

The Effect of Service Quality on Passenger Satisfaction at PT Titisan Sang Pangeran (Tispa)

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ABSTRACT

Keywords: quality of service; passenger satisfaction; transportation services.

This study aims to analyze the influence of service quality on passenger satisfaction at PT Titisan Sang Pangeran (Tispa). The background of this research is based on the importance of quality services in the transportation industry to maintain customer satisfaction and compete in a competitive market. This study uses a quantitative method with the distribution of questionnaires to 300 Tispa passengers during 2023. The sampling method uses purposive sampling, where passengers who use Tispa services during the year are selected as respondents. The results showed that service quality had a positive and significant influence on passenger satisfaction with a correlation coefficient of 0.734 and an R Square of 0.588. This shows that 58.8% of the variation in passenger satisfaction can be explained by the quality of service provided. The factors that most affect passenger satisfaction include vehicle facilities, service responsiveness, and employee friendliness. The conclusion of this study is that improving service quality can significantly increase passenger satisfaction at PT Titisan Sang Pangeran.



Introduction

Along with the times, in the current era, transportation is a necessity that cannot be separated from people's lives in carrying out daily activities. When carrying out their activities, the community urgently needs a mode of transportation that is efficient in time and cost. This is to the demands of today's life which emphasizes people to be disciplined in terms of using time as best as possible, thus creating a mindset that time is one of the reasons for society to ensure the mode of transportation that will be used to carry out mobility. (Ishaya et al., 2020).

PT Titisan Sang Pangeran better known as Tispa is a company engaged in land transportation services. Tispa serves the people of South Oku Regency who want to travel to various destinations outside the region. Tispa counters are located in Muara Dua, Palembang, and Greater Jakarta. This vehicle has a characteristic orange color. The usual

destinations for this vehicle are from Muara Dua to Lampung and Greater Jakarta. In addition, Tispa also serves the destination of Muara dua to Palembang. This vehicle is classified as luxurious and modern in this day and age. In addition to complete facilities such as reclining seats, air conditioning, toilets, music, karaoke, and supporting facilities such as pillows and blankets, the driver and conductor are also friendly. Tispa provides large buses, medium buses, and Hiace, L300, and Elf vehicles (<https://putra-muaradua.blogspot.com/2018/03/tispa-titisan-sang-pangeran.html>, 2023).

Good service quality is an effort that can be used by companies in facing competition in the field of services that are closely related to customer satisfaction. Service quality is a customer assessment of the excellence or privilege of a product or service as a whole. (Sardi et al., 2022). The quality of service expected by consumers is adequate facilities, good service, comfort, security, tranquility, and satisfactory results so the management must think about how the quality of good service at this time can continue to develop for the sake of smoothness in the future. (Setyawan & Prayudista, 2023). Efforts to improve service quality will be very effective if improving service quality is a daily goal, starting from top leaders or directors to service implementers or employees. (Nonthapot & Nasoontorn, 2020). The quality of service available at PT Titisan Sang Pangeran (Tispa) includes the following:

Table 1
Indicators Regarding the Quality of Service Provided by PT Titisan Sang Pangeran (Tispa)

It	Quality of Service	Services Rendered
1	Passenger Comfort	Clean vehicle with comfortable reclining seat facilities, air conditioning, toilet, Wi-fi, music, karaoke, pillows and blankets.
2	Schedule Compliance	Tispa's services include regularity and precision Time in carrying out the departure and arrival schedule
3	Driver Quality	Friendly, experienced, clean appearance, neat in uniform, and compliant with regulations traffic
4	Passenger Counters and Lounges	Safe, comfortable, and clean equipped with TV, air conditioning, enough seats, prayer rooms, and toilet facilities good
5	Reservations and Ticket Purchase	In addition to being able to buy and order directly at the counter and travel agents or partners who collaborate with Tispa, it is also easy for customers to Reservations and online ticket purchases through Traveloka.
6	Loyalty and Discount Programs	Free 1 ticket for the purchase of 10 tickets valid for 3 months.
7	Safety	Paying great attention to passenger safety by

