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ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON PASSENGER SATISFACTION OF TRANS BANJARBAKULA BUS IN BANJAR REGENCY, SOUTH KALIMANTAN

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ABSTRACT

This research is based on the importance of the role of the Trans Banjarbakula Bus, which will provide good service to customers so that customers feel satisfied using the services of the Trans Banjarbakula Bus. The problem of this study is the decrease in the number of passengers on the Trans Banjarbakula Bus since the enactment of tariffs and price increases. Implementing bus fares causes fewer passengers because passengers sometimes do not have internet packages and lack balance, as well as many passengers who do not understand bus payments and do not accept cash payments but *scan QR.* This study aims to find out the influence of service quality on increasing passenger satisfaction with Trans Banjarbakula Bus. The method used in this study is a quantitative descriptive method, which explains the description of improving service quality to passenger satisfaction. The results of this study are partial; through the t-test, it is known that all variables of physical evidence, responsiveness, assurance, attention and reliability affect passenger satisfaction. Simultaneously, through the F test, it was stated that there was a significant influence between the quality of Trans Banjarbakula Bus service and the passenger satisfaction of Trans Banjarbakula Bus. This study concludes that the services carried out by the Trans Banjarbakula Bus have experienced various challenges and changes that impact improving the quality of service.
Keywords: Service Quality, Passenger Satisfaction, Banjarbakula Bus

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A. Introduction

Rapid changes in technological developments require people to meet their daily needs in increasingly complex ways.(Mailiana & Hayati, 2022) Human

needs are not only in the need for products but also in the need for services. The need for services, especially transportation services, is important for everyone in their daily activities. (Darmansyah, 2018)

To meet these needs, transportation services must be provided to increase quantity and quality, including safety, comfort, punctuality, and efficiency (Aza & Supriyatno, 2023). Based on this, the Ministry of Transportation of the Republic of Indonesia provides transportation services in Banjarmasin; the operator that runs the service operations is PT. Bagong Dedaka Makmur (Trans Banjarbakula).

In the concept of marketing mix, one of the concepts is people, namely *people* who serve or plan services to consumers. Because most of the services are provided by people. So, the person needs to be selected, trained, and motivated so that they can provide intelligence to customers (Hendrawati, 2017)). Every employee must compete to do good to consumers with attitude, attention, initiative, creativity, good at solving problems, patience, and sincerity. One of the keys to the success of every business is to pay attention to the quality aspect (Junior et al., 2019). Long-term success in an organization depends on many factors, including service (M. D. Hayati, 2017). So, in short, customer satisfaction is something that consumers are looking for or need to meet, such as a good or service. Having the best quality products or services is the target of customers (Perdomo-Verdecia et al., 2024).

The Trans Banjarbakula Bus, with the concept of *the Buy The Service* (BTS) Program in South Kalimantan Province, was officially launched on December 22, 2021. 77 Teman Bus or *Buy The Service* (BTS) fleets serve passengers on four service routes with 195 bus stops or bus stops in Banjarbakula, South Kalimantan, starting September 2021.

Banjarbakula is an agglomeration area consisting of Banjarmasin City, Banjarbaru City, Banjar Regency, Barito Kuala Regency, and Tanah Laut Regency. The BTS program is carried out by purchasing services (providing 100% subsidies) from operators with a minimum set service standard.

BTS Trans Banjarbakula, written on the "Teman Bus" bus body, officially began operating on December 22, 2021; this bus has two types of passenger capacity. The first is the micro type with a minimum capacity of 15 passengers and a maximum of 20 passengers; the second is the Medium type with a minimum capacity of 25 passengers while the maximum is 35.

Based on data on the level of the number of passengers using the Trans Banjarbakula Bus consisting of 4 routes, the period from 2022 to 2023 will be presented in the bar chart below:

Figure 1
Passenger Number Chart

Source: PT Bagong Dedaka Makmur Trans Banjarbakula, 2024.

