

THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTION, AND PRODUCT QUALITY FROM PT KERETA API INDONESIA (PERSERO) ON CUSTOMER SATISFACTION AT PT BUKIT ASAM, TBK

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ABSTRACT

This study examines the factors influencing customer satisfaction of PT Bukit Asam, Tbk regarding the services and products provided by PT Kereta Api Indonesia (Persero) for coal transportation. Customer satisfaction is analyzed based on three key factors: service quality, price perception, and product quality, specifically in transporting coal from the Tanjung Enim Mining Unit to Tarahan Port and Kertapati Pier, which accounted for 32,423,156 tons transported in 2023. The research findings indicate that all three factors—service quality, price perception, and product quality—have a positive and significant effect on customer satisfaction. The contribution of this research is twofold: it provides insights into the direct impact of these factors on corporate customer satisfaction and offers practical recommendations for PT Kereta Api Indonesia (Persero) to enhance its service performance, thereby improving its competitiveness in Indonesia's transportation and logistics sector. Future research could focus on additional factors, such as technological innovation and environmental sustainability, and investigate their influence on customer satisfaction across different industries or regions, offering broader insights into service quality improvement in the logistics industry.

INTRODUCTION

The transportation and logistics industry plays a vital role in supporting economic growth, especially in developing countries such as Indonesia. In Indonesia, the rail transportation sector is one of the main pillars in the national transportation system. PT Kereta Api Indonesia (Persero), as a state-owned company engaged in rail transportation, has a great responsibility in providing reliable, safe, and efficient transportation services for the community, especially for the industrial sector to support supply in trade. In the era of free trade, every industry or company faces fierce competition. The increasing intensity of competition and the number of competitors require companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing the best service compared to competitors in order to get customer satisfaction.

Customer satisfaction is the result felt by buyers who experience the performance of a company that meets their expectations (Kotler & Keller, 2016). This feeling arises because customers compare their expectations about the product or service to be obtained with reality. Customer satisfaction will have a great impact on the company both directly and indirectly. Customer satisfaction is the goal of every company to ensure the sustainable business of the company. For PT Kereta Api Indonesia (Persero), customer satisfaction is not only important for individual consumers but also for corporate

customers such as PT Bukit Asam, Tbk. This level of customer satisfaction can be influenced by several main factors, namely service quality, price perception, and product quality. These three factors are important elements in determining how well PT Kereta Api Indonesia (Persero) meets the expectations and needs of its customers.

Service quality is one of the main elements that customers pay attention to in choosing a transportation service provider. Service quality covers various aspects, ranging from punctuality, comfort, security, to the company's ability to handle complaints or problems faced by customers. For PT Kereta Api Indonesia (Persero), maintaining service quality is a challenge in itself, especially in the context of services that involve transporting goods in large quantities and delivery periods that must be very precise. Good service quality will increase customer trust in the company and potentially increase customer loyalty in the long run.

In addition to service quality, price perception also plays an important role in determining customer satisfaction. Price perception refers to the customer's view of the value received compared to the price they pay. In the context of B2B (Business-to-Business) business, such as between PT Kereta Api Indonesia (Persero) and PT Bukit Asam, Tbk, price perception is very important because it is directly related to operational costs incurred by customers. A price that is considered competitive and in accordance with the value of the services provided will have a positive impact on customer satisfaction. However, if the price is considered too high or does not match the quality of the service, this can be a source of dissatisfaction.

Product quality refers to the physical condition and performance of facilities and infrastructure used by PT Kereta Api Indonesia (Persero) for transportation operations. High-quality products provide a satisfactory customer experience, including punctuality, minimal technical disturbances, and safety in delivery. Product quality is an advantage in competition, and if it doesn't meet specifications, it will be rejected. In 2023, PT Kereta Api Indonesia provided PT Bukit Asam, Tbk with inconsistencies, such as damaged carriages, causing the number of carriages on the trainset to not align with the agreement.

The relationship between service quality, price perception, and product quality with customer satisfaction has been the focus of various research in the field of marketing and management. Most of the research found that these three factors have a significant influence on customer satisfaction. In the context of PT Kereta Api Indonesia (Persero) and PT Bukit Asam, Tbk, it is very important to understand how these three factors interact with each other and affect overall customer satisfaction. The results of this research are expected to provide deeper insights for PT Kereta Api Indonesia (Persero) in its efforts to improve services and meet the expectations of its corporate customers.

The phenomenon in this study is on the variables of service quality, price perception and product quality. On the quality of the service provided, whether the service provided by PT Kereta Api Indonesia (Persero) to PT Bukit Asam, Tbk is in accordance with customer expectations or not. In the price perception, where the price set for coal transportation services using cars from PT Kereta Api Indonesia (Persero) has increased in price every year. In addition, the quality of the product is seen from the condition of the number of available train cars, where these cars often arrive not in accordance with the number needed/ordered due to frequent disturbances in the carriages. This has an impact on the target of coal shipments from PTBA being hampered. So, the researcher will conduct further research on the variables of service quality, price perception and product quality on customer satisfaction.

This study investigates the factors influencing customer satisfaction of PT Bukit Asam, Tbk regarding the services and products provided by PT Kereta Api Indonesia (Persero) for coal transportation. Customer satisfaction is analyzed in relation to service quality, price perception, and product quality in transporting coal from the Tanjung Enim Mining Unit to Tarahan Port and Kertapati Pier, with 32,423,156 tons transported in 2023. The research aims to further explore the impact of these factors on customer satisfaction, with the goal of contributing to the development of more effective service strategies and assisting PT Kereta Api Indonesia (Persero) in improving its performance and competitiveness in Indonesia's transportation and logistics industry. The research contributes by offering insights into enhancing service quality and customer satisfaction, which are vital for the company's long-term success and industry standing.

METHODS

The research utilizes a quantitative approach, specifically employing a descriptive survey method. The population targeted in this study consists of employees of PT Bukit Asam Tbk who are knowledgeable about the coal transportation business process involving cars owned by PT Kereta Api

Indonesia (Persero). Using purposive sampling, 100 respondents were selected, which is considered an adequate sample size to represent the population. Primary data was gathered through a questionnaire, and the analysis was conducted using descriptive statistical methods to evaluate and summarize the responses, aligning the data with the study's objectives. This comprehensive approach allows for a detailed understanding of the coal transportation business processes from the employees' perspective.

RESULTS

Result

Service quality (X1), has a beta value of 0.722 with a significant value of 0.000 which is smaller than 0.05. This shows that the service quality variable from PT Kereta Api Indonesia (Persero) has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the first hypothesis on the service quality variable has a positive and significant effect is acceptable.

Price perception (X2), has a beta value of 0.633 with a significant value of 0.006 which is smaller than 0.05. This shows that the price perception variable from PT Kereta Api Indonesia (Persero) has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the second hypothesis on the price perception variable has a positive and significant effect is acceptable.

Product quality (X3), has a beta value of 0.592 with a significant value of 0.011 which is smaller than 0.05. This shows that the product quality variable from PT Kereta Api Indonesia (Persero) has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the third hypothesis on the product quality variable has a positive and significant effect can be accepted.

Discussion

The Effect of Service Quality from PT Kereta Api Indonesia (Persero) on Customer Satisfaction at PT Bukit Asam, Tbk

Service quality has a positive and significant effect on customer satisfaction. These results are in line with the results of research from Connie (2023); Ifeoma et al. (2023); Ajaleen (2023); Yang et al. (2022); Antara (2022); Chuenyindee (2022); Rajasulochana & Khizerulla (2022); Apriliani et al. (2022); Ali & Gardi (2021); Dam & Cuong (2021); Tran & Le (2020); Alzoubia et al. (2020); Fida & Ahmed (2020); Gunardi (2019); Sondakh (2019); Sofyan et al. (2019); Tombeng et al. (2019); Keloay et al. (2019); Novrianda (2018); Fiazisyah & Purwidiani (2018); Wijaya (2018); Pramana (2018); Maramis et al. (2018); Fatini & Dewi (2017); Zulaikha et al. (2015); and Runtunuwu et al. (2015) showed that the quality of service had a positive and significant effect on customer satisfaction.

Respondents' responses to PT Kereta Api Indonesia's indicators made customers feel safe and satisfied if they used the services offered, showing the lowest value. This shows that several respondents who are customers who use the services of PT Kereta Api Indonesia (Persero) in the selection of coal transportation said that they were not satisfied with the services offered. Where this happens with the condition of train cars that are not in accordance with customer needs, such as inadequate quality of cars, and the number of cars that are not too many, making delays in delivery which are still considered inefficient.

Respondents' responses to the PT Kereta Api Indonesia indicator of treating customers well and friendliness showed the highest score. This shows that employees and service officers of PT Kereta Api Indonesia (Persero) have provided good service in accordance with company standards. Employees and service officers provide the best service to provide satisfaction for customers.

The Effect of Price Perception from PT Kereta Api Indonesia (Persero) on Customer Satisfaction at PT Bukit Asam, Tbk

Price perception has a positive and significant effect on customer satisfaction. These results are in line with the results of research from Bernarto (2022); Apriliani et al. (2022); Dam & Cuong (2021); Tran & Le (2020); Alzoubia et al. (2020); Alvino (2020); Reynard & Ariyani (2020); Kalam & Roostika (2019); Tombeng et al. (2019); Keloay et al. (2019); Fiazisyah & Purwidiani (2018); and Wijaya (2018) shows that price has a positive and significant effect on customer satisfaction.

The respondents' response to the price indicator of affordable services offered showed the lowest value. This shows that several respondents who are customers of PT Kereta Api Indonesia (Persero) at PT Bukit Asam, Tbk said that the price offered continues to change, where customers will not get the same price on every purchase, especially if the purchase is made at least once every 1 month which makes a price change every month.

Respondents' responses to the price indicators offered can compete with other transportation, showing the highest value. This shows that delivery transportation using the services provided by PT Kereta Api Indonesia (Persero) at PT Bukit Asam, Tbk is considered reliable, where delivery using train transportation will be faster until delivery is carried out using a car. In addition, using a train can minimize delays in delivery because the train has its own line for its route. In addition, it also minimizes the occurrence of accidents on the way and unpredictable congestion.

The Effect of Product Quality from PT Kereta Api Indonesia (Persero) on Customer Satisfaction at PT Bukit Asam, Tbk

Product quality has a positive and significant effect on customer satisfaction. These results are in line with the results of research from Satri et al. (2021); Diputra (2021); Laili (2021); Alvino (2020); Reynard & Ariyani (2020); Chang & Cher-Min (2020); Ishaq (2020); Chao & Wu (2020); Kalam & Roostika (2019); Tombeng et al. (2019); Sari (2019); Keloay et al. (2019); Novrianda (2018); Wijaya (2018); Pramana (2018); Puasantika & Prabawani (2018); Maramis et al. (2018); Nasirudin et al. (2018); and Fatini & Dewi (2017) showed the results that product quality had a positive and significant effect on customer satisfaction.

The respondents' response to PT KAI's car indicator is of quality in accordance with customer expectations showing the lowest value. This shows that the condition of train cars that sometimes cannot meet needs is also one of the factors. In addition, the availability of the number of train cars sometimes does not match the number needed. This causes the need to make deliveries in stages which cannot be sent simultaneously if the order exceeds the number of available carriages.

The respondents' responses to the indicator of the carriages owned by PT KAI are in accordance with the needs of transporting coal show the highest value. This shows that with the service and provision of carriage services offered by PT Kereta Api Indonesia (Persero) can meet transportation needs in coal delivery more efficiently when compared to shipping using other transportation.

CONCLUSION

PT Kereta Api Indonesia (Persero) has shown a positive impact on customer satisfaction at PT Bukit Asam, Tbk, with service quality, price perception, and product quality all contributing positively. However, future research should explore additional factors such as technological innovations, customer relationship management, and environmental sustainability practices to enhance satisfaction levels. Additionally, it is important to examine how external market conditions, such as competition and regulatory changes, affect these factors and customer satisfaction in the transportation and logistics sector. Comparative studies across different industries or geographic regions could provide further insights.

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