- ensuring that the fleet is in good condition and complying with the safety standard regulations set by conducting a checklist of fleet conditions 1 hour before departure.
In addition, it performs maintenance.
- 8 Customer Service Provide responsive and round-the-clock customer service to assist passengers with questions, schedule changes, or other issues
 - 9 Availability of Charter Services Provide charter services for personal or group purposes such as tours, trips business, or special events.
 - 10 Handling Complaints and Feedback Conduct daily questionnaires to handle and complaints, inputs, or suggestions from passengers and make efforts to improve the quality of service based on feedback.
 - 11 Employee Training Ensure employees including drivers and ticketing officers receive adequate training in terms of safety, friendliness, and communication skills to improve the quality of service

The increasing growth of land transportation has caused more and more new entrepreneurs to look at business opportunities in the field of land transportation services. (Pradnyana, 2022). This is evidenced by the increasing number of new land transportation companies that have emerged, causing competition between land transportation companies in Muara dua (South OKU) which is increasingly tight in serving inter-city intra-provincial (AKDP) and inter-city inter-provincial (AKAP) passenger transportation. In addition, for the Muaradua – Palembang route, in addition to competition between transportation companies, there is also illegal travel that does not have routes offering cheaper prices. This makes PT Titisang Sang Pangeran (TISPA) need to determine the right company strategy to compete with existing and emerging competitors. The competition requires PT Titisang Sang Pangeran to consider the quality of service provided to passengers so that passengers feel satisfied.

Passenger or customer satisfaction has been considered a key business objective. In the marketing literature satisfaction has been established as a key antecedent of customer retention. (Walia et al., 2021). In the context of marketing, the satisfaction relationship is conceptualized as an element of the concept of relationship quality, based on the data of the daily questionnaire via telephone conducted by PT Titisang Sang Pangeran (Tispa), there are still passengers who express dissatisfaction with the quality of service provided by PT Titisang Sang Pangeran (Tispa) related to the quality of driver and vehicle service during the trip.

Method

In this study, the author uses qualitative data in the form of quantitative questionnaire statements with the use of a Likert scale to measure attitudes, opinions, and perceptions of a person or a group of people about social phenomena (Sugiyono, 2019). The primary data source of this research is distributing questionnaires to passengers at PT Titisan Sang Pangeran (TISPA) in 2022-2023 and the secondary data of this research is data from internal PT Titisan Sang Pangeran (Tispa), books and journals. The population in this study is passengers at PT Titisan Sang Pangeran who used services during the 2023 period. The dynamic population (changing numbers) results in several populations that cannot be known for certain. The indicators in this study consist of 3 independent variables and 1 bound variable, so the total questions in this study are 60 questions, thus the minimum sample size of this study is $60 \times 5 = 300$. Therefore, the number of samples taken in this study is 300 passengers at PT Titisan Sang Pangeran who used the service during the 2023 period. The sampling technique used in this study is a purposive sampling technique and criteria in selecting samples, namely passengers at PT Titisan Sang Pangeran who use services during the 2023 period.

Results and Discussion

Table 2
Correlation Coefficient (r) and Determination Coefficient (R2) Test Results

Model	r	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734	.588	.580	.884817

Based on the output of the summary model in Table 4.10, the results of the correlation coefficient (r) test show that the magnitude of the influence of service quality on passenger satisfaction is 0.734 or 73.4%. The magnitude of the R square (R2) number is 0.588 or 58.8%, this number is used to see how the quality of service affects passenger satisfaction at PT Titisan Sang Pangeran (Tispa). This figure is intended to show the magnitude of the influence of service quality on passenger satisfaction and together is 58.8% while the remaining 41.2% is influenced by other factors.

