

THE INFLUENCE OF THE PT KAI SERVICE QUALITY IN PUNCTUALITY OF THE TRAIN TRAVEL TIME ON CUSTOMER SATISFACTION

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Abstract

This study aims to analyze the effect of PT KAI's service quality, especially the punctuality of travel on railroad customer satisfaction. This study also aims to examine the effect of timeliness variables on customer satisfaction. The data used in this study is a combination of primary data and secondary data where the author will use the survey method as primary data and data on the timeliness of train travel, especially train travel to and from Bandung Station as secondary data. The data analysis technique used in this research is quantitative by using a systematic literature review in terms of bibliometric analysis to review published research on the topics discussed. The explanation for this is the result of the punctuality of train travel on railroad customer satisfaction.

Keywords: *service quality, punctuality of train travel, customer satisfaction*

I. INTRODUCTION

Along with the development of the times and increasingly widespread globalization, people tend to choose things that are practical, fast, and affordable. This also affects the world of transportation. Humans tend to choose fast and affordable modes of transportation, and one of the fast and most affordable modes of transportation is trains[1]. The train is one of the oldest modes of transportation in the world. As one of the oldest modes of transportation in the world, trains have certainly experienced many developments in various ways which of these developments have resulted in advantages in several fields such as comparative advantages, competitiveness, advantages in the field of legal and energy-saving savings, besides that trains also have an advantage in terms of the ability to transport large amounts of goods and has adaptability in adapting to rapidly changing times [2]. In responding to the challenges of an increasingly rapid era, the train as a mode of transportation has undergone changes and developments to create a mode of transportation that is safe, comfortable, and affordable for people who use rail services.

In Indonesia, the mode of rail transportation is served by a government-owned transportation company called PT Kereta Api Indonesia (PT KAI). As the manager of rail transportation modes in Indonesia, PT KAI continues to experience changes and developments, and one of them is a change in the service sector. In the field of service, several factors influence it, including reliability which includes timeliness, security, and travel comfort. Then there is Responsiveness which includes the availability of transportation services, the readiness of the crew supporting passengers (conductors, prama/prami, technicians, and train cleaners), and the readiness of crew services. Guarantees are also a factor that affects the quality of service where the guarantee includes the friendship and courtesy of the train crew as well as the knowledge of the train crew about the route or routes that the train passes. In addition, the empathy factor is one of the important factors affecting PT KAI's service quality, because this empathy includes the concern of the ship's crew for passengers and how passengers treat other passengers well. Finally, the factors that influence the good or bad quality of PT KAI's services are physical evidence which includes the train fleet owned by PT KAI (age of facilities), seating facilities, facilities and infrastructure (especially for passenger trains), cleanliness of facilities, and neatness of facilities [3].

Of all the factors above, the reliability factor, especially punctuality on train travel, is the factor the authors highlight the most in this study. This punctuality is also related to the level of train travel punctuality. On-time performance is a condition where the departure time and arrival time are according to a predetermined schedule [6]. In this case, the train schedule in question is the schedule specified in the Train Travel Chart or *Grafik Perjalanan Kereta Api* (GAPEKA). GAPEKA is a collection of guides for the implementation of train travel which is depicted in the form of a line chart showing the location of the station, time, speed allowed in a certain plot, train travel time, location of crossing and overtaking trains, to the speed and position of a train starting from the departure station to arrive at the final destination station [6]. Punctuality is important because it involves the interests of many people, especially fire customers. Most people choose to use the train service because the level of punctuality is very high. In 2021 alone, the punctuality rate of passenger train passengers in Indonesia reached 99.71% on departure and 92.68% on arrival of trains, up 0.09% and 0.54% respectively from the previous year. Meanwhile, the level of on-time performance on freight train trips reached 89.45% for train departures and 86.56% for train arrivals, down 0.01% and 0.76% respectively from the previous year [7]. The increase in the level of on-time performance in passenger vehicles and the decrease in freight vehicles was due to the fact that passenger trips (especially in Java) were prioritized over goods trips. This increase in punctuality was also supported by the small number of accidents and locomotive breakdowns, as well as the speed of fire racing cars from the previous year. In 2021, the total speed of trains will increase by 1.35% compared to 2020. The increase in speed is based on an increase in the travel speed of trains which have speeds of 100 to 120 km/hour by 10% [7]. From the explanation above, it can be concluded how important punctuality is in train travel in PT KAI's customer satisfaction and interest [6]. The higher the level of punctuality of train travel, the higher the level of PT KAI's customer satisfaction in the service sector, especially the punctuality.

In this study, the authors conducted a comprehensive and detailed study of the relationship between the influence of PT KAI's service quality in the field of travel time punctuality and the convenience of train customers. This study will be conducted using a quantitative method that employs a systematic review of reviews in terms of bibliometric analysis. The review of analytical studies in bibliometric analysis aims to ensure that there is conformity with published research on the topics discussed. In this study, the research methodology will be reviewed first, followed by an examination of publishing developments and a discussion of the achievements of the various authors. After that, the author will determine the main choice for the methodology so that this will produce comprehensive and detailed research. The main theme of this research will be based on the basics of theoretical studies from the study of the effect of the punctuality of train travel on railroad customer satisfaction. In the concluding section, the author will provide conclusions by providing a summary of the findings found in the results and discussion sections based on the research methods that have been agreed upon previously. With this study, it is hoped that we can find out how much influence the punctuality of train travel has on customer satisfaction.