Based on the information in Table 1 above. It shows a decrease and increase in the number of passengers using the Trans Banjarbakula Bus. It can be seen in the table that in 2022, the largest or dominant number of passengers is the Type A Terminal Route of Gambut Barakat - 0 Km Siring, which is 698,921 people compared to other routes. This depends on the number of passenger destinations. It is estimated that in November 2022, there will be a decrease in the number of passengers due to the implementation of payments or fares of IDR 4,300. But it increased again in January 2023.

The role of the Trans Banjarbakula Bus is very important because they will provide good service to customers so that the customer feels satisfied by using the services of the Trans Banjarbakula Bus. Trans Banjarbakula Bus is an Officer who deals directly with customers. It is necessary to have the ability and skills to serve, namely about the basics of service, to satisfy the customers (Aryani & Rosinta, 2010). Appearance and service are expected to be a separate part of the quality of service for its customers. Satisfied customers will impact various business activities carried out (Setiawan et al., 2019)

High satisfaction will make customers indirectly promote Trans Banjarbakula Bus to their closest colleagues (Aza & Supriyatno, 2023), whatever shapes the decision in determining the choice of Trans Banjarbakula bus service that they will take in the future. This can increase Trans Banjarbakula Bus customers in the future, impacting the increase in Trans Banjarbakula Bus revenue. Good service will make consumers satisfied and become regular customers of a product. (Metwally & Samir, 2024)

The problem that occurs on the Trans Banjarbakula Bus is the decrease in passengers caused by the imposition of tariffs and price increases since the implementation of bus fares so that passengers are a little slow to arrive at their destination due to disruptions or network losses; passengers sometimes do not have internet packages and lack of balance, many passengers do not understand bus payments which do not accept cash payments but *Scan QRIS.*

B. Literature Review

Quality is a dynamic condition that affects products, services, people, processes, and the environment in which they meet or exceed expectations (Tjiptono, 2005). Service quality can be known by comparing consumers' perceptions of the services they receive or obtain with the services they expect or want for the service attributes of a company (Sigit t et al., 2021). If the service received or felt is by expectations, then the quality of service is perceived as good and satisfactory; if the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. On the other hand, if the services received are lower than expected, then the quality of service is perceived as poor(D. Hayati et al., 2020)

According to (Andriani et al., 2017), there are several definitions of quality, namely:

1. Quality is conformity as opposed to its purpose or benefit.
2. Quality differs for each person, depending on the time and place according to the goal.
3. Quality is a dynamic condition of products, services, people, processes, and environments that meet or exceed expectations.

"Service quality is an abstract and understood concept because service quality has the characteristics of not being realized, varied, not durable, production and consumption of services occur simultaneously" (Tjiptono, 2002:96). The quality of service itself focuses on efforts to meet customer needs and desires as well as delivery to match customer expectations. "Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations" (Tjiptono, 2007; 71), so the definition of service quality can be interpreted as "Efforts to meet the needs and desires of consumers and delivery in balancing consumer expectations" (Tjiptono, 2007: 73). Service Quality can be found out by comparing the customers for the services they receive/want against the service attributes of a company. If the service received or perceived (*perceived service)* is by expectations, then the quality of service is good and satisfactory; if the service received exceeds consumer expectations, then the quality of service is very good and of high quality. On the other hand, if the services of the believers are lower than expected, then the quality of the service is poor(Aza & Supriyatno, 2023)

Kotler and Armstrong (2009) show that customer/consumer satisfaction is the extent to which the estimated performance of a product/service is by buyers' expectations. Service quality applies to all Company services (Sigit t et al., 2021). If a consumer is satisfied with the value of a product/service, it is very likely to become a long-term customer. Consumer satisfaction is a person's feeling of satisfaction or dissatisfaction that arises after comparing the expected performance of a product (result) with the predicted performance (Aryani & Rosinta, 2010). Customer satisfaction is the outcome felt by a product or service user, equal to or greater than desired.

C. RESEARCH METHODS

1. Research Paradigm.

This research has great benefits for the wider community of Banjarbakula Bus users, including how Bus officers and Banjarbakula Bus managers can improve the quality of service and passenger satisfaction of Banjarbakula Bus, which will ultimately increase the number of Banjarbakula Bus passengers.

2. Type of Research

The research used in this study uses a quantitative descriptive method to determine the influence of service quality on passenger satisfaction with the Trans Banjarbakula Bus.

3. Data Collection Techniques

The data collection techniques used in this study are interviews, questionnaires, documentation, and observation.

4. Data Processing and Data Analysis

The data obtained through the distribution of questionnaires is then processed and analyzed quantitatively by tabulating the data. The data analysis technique in this study uses statistical analysis techniques with the help of the SPSS *(Statistic Package For Social Silence) for Windows* Version 23 program to determine the influence of service quality on the Trans Banjarbakula Bus, which is measured in five dimensions as a dependent variable on the independent variable, namely customer satisfaction.

D. Results and Analysis

1. Multiple Linear Regression Analysis

Multiple Linear Analysis is an analysis used to measure the influence of several independent variables on dependent variables. This study's independent variables are evidence of flask, reliability, responsiveness, assurance, and attention. While the dependent variable is customer satisfaction, so the multiple regression equation is:

$$Y= a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e$$

Where:

Y = Passenger Satisfaction of Trans Banjarbakula Bus

X1 = Physical Evidence
X2 = Reliability
X3 = Responsiveness
X4 = Warranty
X5 = Attention
a = Constanta
b = Correlation Coefficient
e = *Error term*

2. Data Reliability and Validity Test

According to Sugiyono (2006:35), the reliability test is a series of measurements that are consistent when measurements are made with a repeatable accumulator. The reliability of a variable construct is said to be reliable if it has a Cronbach alpha value > 0.60; here is the reliability test of each research variable:

Table 1
Reliability Test Results

Reliability Statistics (x1)	
Cronbach's Alpha	N of Items
.938	5
Reliability Statistics (x2)	
Cronbach's Alpha	N of Items
.944	5
Reliability Statistics (x3)	
Cronbach's Alpha	N of Items
.949	5
Reliability Statistics (x4)	
Cronbach's Alpha	N of Items
.935	5
Reliability Statistics (x5)	
Cronbach's Alpha	N of Items
.958	5
Reliability Statistics (Y)	
Cronbach's Alpha	N of Items
.907	4

Source: SPSS Version 23 Calculation Results.

Table 16 above shows that Cronbach's alpha value of variables X1, X2, X3, X4, X5 and passenger satisfaction Y is greater than 0.60 (>0.60), which means that the instruments or statement items in this study are reliable.

Validity test according to Sugiyono, 2013:178 The validity test of each question item is carried out by calculating the Correlation of Pearson's Product Moment with the minimum condition of Correlation of each positive factor and a magnitude of 0.3 and above (r>0.3) so, it has good construction validity. The following is a validity test of all research variables:

Table 2
Validity Test Results

Tangible (X1)	Pearson Correlation	.928**	.936**	.863**	.857**	.916**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
Responsiveness (X2)	Pearson Correlation	.924**	.952**	.918**	.951**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
Insurance (X3)	Pearson Correlation	.941**	.951**	.944**	.951**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
Empathy (X4)	Pearson Correlation	.901**	.885**	.902**	.886**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
Reliability (X5)	Pearson Correlation	.912**	.956**	.942**	.956**	.870**	1

	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
Passenger Satisfaction (Y)	Pearson Correlation		.923**	.903**	.879**	.845**	1
	Sig. (2-tailed)		.000	.000	.000	.000	
	N		100	100	100	100	100

Source: SPSS Version 23 Calculation Results.

Based on Table 22 above, it can be seen that the *Pearson Correlation* value of variables X1, X2, X3, X4, X5 and variable Y is greater than 0.3 (>0.3). Each item of the above statement is declared valid.

3. Classical Assumption Test

a. Data Normality Test

Testing whether or not the distribution of data is normal in the regression model and residual data, the test is carried out by conducting statistical analysis tests (Ghozali, 2005:54). The test was seen from the Kolmogorf-Simornov test (K-S). The test was performed with the results shown in the following table:

Table 3
Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.52079140
Most Extreme Differences	Absolute	.065
	Positive	.043
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200[c,d]

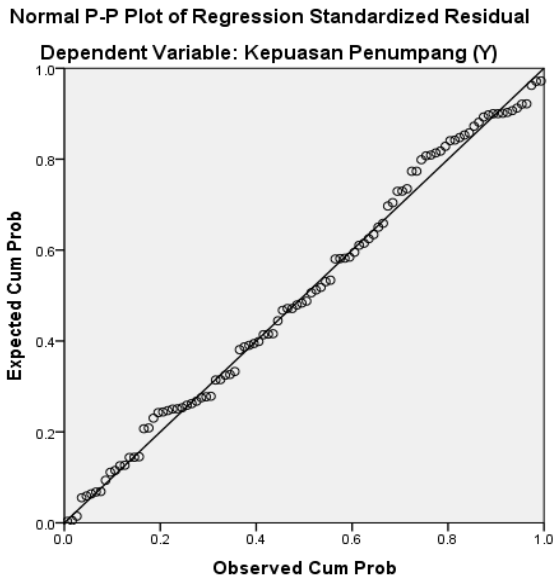
a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: SPSS Version 23 Calculation Results.

Based on the table, the Asymp value is known. Sig (2-tailed) shows a value of 0.0200 (20%), which means that the residual value is stated to be spread normally. The test is also carried out by looking at the P-Plot, which detects the

spread of data (points) on the diagonal axis of the graph by looking at the histogram of the residual. The normality spread can be seen in the following figure:

Figure 1
P-Plot Normality Test Results

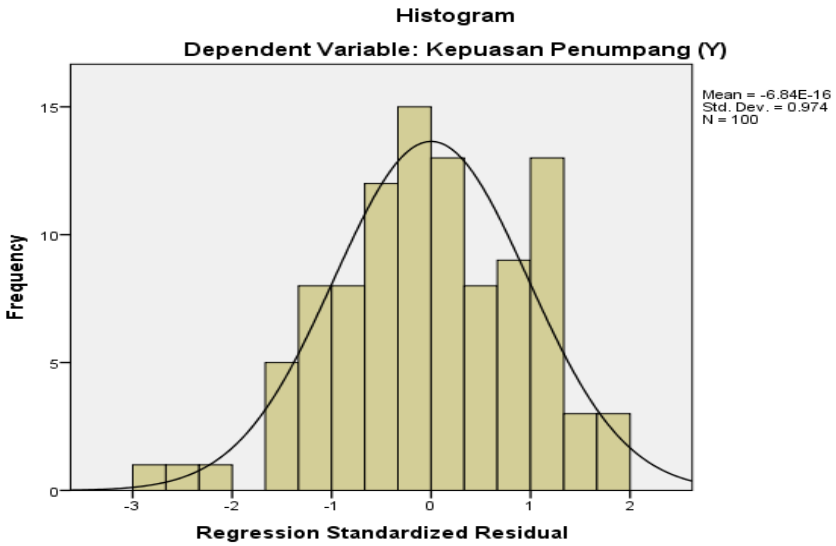


Source: SPSS Version 23 Calculation Results.

b. Heteroscedasticity Test

This test aims to test whether the model has a variant dissimilarity from the residual of one observation to another. Ghozali (2005:105) stated that "if the variant of the residual tested is fixed, then it is called homoscedasticity, while if it is different, it will be called heteroskedasticity". The heteroscedasticity test can be done by looking at the distribution of the plot graph between the dependent prediction value, namely ZPRED and the residual value of SRESID. The following are the results of heteroscedasticity using the scatterplot of regression standardized residual graph model shown in the following figure:

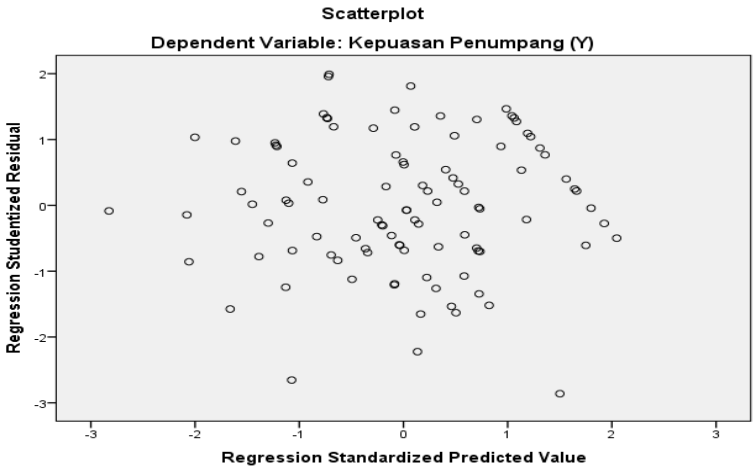
Figure 1
Heteroscedasticity Test Results



Source: SPSS Version 23 Calculation Results.

Based on Figure 5, a curve crosses all bars, and the peak is in the middle, proving that the data or regression or normal for X and Y flowers are histogrammatics so that the data is expressed in a normal distribution.

Figure 2
Heteroscedasticity Test Results



Source: SPSS Version 23 Calculation Results.

Based on the figure above, the dots are randomly scattered above zero or below zero, so based on this, it can be concluded that there is no heterogeneity in the regression model in this study.

c. Muktikolinearity Test

The multicollinearity test aims to test the regression model used to see if multicollinearity exists between the independent variables studied. Variables that are

known to correlate with other variables will be referred to as *non-orthogonal variables.* Ghozali (2005:45) stated that the *orthogonal* variable is an independent variable with a correlation value of 0.1 and VIP below 10, so there is no multicollinearity as in this research model. The full test results are presented in the following table:

Table 4
Multicollinearity Test Results
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.610	.665		5.432	.000		
	Tangible (X1)	.148	.057	.216	2.589	.011	.350	2.858
	Responsiveness (X2)	.127	.057	.192	2.216	.029	.323	3.091
	Insurance (X3)	.150	.049	.221	3.044	.003	.459	2.180
	Empathy (X4)	.163	.048	.240	3.372	.001	.481	2.079
	Reliability (X5)	.116	.047	.177	2.475	.015	.473	2.115

a. Dependent Variable: Passenger Satisfaction (Y)
Source: SPSS Version 23 Calculation Results.

4. Hypothesis Testing

a. Test T (partial)

This test is to see the extent of the individual influence of the X variable on the Y variable.

Based on the results of processing with the SPSS 23 program, the results of the -t-test are obtained, the results of which are summarized in the following table:

Table 5
Test Result T (partial)
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.610	.665		5.432	.000
	Tangible (X1)	.148	.057	.216	2.589	.011

Responsiveness (X2)	.127	.057	.192	2.216	.029
Insurance (X3)	.150	.049	.221	3.044	.003
Empathy (X4)	.163	.048	.240	3.372	.001
Reliability (X5)	.116	.047	.177	2.475	.015

a. Dependent Variable: Passenger Satisfaction (Y)

Source: SPSS Version 23 Calculation Results.

Based on the table above, the significance value is smaller than 0.05, which means that the t-value of the calculation table will be greater than the t-value of the table in the percentage distribution. So, based on this, each variable X1, X2, X3, X4, X5 has a per-right or independent effect on passenger satisfaction of variable Y.

b. Test F (Simultaneous)

The simultaneous test or F test is a joint test to test the significant influence of service quality variables on physical evidence, reliability, responsiveness, assurance and attention together on the satisfaction variables presented in the following table:

Table 6
Test Results F (Simultaneous)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	773.942	5	154.788	63.547	.000[b]
	Residual	228.968	94	2.436		
	Total	1002.910	99			

a. Dependent Variable: Passenger Satisfaction (Y)

b. Predictors: (Constant), Reability (X5), Emphaty (X4), Insurance (X3), Tangible (X1), Responsiveness (X2)

Source: SPSS Version 23 Calculation Results.

Based on the table above, it is known that the significant value produced is 0.000 or 0%, which is less than 0.05, which means that the independent variable affects the dependent variable with a substantial level of 0%. This underlies the conclusion that together, variable X affects variable Y. If it is associated with the hypothesis presented. Ha is declared accepted in this study, and a statement is made that there is a significant relationship between the quality of Trans Banjarbakula bus service and passenger satisfaction.

Meanwhile, Ho, who stated that there was no significant influence between the quality of the Trans Banjarbakula bus service and passenger satisfaction, rejected Ghozali (2005:105).

c. **Determinant Coefficient R^2**

Table 7
Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878[a]	.772	.760	1.56071

a. Predictors: (Constant), Reability (X5), Emphaty (X4), Insurance (X3), Tangible (X1), Responsiveness (X2)
b. Dependent Variable: Passenger Satisfaction (Y)

Source: SPSS Version 23 Calculation Results.

The use of the value of the determination coefficient (*Adjusted* R *Square*) is used to determine the magnitude of the relationship between the dependent variable and the independent Sugiono (2006:36). Some researchers use the Coefficient of Determination (*Adjusted* R *Square*), which is more accurate than looking (Coefficient) because the value is sometimes contaminated with other perturbation values. Based on the data of the table mentioned above, it shows that the determination coefficient ($R^2 R^2 Adjusted\ R\ Square$) = 0.760, which means that the quality of service of the Trans Banjarbakula Bus affects passenger satisfaction on the Trans Banjarbakula bus by 76%. At the same time, 1.56071 is the contribution of other variables that are not included in this regression model (influenced by different factors).

d. Multiple Linear Regression Test

To test the hypothesis in the research model, the researcher used multiple linear regression analysis to produce processed data from SPSS. The results of the data processing are presented in the following table:

Table 8
Hypothesis Test Results
Multiple Regression Analysis Calculation Results

Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.610	.665		5.432	.000		
	Tangible (X1)	.148	.057	.216	2.589	.011	.350	2.858
	Responsiveness (X2)	.127	.057	.192	2.216	.029	.323	3.091
	Insurance (X3)	.150	.049	.221	3.044	.003	.459	2.180
	Empathy (X4)	.163	.048	.240	3.372	.001	.481	2.079
	Reliability (X5)	.116	.047	.177	2.475	.015	.473	2.115

a. Dependent Variable: Passenger Satisfaction (Y)

Source: SPSS Version 23 Calculation Results.

Based on the table above, the regression model used can be obtained, namely:

$$Y= a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e$$

Or

$$Y= 3.160 + 0.148X1 + 0.127X2 + 0.150X3 + 0.163X4 + 0.166X5 + e$$

E. Conclusion

The results of the hypothesis test prove that there is an influence between the quality of service and the quality of the passengers of the Trans Banjarbakula Bus. Judging from the results of the calculations that have been carried out through the T-test, it is known that all variables of physical evidence, responsiveness, assurance, attention, and reliability whose *level of significance* value is less than 0.05 (<0.05), which means that there is a partial influence between each independent variable on the dependent variable. This will help leaders determine which variables are priorities and which ones are later to respond more quickly to customer needs (Perdomo-Verdecia et al., 2024). In improving service to customers, it is very necessary to conduct periodic citizen satisfaction surveys and foster customer trust, which is very important for continuous improvement of the services provided (Metwally & Samir, 2024)

The results of the hypothesis test prove that there is an influence between the quality of service and the quality of the passengers of the Trans Banjarbakula Bus. Judging from the results of the calculations carried out through the F test, the significance value of 0.000 shows that it is smaller than the value of 0.05 (0.000 <0.05), which means that the

independent variable affects the dependent variable. This underlies the conclusion that together, variable X affects variable Y. If it is associated with the hypothesis presented. In this study, Ha declared accepted or stated that there is a significant relationship between service quality and passenger satisfaction with Trans Banjarbakula Bus. Meanwhile, Ho, who said there was no significant influence between the quality of the Trans Banjarbakula bus service and passenger satisfaction, was rejected. It is important to evaluate the quality of the service and the user's perspective and understand its impact on satisfaction and loyalty, which are important factors for the durability and long-term success of the service. (Askari et al., 2024). Quality of service that provides customer satisfaction will motivate customers to use the same services and maintain their satisfaction level (Rauf et al., 2024) . The quality of customer service is an important component in business success, including the delivery of accurate information and good interaction to meet customer needs.(Kim & Yeo, 2024)

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