Table. 3 Results of the Correlation Coefficient (R) and Determination Coefficient (R2) Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error			
1					
(Constant)	1.577	.260			
Quality of Service	.189	.067	.193	2.802	.005

Data Source: Processed from Questionnaire, 2024

Based on the results of the analysis calculation in Table 4, the service quality variable has a beta value of 0.189 with a significant value of 0.005, which is smaller than 0.05. This shows that the service quality variable has a positive and significant effect on

passenger satisfaction at PT Titisan Sang Pangeran (Tispa). Thus, the hypothesis that the quality of service has a positive and significant effect can be accepted.

The Effect of Service Quality on Passenger Satisfaction at PT Titisan Sang Pangeran (Tispa)

Service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected quality of service (Fitriyah Astri, 2020). According to Halpern & Mwesiumo, (2021) It also states that service quality is a strategic system involving all work units or organizational units from leaders to employees to meet the needs expected by consumers. In addition, service quality is the service provided to customers by the service standards that have been standardized as a guideline in providing services (Lin, 2022).

According to Arianto & Asmalah, (2021) States that satisfaction is the customer's response to the evaluation of the perceived mismatch/disconfirmation between previous expectations (or other performance norms) and the actual performance of the product perceived after its use. Satisfaction contributes to several crucial aspects, such as creating customer loyalty, improving the company's reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. (Dwi Ayu Puspitasari, 2022). Therefore, companies need to consider the importance of customer service more carefully through service quality, because customer satisfaction is now recognized as a vital aspect to survive in business and winning the competition. (Fandy & Chandra, 2020)

This study found that service quality has a positive and significant influence on consumer satisfaction. This shows that service quality, measured through dimensions such as physical evidence, empathy, reliability, responsiveness, and assurance, contributes positively to consumer satisfaction. In the service quality variable, the statement indicator "Fast in responding to consumers both by phone and WhatsApp" showed the lowest value. This may be due to complaints from some consumers who feel that the service response through WhatsApp is not fast compared to the phone. Interviews with some respondents revealed that phone responses are faster than WhatsApp, leading to dissatisfaction among consumers who need quick responses through WhatsApp.

On the other hand, in the service quality variable, the statement indicator "PT Titisan Sang Pangeran (TISPA) provides service facilities by standards" shows the highest value. This indicates that the facilities provided by PT Titisan Sang Pangeran, including good and well-maintained vehicle quality, seat quality, air conditioning, cleanliness, and fragrant vehicle condition, have been by the expected service standards. PT Titisan Sang Pangeran strives to provide the best service and facilities to consumers.

Overall, the average score on the service quality variable was included in the "Good" category, which means that respondents gave a positive assessment of the service quality of PT Titisan Sang Pangeran (TISPA). The majority of respondents felt that the

services provided met or exceeded their expectations in terms of vehicle quality, responsiveness, and employee friendliness. Respondents are generally satisfied with the services they receive. This information is very important for PT Titisang Sang Pangeran to continue to maintain existing service standards or find strategies to further improve the quality of service. This passenger satisfaction can be a positive indicator of the service performance and passenger satisfaction of PT Titisang Sang Pangeran.

Conclusion

The results of this study indicate that the quality of service has a positive and significant effect on passenger satisfaction at PT Titisang Sang Pangeran (Tispa). The correlation coefficient of 0.734 signifies a strong relationship between the variables, with 58.8% of passenger satisfaction explained by the quality of service provided. The most influential factors contributing to passenger satisfaction include vehicle facilities, service responsiveness, and employee friendliness. These findings underscore the importance of continuous improvement in service quality as a critical strategy for maintaining passenger satisfaction. Ensuring that services meet or exceed customer expectations can lead to higher loyalty and stronger competitive positioning for PT Titisang Sang Pangeran in the transportation industry. Additionally, addressing areas with lower satisfaction, such as response times for WhatsApp communication, will further enhance overall service quality and passenger experiences.

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