik, 2010, Manajemen Pelayanan, Pustaka Pelajar, Jakarta.
- Soemirat, Soleh dan Elvinaro Ardianto, 2003, Dasar-Dasar Publik Relation, Bandung : Remaja Rosdakarya
- Sugiyono, 2014, Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D. Bandung: Alfabeta
- Sunyoto, Danang, 2013, Dasar-Dasar Manajemen Pemasaran, Yogyakarta: CAPS
- Swastha, Basu dan T. Hani Handoko. 2004. Manajemen Pemasaran Perilaku Konsumen. Edisi Ketiga. Yogyakarta: Liberty
- Tjiptono, Fandy, 2009, Strategi Pemasaran, edisi kedua, cetakan ketujuh, Yogyakarta: Andi Offset.
- Tjiptono, Fandy. 2012, Service Management Mewujudkan Layanan Prima, Yogyakarta: CV Andi Offset
- Tjiptono, Fandy. 2012, Strategi Pemasaran, ed. 3, Yogyakarta, Andi
- Umar, Husein, 2013, Metode Penelitian untuk Skripsi dan Tesis. Jakarta: Rajawali Press.

Copyright holder:

Anisya Putri Firdaus, Achmad Cik, Kumba Digidowiseiso (2024)

First publication right:

Journal of Social Science

This article is licensed under:

