THE INFLUENCE OF FACILITY, TIMELINESS AND TRUST WITH SATISFACTION AS INTERVENING VARIABLES TOWARDS LOYALTY OF EXECUTIVE TRAIN PASSENGERS OF SURABAYA GUBENG STATION

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Abstract: The aims of this study is to determine and explain the simultaneous and partial influence of facilities, timeliness, trust through satisfaction as an intervening variable on the loyalty of Solo Balapan executive railroad passengers. The research method of this study was quantitative descriptive method. The population is all of train passengers in Gubeng executives. In this study data were collected by means of observation, interviews, questionnaires or questionnaires, literature study and documentation, and using the help of SPSS Statistics. This questionnaire was distributed to 60 respondents who were executive train users. The analysis used in this study includes data instrument tests (validity and reliability tests), multiple linear regression analysis, classic assumption tests (normality test, multicollinearity test, heteroscedasticity test) and hypothesis testing (F test, t test, coefficient of determination). The results of this study indicate that the variable facilities, timeliness, trust and satisfaction affect the loyalty of train passengers in Gubeng executives. T test results show the facility affects satisfaction of train passengers in Gubeng executives. Timeliness affects satisfaction of train passengers in Gubeng executives. trust affects satisfaction of train passengers in Gubeng executives. satisfaction affects loyalty of train passengers in Gubeng executives.

Keywords: facilities, timeliness, trust, satisfaction and loyalty

1. Introduction

In an era of transportation development and technological sophistication, people tend to choose fast and affordable transportation. The community will demand better services in accordance with their needs, so that they will be more careful and critical in choosing everything that can be used to meet their needs. Realizing the role of land transportation, especially the facilities in the train, must be balanced with the level of need and the availability of friendly, safe, fast, comfortable, smooth, orderly, orderly, safe and efficient transportation services (Hayuning, et al. 2015).

Satisfaction will never stop at one point, moving dynamically following the level of quality of its products and services with expectations that develop in the minds of consumers. Buyers' expectations are influenced by their previous purchasing experience, the advice of friends and colleagues, and the promises and information of marketers and competitors. Based

on the research of Hayuning, Salmia and Hutabarat (2015), it is stated that customer satisfaction has a positive and significant effect on consumer loyalty.

Today's competition is getting tighter, success is largely determined by the level of customer satisfaction. Satisfied customers are really needed by the company, customer satisfaction can only be achieved by providing quality services to consumers, one of which can be by improving the quality of existing facilities. Good facilities are often assessed by consumers directly, because it requires efforts to improve the facilities provided in order to fulfill desires and increase satisfaction. In accordance with Apriyadi's research (2017) which states that there is a positive and significant influence between facilities on satisfaction.

Based on research by Oktaviasari and Rachma (2017), it is stated that timeliness has a positive and significant effect on customer satisfaction. In transportation services, consumers will assess the performance against the time schedule that has been promised by the company. If the travel time is in accordance with the promised time, the consumer will be satisfied with the company.

The development of transportation services is currently being felt very rapidly, shown by technological advances that increasingly spoil human life. Transportation must improve facilities, timeliness of arrival and departure which will create satisfaction for consumers. With the assumption of achieving customer satisfaction, it is expected that the company's revenue will increase and in the long run the company can grow in line with the trust of consumers. According to the research of Wiedyani and Prabowo (2019) that trust has a significant effect on consumer satisfaction.

Surabaya Gubeng Station, which is located at Jalan Gubeng Masjid, Gubeng, Surabaya, East Java, always strives to provide all services to the community to the maximum. In maintaining and maintaining passenger loyalty, there are several factors that influence including good facilities that will produce satisfaction in the minds of consumers, the timeliness of departure and arrival which will make consumers feel satisfied, if consumers believe in these products, a sense of self-satisfaction will grow. consumer. consumers will be loyal or loyal to a brand if he gets satisfaction from the brand. After satisfaction, the consumer's sense of loyalty to the product will automatically form. consumer satisfaction affects consumer loyalty. Customer satisfaction is needed by the company to generate consumer loyalty to the company. Companies need to maintain this loyalty, because maintaining customer loyalty means an effort to maintain the survival of the company.

By looking at the factors in maintaining the loyalty of service passengers provided by PT KAI, especially at Gubeng Station, the researcher wanted to examine a study entitled "Facilities, Timeliness, and Trust with Satisfaction as Intervening Variables Against Loyalty of Executive Train Passengers at Surabaya Gubeng Station".

2. Literature Review

User Loyalty

Consumer loyalty is the attitude of consumers towards a product / service to make repeated purchases of products or services even though there is competition that has the potential for behavior change. According to Hurriyati (2014), loyalty is a deep enduring consumer commitment to re-subscribe or to consistently repurchase selected products / services in the future.

Amenities

Facility is an environmental condition that is deliberately provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. According to Handayani, et, al. (2019) Facilities are anything that is intentionally provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. This refers to the establishment of policies, structures and procedures that the organization always has to support customers involved in complaints and communications.

