Analysis of The Influence of Customer Satisfaction, Experiental Marketing and E-Service Quality on Loyalty of KAI Commuter Customers

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Abstract

The goal of this study is to ascertain whether customer satisfaction, service quality, and experiential marketing directly affect consumer loyalty. People who commute by train are participants in this study. This study used a non-probability sampling technique called purposeful sampling, which had a sample size of 100 participants. The data analysis method used in this study is called path analysis. The study's findings show a definite correlation between customer satisfaction and the variable of service quality. Experiential marketing has a direct impact on customer satisfaction. Service excellence and experience marketing elements have a direct impact on customer satisfaction. Service quality has a direct bearing on customer loyalty. The experience marketing factor has a direct effect on customer loyalty. client happiness has a direct bearing on client loyalty. Service excellence, experiential marketing, and customer satisfaction all have a direct bearing on customer loyalty. The service quality factor indirectly influences customer loyalty by influencing client satisfaction. The experiential marketing element indirectly influences customer loyalty by influencing client satisfaction.

Keywords: Service Quality, Experiential Marketing, Customer Satisfaction, Customer Loyalty.
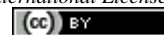
1. Introduction

It is impossible to isolate the impact of infrastructure and support facility development from the economic development of a nation or region. The transportation services sector is one that has a significant impact. The need for transportation services to facilitate the movement of people and products is growing as a result of rising urban population growth and residential development, which highlights the importance of transportation. Public transportation generally includes airline services, ferries, taxis, etc. Of the many modes of transportation in the Jabodetabek area, trains are mass transportation that participate in the distribution of passengers. Even though there are many types of transportation available, trains can be an alternative choice [1]. Trains, which are a means of transportation with multiple comparative advantages, such as saving fuel and energy, low pollution, being free from traffic jams, being mass in nature, and being able to provide solutions to problems in big cities. Apart from that, trains are also an adaptive means of transportation, with the main task and function of mobilizing the flow of passengers and goods on rails and having a strategic role in the national economy [2]. As the sole organizing body for train transportation services in Indonesia, PT Kereta Api (Persero) is the BUMN responsible for managing land transportation, particularly trains. As such, PT KAI has established a subsidiary known as PT Kereta Api Commuter Jabodetabek (PT KAI), which serves as the operator of train transportation services in the Jabodetabek region. The establishment of this subsidiary seeks to concentrate more on meeting the transportation requirements of commuters from outside the Jakarta region who travel to Jakarta on a daily basis to engage in a variety of activities. The fleet of PT KAI Commuter Jabodetabek includes non-AC economy class trains, AC economy class trains, and Pakuan express class trains, depending on the needs of the customer [3].

Based on data from the Ministry of Home Affairs regarding the population of the West Java region, in 2014 the population was 42 million people. The population supporting the capital, namely Bogor Regency, Bogor City, Bekasi Regency, Bekasi City, and Depok City, is 11 million people, or 27% of the total population of West Java. For Banten Province, especially the city of Tangerang, in the same year, it was inhabited by 1.5 million people [4]. And the population of DKI Jakarta in the same year was 9.9 million people. From BPS data recorded in PT KAI Commuter Jabodetabek data, during 2014, KRL users reached 208 million per year, or 571,221 people every day. However, with such an important role, the number of users of mass transportation modes has not shown

encouraging figures. New users of mass transportation modes are 14%. This is very far compared to private vehicle users, which reach 86%. Indeed, there are many reasons that make people reluctant to switch to mass transportation modes [5]. These reasons include the availability of mass transportation units that do not meet needs, a lack of safety and comfort, and a lack of integration between mass transportation modes. motorized vehicle users, both private and public, in DKI Jakarta in the last five years from 2009 to 2013. The total number of vehicles in the last five years was 428 million units [6]. In 2009, there were a total of 67 million vehicles, with the composition of private vehicles being 60 million units, or 90%, and public vehicles being 6.6 million units, or 9.9%. In 2010, there were a total of 77 million vehicles, with the composition of private vehicles being 70 million units, or 90.97%, and public vehicles being 7 million units, or 9%. In 2011, there were a total of 86 million vehicles, with the composition of private vehicles being 78 million vehicles, or 92%, and public vehicles being 7 million units, or 8.4%. In 2012, there were a total of 94 million vehicles, with the composition of private vehicles being 86 million vehicles, or 92%, and public vehicles being 7.6 million units, or 8%. Meanwhile, in 2013, there were a total of 104 million vehicles, with the composition of private vehicles being 96 million vehicles, or 92%, and public vehicles being 7.9 million units, or 7.6% [7] [8].

