

The Influence Of Facilities And Services On Passenger Satisfaction At PT. Sempati Star In Medan

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ABSTRACT

The purpose of this research is to determine the influence of facilities and services on passenger satisfaction at PT. Sempati Star in Medan. This research was carried out at PT. Sempati Star in Medan which is located at Jl. Pondok Kelapa Dormitory No.19, Sei Sikambing C, Medan Helvetia, Medan City, North Sumatra 20122, Indonesia. Based on the calculation results of the influence of facilities on passenger satisfaction, it was obtained $t_{count} (3.544) > t_{table} (1.681)$, with a significance level of $0.00 < 0.05$. The value 3.544 is greater than 1.681 indicating that t_{count} is greater than t_{table} . From these results it can be concluded that H_a is accepted (H_0 is rejected). This shows that there is a significant influence of facilities on consumer satisfaction. Based on the partial calculation results of the influence of service on passenger satisfaction, $t_{count} (4.813) > t_{table} (1.681)$, with a significance level of $0.05 < 0.05$. The value 4.813 is greater than 1.681 indicating that t_{count} is greater than t_{table} . From these results it can be concluded that H_a was accepted (H_0 was rejected). This shows that there is a significant influence of service on consumer satisfaction. Based on the table above, it can be seen that the F_{count} value is 42.468 with a significance level of 0.00, while the F_{table} is 3.220 with a significance level of 0.05. Thus, $F_{count} > F_{table}$ is $42.468 > 3.220$. The value 42.468 is greater than 3.220, indicating that t_{count} is greater than t_{table} , meaning that H_0 is rejected so it can be concluded that there is a simultaneous influence of facilities and services on passenger satisfaction at PT. Sempati Star in Medan. From the calculation results it can be seen that the coefficient of determination obtained is 0.669. This means that 66.9% of the variation in the passenger satisfaction variable (Y) is determined by the two independent variables, namely Facilities (X1) and Service (X2). Meanwhile, the remaining 33.1% was influenced by other variables not studied.

Keywords: Facilities, Services, Passenger Satisfaction

I. INTRODUCTION

Research Background

Facilities are objects, buildings, rooms that are created to serve or make it easier to carry out certain purposes or are facilities and infrastructure for carrying out certain activities. Service is a strategy or key in various businesses or service activities, to achieve market competition, improving quality and other forms of service is very urgent by utilizing available technology, so that it becomes a continuous and integrated service.

Consumer satisfaction is the key to a company's success, remembering that if consumers are satisfied, those consumers will be loyal. Consumer loyalty is obtained due to a combination of satisfaction and complaints. Many factors can influence consumer satisfaction and loyalty in using transportation services, including service quality and determining pricing policies.

PT. Sempati Star Medan has facilities that can convince passengers to continue using the services offered. As for the efforts of PT. Sempati Star Medan provides facilities to passengers to convince passengers to use transportation services such as:

1. Comfortable and safe counter space.
2. The buses are always clean and comfortable.
3. Complete facilities on buses and terminals
4. The bus canteen is always open and comfortable.

In growing the trust of PT passengers. Sempati Star Medan provides the best service and comfortable facilities on buses and at the terminal. Apart from that, PT. Sempati Star Medan carries out eligibility standards such as:

1. Has a skilled and trained workforce.
2. Quality vehicle transportation.
3. Has workshop facilities and infrastructure with complete facilities
4. Have qualified and experienced human resources (drivers) when traveling across Sumatra.

Based on the efforts or strategies implemented by PT. Sempati Star Medan to increase passenger satisfaction is expected by PT passengers. Sempati Star Medan can decide to continue using the services offered by PT. Sempati Star Medan. However, this is not easy for PT. Sempati Star Medan, where there are competitors who can carry out similar activities by providing the same facilities and services. This is an obstacle for PT. Sempati Star Medan to convince passengers to decide to use the services at PT. Sempati Star Medan.

Based on some of the background descriptions above, the author is interested in conducting research with the title "The Influence of Facilities and Services on Passenger Satisfaction at PT. Sempati Star in Medan".

II. LITERATURE REVIEW

Passenger Satisfaction

Kotler and Keller (2016:153), "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations." In translation, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance (or results) of a product or service with expectations.

Passenger Satisfaction Indicator

Aswad et al., (2018:80) Indicators of passenger satisfaction, namely:

1. Performance, if the performance matches what they expect, consumers will feel satisfied, and vice versa.
2. Price, if efforts are made to increase consumer satisfaction by reducing prices, profits may decrease.
3. Expectations, obtained from previous purchasing experiences, include suggestions from friends or business colleagues, as well as promotions from the company.

Service

Sampara Lukman in Sinambela (2014: 5), service is an activity or sequence of activities that occurs in direct interaction between a person and another person or physical machine, and provides customer satisfaction.

Service Indicators

Setyawati, Rifa'i and Sasmito (2018:55), service indicators are:

1. *Tangibles*(physical, equipment, employees and communication equipment)
2. *Reability*, the ability to provide promised services quickly, on target and satisfactorily.
3. *Responsiveness*, initiative employee assistance to consumers and provide the best service.
4. *Empathy*(facilitated relationships, good communication, attention and fulfillment of consumer needs)
5. *Assurance*(knowledge, ability, politeness and trustworthy attitude that employees have from dangers and risks)

Facility

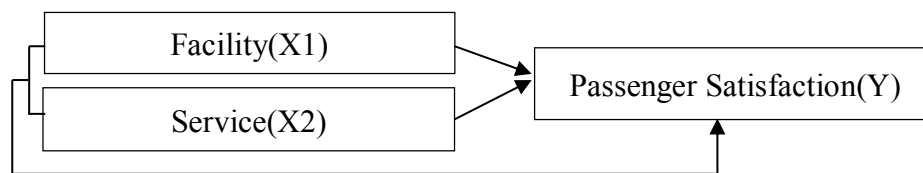
Kotler Apriyadi (2017:45), facilities are physical resources that must exist before a service is offered to consumers.

Facility Indicator

Munawir (2018:208), indicators of facilities are:

1. Spatial considerations/planning. Consider texture, proportion, color and combine them to attract intellectual and emotional responses from consumers.
2. Space planning. Includes designing indoor architecture and interiors, such as placing indoor furniture, planning air circulation and so on.
3. Equipment/furniture. This equipment has a function as equipment that can provide a feeling of comfort, as decoration or as supporting infrastructure.
4. Lighting and color. Lighting and color can be used to increase efficiency, provide a relaxing and calming impression, and reduce accident rates.
5. The message is conveyed graphically. Visual appearance, placement, choice of physical form, choice of color, lighting, and choice of the face of a symbol or sign used for a particular purpose are important and interrelated aspects.
6. Supporting elements. The existence of main facilities is not complete without the availability of supporting facilities, such as: toilets, parking, canteen, free wifi.

Thinking Framework Image



Hypothesis

Manullang (2016:46) explains that a hypothesis is a guess or temporary answer to a question in the formulation of a research problem. The hypotheses in the research are:

Ho: Facilities have no effect on passenger satisfaction at PT. Sempati Star in Medan

H1: Facilities influence passenger satisfaction at PT. Sempati Star in Medan

Ho: Service has no effect on passenger satisfaction at PT. Sempati Star in Medan

H2: Service influences passenger satisfaction at PT. Sempati Star in Medan

Ho: Facilities and services simultaneously have no effect on passenger satisfaction at PT. Sempati Star in Medan

H3: Facilities and services simultaneously influence employee performance at PT. Sempati Star in Medan

III. RESEARCH METHODOLOGY

This research was carried out at PT. Sempati Star in Medan whose address is Jalan Asrama Pondok Kelapa No.19, Sei Sikambing C, Medan Helvetia, Medan City, North Sumatra 20122, Indonesia. "Population is a group of research elements, where elements are the smallest units which are the source of the data required for research" (Sugiyono, 2018:73). The population in this study were employees of PT. Sempati Star in Medan yang numbered 300 passengers.