Public transportation still has many complaints, such as signal problems, train delays, accumulation of passengers during peak hours, train carriages that are so crowded that the gates cannot be closed, officers are not alert in dealing with violators, there is often minimal information about schedules, and so on [9] [10]. This causes dissatisfaction for customers [11] [12]. This causes many complaints from service users [13]. Every company operating in it must have an effective and efficient strategy to survive and win the competition [14]. Maintaining customer satisfaction is one of the good steps that companies can implement to remain competitive, dominate market share, and have consumers who are loyal to their products [15] [16]. Customer happiness is influenced by five different variables, including: Product quality; clients' satisfaction with the product following their purchase and use; good product quality; Price: For picky customers, cheap costs are typically a key factor in satisfaction because customers will receive excellent value for their money [17] [18]. It is typically challenging to duplicate service quality and customer happiness [19]. One of the many aspects of service quality, which has multiple subdimensions, is service quality [20]. Emotional Factor: Because of the emotional value that the product's brand offers, customers will feel satisfied (proud) [21] [22]. Cost and convenience: If a product or service is comparatively simple, cozy, and effective, customers will be happier [23]. The constant and repeated use of a brand by consumers is known as customer loyalty [24]. Companies are required to be able to maintain a helpful, effective, and polite demeanor when showcasing their goods and services in order to cultivate client confidence and comfort [25]. In order to sustain performance and customer satisfaction levels, businesses must also frequently gauge levels of customer satisfaction by soliciting input from customers.

2. Research Methods

This research is associative in nature, carried out by connecting one variable with another in order to know, explain, and predict the level of dependence of exogenous variables and endogenous variables through intervening variables. In its implementation, data was collected using a survey and a questionnaire. Participants in this study who commute by rail make up the population. Purposive sampling with a sample size of 100 participants is the sampling technique utilized in this study, which is a non-probability sampling technique. Data analysis techniques are a crucial and significant step. The data is now processed in a way that allows the truth to be drawn, which can be used to address the research's open-ended questions. Path analysis is the data analysis technique employed in this study. The validity test, the reliability test, and the normalcy test are a few tests used in data measurement to assess whether research is systematic or not.

3. Results and Discussion

Based on the results of distributing questionnaires, it shows that employees provide fast service in helping consumers; as many as 35 respondents, or 35%, strongly agreed. Employees provide satisfactory service in helping consumers; as many as 77 respondents, or 77%, answered agree, and 11 respondents, or 11%, answered strongly agree. Employees are always willing to help consumers. As many as 50 respondents, or 50%, answered agree; 42 respondents, or 42%, answered strongly agree. Employees are always responsive when responding to consumer desires. As many as 66 respondents, or 66%, answered agree; nine respondents or 9%, answered strongly agree. Employees are always responsive when responding to consumer complaints. As many as 59 respondents, or 59%, answered agree; 32 respondents, or 32%, answered strongly agree. Employees have characteristics that can be trusted when providing services. As many as 68 respondents, or 68%, answered agree; 24 respondents, or 24%, answered strongly agree. Employees are always polite when serving customers. As many as 65 respondents, or 65%, answered agree; 27 respondents, or 27%, answered strongly agree. Employees have knowledge about providing available information. As many as 50 respondents, or 50%, answered agree; 35 respondents, or 35%, answered strongly agree. Employees give personal attention to consumers. As many as 62 respondents, or 62%, agreed. Employees prioritize consumer interests. As many as 57 respondents, or 57%, agreed.

employees are able to understand consumer needs; as many as 68 respondents, or 68%, answered agree, and 21 respondents, or 21%, answered strongly agree. The employees are neat and polite. As many as 81 respondents, or 81%, agreed. The interior design of the station and the transportation system is attractive. As many as 60 respondents, or 60%, answered agree; 35 respondents, or 35%, answered strongly agree. The attitude shown by the employees was good; as many as 59 respondents, or 59%, answered agree. The innovations provided (e-money and social media) make it easier for me to get the information I need. As many as 62 respondents, or 62%, agreed. Employees are able to interact well with consumers. As many as 52 respondents, or 52%, answered agree; 37 respondents, or 37%, answered strongly agree. The price paid is in accordance with the quality of service obtained. As many as 56 respondents, or 56%, answered agree; 37 respondents, or 37%, answered strongly agree. The price paid is in accordance with the quantity obtained. As many as 77 respondents, or 77%, agreed. Consumers feel proud to receive service from employees; as many as 76 respondents, or 76%, agreed. As many as 72 respondents, or 72%, agreed with the services provided by employees. Consumers are satisfied with the costs in accordance with the quality of service obtained. As many as 51 respondents, or 51%, answered agree; 29 respondents, or 29%, answered strongly agree.