Arikunto (2017:156), a sample is a portion of the population taken as a data source and can represent the entire population. So the number of samples in this study is:

$$n = \frac{300}{100} \times 15 = 45$$

Sampling used a random sampling system, namely a simple random method, so that the sample in this study was 45 passengers.

Data Collection Methods: questionnaires, interviews, observations, literature.

Data Analysis Techniques: data validity and reliability tests, classic assumption tests (normality test, multicollinearity test, heteroscedasticity test), hypothesis testing (multiple linear regression, F test, t test, determination test)

Operational Definition Table

Variable	Definition	Indicator	Scale
Facility(X1)	everything provided by the company that is useful to support consumer satisfaction Wibisono and Achsa (2020)	1. Facilitycomplete 2. Facilityfunctioning optimally 3. Clean Well Maintained Facilities Putri et al, (2023)	Likert
Service(X2)	the sequence of activities that occur in direct interaction between a person and another person or physical machine, and provides customer satisfaction Atmadjati (2018:1)	1. Tangible 2. Reliability 3. Responsiveness Indrasari(2019)	Likert
Passenger Satisfaction (Y)	emotional response to the evaluation of the consumption experience of a product or service. Windasuri (2017 : 64)	1. Satisfaction 2. Faithfulness 3. Recommendation Indrasari (2019)	Likert

Respondent Characteristics Table

No	Demographic Factors	Amount	Percentage
1	Gender	Man	42.20%
		Woman	57.28%
	Amount	45	100%
2	Age	17-25	37.70%
		26-59	47.70%
		>60	15.60%
	Amount	45	100%
3	Work	Civil servants	48.90%
		Student / Student	22%
		Businessman	15.60%
		Private sector employee	15.60%
		Trader	0%
	Amount	45	100%

Source: Data processed (2023)

IV. RESULT AND DISCUSSION

Table of Facility Validity Test Results (X1)

	Rcount	Rtable	Note
1. The company has complete facilities	,541	,248	Valid
2. Company facilities are very adequate	,621	,248	Valid
3. Company facilities function well	,539	,248	Valid
4. Respondents can use company facilities	,544	,248	Valid
5. Company facilities are clean and well maintained	,498	,248	Valid
6. Company facilities are properly maintained	,516	,248	Valid

Source: Data processed (2023)

From the probability results above it can be seen that items 1 to item 4 of the Facility variable are declared valid because the Total Correlation value is > 0.248 .

Table of Service Validity Test Results (X2)

	Rcount	Rtable	Note
1. The company's service is really real	,246	,248	Valid
2. Service is provided optimally	,751	,248	Valid
3. The company's service is reliable	,417	,248	Valid
4. Service is provided well	,590	,248	Valid
5. Staff are responsive in serving passengers	,433	,248	Valid
6. Staff respond quickly to passenger complaints	,527	,248	Valid

Source: Data processed using SPSS (2023)

From the results The probability above can be seen that items 1 to 4 of the Service variable are declared valid because the Total Correlation value is > 0.248 .

Table of Passenger Satisfaction Validity Test Results (Y)

	R count	R table	Note
1. Feel satisfied with the company's services	,439	,248	Valid
2. Feeling in line with expectations	,591	,248	Valid
3. Be willing to visit again	,606	,248	Valid
4. make repeat purchases	,475	,248	Valid
5. recommend to others	,754	,248	Valid
6. recommend to his friends	,491	,248	Valid

Source: Data processed using SPSS (2023)

With a sample size of 45 and an alpha value of 0.05 and $df = N - 2 = 45 - 2 = 43$, the rtable value is 0.248. From the probability results above, it can be seen that the statement items item 1 to item 4 of the Passenger Satisfaction variable are declared valid because the Total Correlation value is > 0.248 .

Reliability Test Results Table

Variable	Cronbach's Alpha	Table	Note
Facilities (X1)	0.868	0.6	Reliable
Service(X2)	0.711	0.6	Reliable

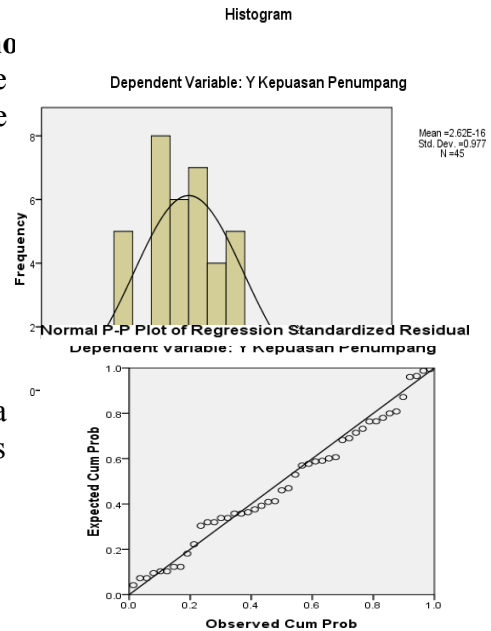
Passenger Satisfaction (Y)	0.711	0.6	Reliable
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Source: Data processed using SPSS (2023)

From the table above, it can be seen that the Cronbach's Alpha value for the three instruments proposed is greater than 0.60, thus it can be concluded that the statement items for each instrument in the research are reliable or reliable.

Histogram image of data no

From the diagram above it can be seen that the curve around the histogram is bell-shaped so it can be concluded that the data is normally distributed.



Source: Processed data (2023)

Image of Normality Test Plot

From the picture above it can be seen that the data distribution is around the diagonal line. Thus the data is normally distributed.

Source: Data processed (2023)

Table of Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toll	VIF
1							
(Constant)	10,150	5,374		1,889	,067		
X1 – Facilities	,260	,146	,290	2,380	,000	,508	1,970
X2 – Service	,530	,179	.1004	2,968	,005	,508	1,970

a. Dependent Variable: Y - Passenger satisfaction

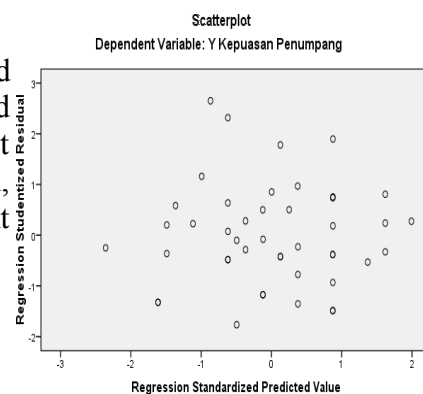
Source: Data processed using SPSS (2023)

From the data above it can be seen that the Tolerance value is > 0.10 or the VIF value is < 10 . Thus it can be concluded that there is no multicollinearity in these independent variables.

Image of Heteroscedasticity Test Results

The image above shows that the points are spread randomly and do not form a clear pattern and are spread both above and below zero on the Y axis. This means that heteroscedasticity does not occur in the regression model, so the regression model is suitable for use for independent variables. as well as the independent variables.

Source: Data processed (2023)



Multiple Linear Regression Results Table

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig	Collinearity Statistics
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	B	Std. Error	Beta			Toll	VIF
(Constant)	1,283	2,635		,487	,629		
X1 Facilities	,318	,090	,388	3,544	,001	,656	1,524
X2 Service							
	,634	.132	,527	4,813	,000	,656	1,524

a. Dependent Variable: Y Passenger Satisfaction

Source: Data processed using SPSS (2023)

From the table above, the regression equation model is: $Y = 1.283 + 0.318 X1 + 0.634 X2$

Information:

Y = Passenger satisfaction

X1 = Facilities

X2 = Service

From this equation it can be explained that:

1. The Facilities and Services variables have a positive coefficient direction towards consumer satisfaction.
2. The Facilities Coefficient gives a value of 0.318, which means that the better the facilities, the more passenger satisfaction will increase by 26%.
3. The Service Coefficient gives a value of 0.634, which means that the better the service, the passenger satisfaction will increase by 53%.