According to the study's findings, the R square (r2) was 0.650. According to this statistic, customer satisfaction is simultaneously driven by service quality and experience marketing by 65%, with other factors influencing the remaining 35% (100%-65%). In other words, service quality and experience marketing variables can account for 65% of the customer satisfaction variable's influence, while the remaining 35% is influenced by factors not included in this model. It is clear from the calculation results that f-count is 89.982 > f-table 2.70, implying Ha is accepted and that service quality and experience marketing directly affect customer pleasure. This is consistent with other study that found experiential marketing and high-quality services to be effective ways to increase consumer satisfaction. In other words, consumer pleasure increases with increased experience marketing and service quality. Customer satisfaction is influenced by five aspects: cost, convenience, emotional considerations, product quality, price, and service quality. This can also be accomplished by offering a unique experience in conjunction with a good or service. In order to ensure customer happiness, businesses must focus on experience in addition to criteria such as product quality, pricing, service quality, emotional elements, expenses, and convenience. Marketing experiences can be made by inciting sense, feel, think, act, and relate responses.

The t-count number was 5.2 > t-table 1.984 based on the research findings, hence Ho was rejected and Ha was allowed. This indicates that the service quality variable has a direct impact on customer satisfaction. Customer satisfaction is influenced by service quality by a factor of 0.53, or 53%. Other factors can be used to explain the remaining data. This is consistent with earlier research, which demonstrates that customer satisfaction has been shown to be positively impacted by service quality. In other words, customer satisfaction increases in direct proportion to service quality. According to the findings of this study, Ho was rejected while Ha was accepted since the t-count figure was 3.13 > t-table 1.984. This indicates that experiential marketing factors have a direct impact on client happiness. Customer satisfaction is influenced by experiential marketing by a factor of 0.32, or 32%. Other factors can be used to explain the remaining data. This is consistent with earlier studies that discovered the idea of experiential marketing has a substantial impact on customer happiness. In other words, consumers are more satisfied the more experience marketing there is.

According to the study's findings, the R square (r2) was 0.708. According to this statistic, client loyalty, contentment with service quality, and satisfaction with experience marketing are all at 71%, with other factors impacting the remaining 12%. In other words, whereas service quality, experiential marketing, and customer satisfaction variables account for 71% of the customer loyalty variable, the influence of other variables outside of this model only accounts for 29% of it. Since the computation shows that f-count is 77.6 > f-table 2.70 and Ha is accepted, it may be concluded that service quality, experiential marketing, and customer satisfaction all have a direct impact on a company's ability to retain customers. This is consistent with earlier research, which demonstrates that customer satisfaction, service quality, and experience marketing all have a favorable impact on a company's ability to retain customers. In other words, the higher the experience marketing, service quality, and customer pleasure, the more loyalty people show. According to the findings of the study, Ho was rejected and Ha was allowed since the t-count was higher than the t-table by 1.984. This indicates that customer loyalty is directly impacted by the service quality variable. Customer loyalty is affected by service quality by a factor of 0.35, or 35%. Other factors can be used to explain the remaining data. This is consistent with the earlier claim that customer loyalty has been shown to be significantly influenced by service quality. In other words, when the quality of the services is higher, customers are more loyal.

The t-count was 2.8 > t-table 1.984 based on the research findings, hence Ho was rejected and Ha was accepted. This indicates that the experiential marketing component has a direct impact on client loyalty. Customer loyalty is impacted by experiential marketing by a factor of 0.27, or 27%. Other factors can be used to explain the remaining data. Overall, the idea of experiential marketing has a large impact on client loyalty. In other words, consumers show greater loyalty the more experiential marketing is used. The t-count was 3.1 > t-table 1.984 based on the research findings, hence Ho was rejected and Ha was accepted. This indicates that the customer satisfaction

variable has a direct impact on customer loyalty. Customer loyalty is influenced by customer satisfaction to the extent of 0.29, or 29%. Other factors can be used to explain the remaining data. Customer loyalty is significantly influenced by customer happiness. In other words, the better the level of customer pleasure, the more loyalty consumers acquire. The correlation between service quality and experience marketing characteristics is 0.8, according to the calculation's findings. A correlation of 0.8 indicates a very high and unidirectional link (since the findings are positive) between the service quality indicator and experiential marketing. The term "unidirectional" refers to the relationship between service excellence and experience marketing.