**Table of Partial Test Results (T-Test)
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toll	VIF
(Constant)	1,283	2,635		,487	,629		
X1 Facilities	,318	,090	,388	3,544	,001	,656	1,524
X2 Service	,634	.132	,527	4,813	,000	,656	1,524

a. Dependent Variable: Y Passenger Satisfaction

Source: Data processed using SPSS (2023)

Based on the table above:

1. The partial test of the influence of facilities on passenger satisfaction obtained $t_{count} > t_{table}$ ($3.544 > 1.681$), with a significance level of $0.00 < 0.05$ it was concluded that H_a was accepted (H_o was rejected)
2. The partial test of the influence of service on passenger satisfaction obtained $t_{count} > t_{table}$ ($4.813 > 1.681$), with a significance level of $05 < 0.05$. it is concluded that H_a is accepted (H_o is rejected). This shows that there is a significant influence of service on consumer satisfaction.

**Table of Simultaneous Test Results (F-test)
ANOVA^b**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	287.128	2	143,564	42,468	,000a
Residual	141,983	42	3,381		
Total	429.111	44			

a. Predictors: (Constant), X2 Service, X1 Facilities

b. Dependent Variable: Y Passenger Satisfaction

Source: Data processed using SPSS (2023)

Based on the table above, it can be seen that the F valueThe count is 42.468 with a significant level of 0.00, while the Ftable is 3.220 with a significance level of 0.05. Thus, Fcount> Ftable is 42.468 > 3.220. The value 42.468 is greater than 3.220, indicating that tcount is greater than ttable, meaning that Ho is rejected so it can be concluded that there is a simultaneous influence of facilities and services on passenger satisfaction at PT. Sempati Star in Medan.

Table of Determination Coefficient Test Results (R2)
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818a	,669	,653	1.83863

- a. Predictors: (Constant), X2 Service, X1 Facilities
b. Dependent Variable: Y Passenger Satisfaction
Source: Data processed using SPSS (2023)

From the calculation results it can be seen that the coefficient of determination obtained is 0.669. This means that 66.9% of the variation in the passenger satisfaction variable (Y) is determined by the two independent variables, namely Facilities (X1) and Service (X2). Meanwhile, the remaining 33.1% was influenced by other variables not studied.

DISCUSSION

The Effect of Facilities on Passenger Satisfaction

Based on the calculation results of the influence of facilities on passenger satisfaction, it was obtained tcount (3.544) > ttable (1.681), with a significance level of 0.00 < 0.05. The value 3.544 is greater than 1.681 indicating that tcount is greater than ttable. From these results it can be concluded that Ha is accepted (Ho is rejected). This shows that there is a significant influence of facilities on consumer satisfaction.

The Effect of Service on Passenger Satisfaction

Based on the results of partial calculations, the effect of service on passenger satisfaction is obtained tcount (4.813) > ttable (1.681), with a significance level of 05 < 0.05. The value 4.813 is greater than 1.681 indicating that tcount is greater than ttable. From these results it can be concluded that Ha is accepted (Ho is rejected). This shows that there is a significant influence of service on consumer satisfaction.

The Influence of Facilities and Services on Passenger Satisfaction

Based on the simultaneous results, the influence of Facilities and Services simultaneously on passenger satisfaction, Fcount> Ftable, namely 42.468> 3.220 with a significant level of 0.00, meaning that Ho is rejected so it can be concluded that it is found at PT. Sempati Star in Medan. This shows that there is a significant influence of facilities and services on consumer satisfaction.

V.CONCLUSION

1. Partially, the influence of facilities on passenger satisfaction was obtained by tcount > ttable with a significant level of 0.00 < 0.05, worth 3.544 > 1.681, it was concluded that Ha was accepted (Ho was rejected) so that there was a significant influence of facilities on passenger satisfaction.
2. Partially, the influence of service on passenger satisfaction was obtained by tcount (> ttable with a significance level of 05 < 0.05, worth 4.813 > 1.681, it was concluded that Ha was accepted (Ho was rejected) so that there was a significant influence of service on consumer

satisfaction.

3. Simultaneously the influence of facilities and services on passenger satisfaction at PT. Sempati Star in Medan $F_{count} > F_{table}$ ($42.468 > 3.220$), meaning that H_a is accepted (H_0 is rejected) so that there is a simultaneous influence of Facilities and Services on passenger satisfaction at PT. Sempati Star in Medan.

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