Calculations show a 0.78 connection between the customer happiness variable and the service quality variable. Given that the results are positive, a correlation of 0.78 indicates a strong, unidirectional relationship between the service quality variable and customer happiness. The term "unidirectional" refers to the relationship between customer happiness and service quality. Customer loyalty and the measure of service quality have a 0.8 connection. A correlation of 0.8 indicates a strong, unidirectional link (since the results are positive) between the service quality characteristic and customer loyalty. The term "unidirectional" refers to the relationship between customer loyalty and service quality. Customer happiness and experience marketing characteristics have a 0.74 association. A correlation of 0.74 indicates a strong, unidirectional association (since the results are positive) between the experiential marketing variables and consumer happiness. Customer happiness is high if experiential marketing is successful, according to the unidirectional principle. Customer loyalty and experiential marketing characteristics have a 0.77 association. A correlation of 0.77 indicates a strong, unidirectional association (since the results are positive) between the experiential marketing variables and consumer loyalty. Customer loyalty is high if experience marketing is high, according to the unidirectional principle. Customer loyalty and the measure of service quality have a 0.8 connection. A correlation of 0.8 indicates a strong, unidirectional association (since the findings are positive) between the customer satisfaction and customer loyalty variables. Customer loyalty is high if customer satisfaction is high, according to the unidirectional principle.

The study's findings demonstrate that each of the discussed variables has a substantial effect, yet in practice, private vehicle use has continued to expand annually at a very high rate, necessitating the development of new systems or businesses. by the corporation to promote switching from private vehicles to the available public transit options. The research findings show that the service quality is good; all that is needed now is for the business to be able to continue doing well. In terms of experiential marketing, it also shows quite good value, reflected in the facilities available at the station that make passengers comfortable. All that remains is for the company to maintain these facilities so that passenger comfort can be maintained. In terms of customer satisfaction, it also shows very good results. Consumers can experience regular transportation schedules, air-conditioned transportation, very economical prices, and many other supporting things that make customers satisfied. Companies can be more integrated with other modes of transportation so that consumer satisfaction continues to increase. And in terms of customer loyalty, it also shows good results. It is hoped that customers will be loyal on the basis of service and performance, not because the customer really needs a train, but because there are only trains; there are no similar or better modes of transportation.

Customer satisfaction, loyalty, experiential marketing, and service quality all exhibit statistically significant results in this study. This is different from the problems discussed due to several things: Changes in the Minister of Transportation that caused the transportation system, especially the land transportation mode of rail, systems that have been made by new leaders, such as the addition of carriages, the existence of social media links, and other technical improvements, although not perfect, increased satisfaction significantly at the time this research took place. However, when compared with our neighboring countries, such as Singapore and Malaysia, it can be said that our mass transportation modes are still inferior in various ways. Such as technical problems that often occur, namely electricity suddenly shutting down or security in transportation, which still disrupts travel and causes a buildup of passengers at stations, or the lack of integration of existing mass land transportation modes. In Malaysia, for example, with the same case, namely electricity suddenly being cut off, the electricity will be connected directly to where it is needed, commuters will continue to move as usual, and in terms of safety, they are equipped with a sophisticated system. If there is damage to the power flow system, for example, if the cable is cut, it will not cause an accident or danger of electric shock because the power supply will be turned off automatically. And regarding the problem of integrating all modes of transportation in Singapore and Malaysia, which has not yet been realized in Indonesia.

4. Conclusion

Customer satisfaction is directly impacted by the service quality variable. Customer happiness is directly impacted by the experiential marketing variable. Customer satisfaction is directly influenced by service quality and experience marketing factors by 65%. Customer loyalty is directly impacted by the service quality variable by 35%. Customer loyalty is directly impacted by the experiential marketing variable 89% of the time. Customer loyalty is directly impacted by the customer satisfaction variable. Customer loyalty is directly influenced by service quality, experiential marketing, and customer happiness by 29%. Through client happiness, the service quality

variable indirectly affects customer loyalty. Through client happiness, the experiential marketing variable indirectly affects consumer loyalty. In order to best meet the goals of the company's vision and mission, it is intended that this research can be used as guidance or as a factor going forward in providing the greatest service to customers. The researcher expects that by demonstrating through the research that all factors, including service quality, experiential marketing, and customer pleasure, have an impact on customer loyalty, future researchers will be able to explore for other factors or include new variables to discover something fresh. It is intended that this research will serve as a resource for students who need new material to write their scientific articles. Additionally, additional study can be added by other researchers to provide even better results.

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