Punctuality

The timeliness of departure or arrival is the length of time the customer takes the distance until the customer arrives at the destination. The estimated arrival arrival is usually a benchmark for customers to find out whether the delivery service is good or not. According to Oktaviasari and Rachma (2017) punctuality is a service that is precise and accurate according to the train departure schedule that has been set in the train trip chart.

Trust

Consumer trust is an attitude shown by feeling like and persisting in using the product / service because the partner's belief will meet the needs. According to Tambunan (2018) Trust is the belief that someone will find what they want in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give him what he hopes for and an expectation that someone generally has that the words, promises or statements of others can be trusted.

Satisfaction

Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer enjoyment related to meeting consumer needs. According to Tjiptono (2014: 355) Consumer satisfaction is an evaluation of after-purchases between perceptions of the performance of the selected product / service alternatives that meet or exceed expectations. According to Pontoh, et, al. (2014) Satisfaction is the response or response of consumers regarding meeting needs.

3. Research Methodology

Quantitative was chosen as the method in this research. The population is Gubeng Executive Train Passengers. The research was conducted from March 2020 to May 2020. The sample used for the instrument test was 60 respondents, valid and reliable questions were then tested for multicollinearity, heteroscedasticity, F test (simultaneous), t test (partial) and R^2 to 100 test. passengers are taken using the Slovin formula.

4. Research Results

Results of Data Analysis

a. Classic assumption test

  1) Normality test

  The normality test with the Sig. $0.254 > 0.05$. shows normal data distribution.

  2) Multicollinearity Test

  All variables are free from multicollinearity. VIF below 10 as well as tolerance above 0.1.

  3) Heteroscedasticity Test

  All variables have a significance value > 0.05, meaning that all independent variables are heteroscedasticity.

b. Multiple Linear Regression Analysis Test

  $Y = -1.251 + 0.821X1 + 0.0798X2 + 0.021X3 + 0.150X4$

  a = -1. 251 indicates that the constant value is -1.165 with negative parameters. Without the facility variables, punctuality, trust and satisfaction, passenger loyalty decreases.

  $\beta1 = 0.821$ shows that if the facility variable increases by one unit it will result in an increase in passenger loyalty by 0.568. variable assumptions of timeliness, trust and satisfaction remain.

  $\beta2 = 0.0798$ shows that if the facility variable increases by one unit it will result in an increase in passenger loyalty by 0.089. the assumption of variable facilities, trust and satisfaction remains.

  $\beta3 = 0.021$ shows that if the facility variable increases by one unit it will result in an increase in passenger loyalty by 0.013. the assumption of variable facilities, timeliness and satisfaction remains.

$\beta 4 = 0.150$ shows that if the facility variable increases by one unit it will result in an increase in passenger loyalty by 0.200. the assumptions of facility variables, timeliness and trust remain.

c. F test

The results of the calculation of the F test show that the F count is 23,413. so F count > F table Ho is rejected, meaning that facilities, timeliness and trust have a simultaneous effect on the loyalty of Gubeng Train passengers.

d. T test

1) The results of the t test for the facility variable show t count > t table = (6.187) > (1.984) the significance level is 0.000, so Ho is rejected so that there is an effect of the facility on the satisfaction of the Gubeng Executive Train.
2) The results of the t test variable timeliness show t count> t table = (3.516) > (1.984) the significance level is 0.002, so Ho is rejected so that there is an effect of punctuality on the satisfaction of the Gubeng Executive Train.
3) The results of the t test for the trust variable show t count > t table = (3,219) > (1.984) the significance level is 0.001, so Ho is rejected so that there is an effect of trust on the satisfaction of the Gubeng Executive Train.
4) The result of the t test for the satisfaction variable shows t count > t table = (4,378) > (1.984) the significance level is 0.000, so Ho is rejected so that there is an effect of satisfaction on the loyalty of the Executive Train of Surabaya Gubeng Station.

e. R^2 test

The result of the determination coefficient test is 0.466.

Discussion

a. The influence of facilities, punctuality and trust on the loyalty of Gubeng Executive Train passengers.

Based on the results of the F test, it is known that Fcount is 23,413 while F table is 2.47. The results of the F test calculation obtained F count> F table = 23,413 > 2.47, and a significance value of 0.000 < 0.05. This means that the variable facilities, punctuality and trust simultaneously or together have a significant effect on the loyalty of Gubeng Executive Train passengers.

b. Effect of facilities on passenger satisfaction of the Gubeng Executive Train.

Based on the t test analysis, the t value > t table = 6.187 > 1.984 and the significance value of 0.000 < 0.05. This means that the facility variable has a positive and significant influence on passenger satisfaction at the Gubeng Executive Train. The results of this study are in line with research conducted by Apriyadi (2017) which states that facilities have a significant effect on train passenger satisfaction.

c. Effect of punctuality on passenger satisfaction of the Gubeng Executive Train.

Based on the t test analysis, the t value> t table = 3.516 > 1.984 and the significance value 0.002 <0.05. This means that the punctuality variable has a positive and significant effect on passenger satisfaction at the Gubeng Executive Train. The results of this study are in accordance with research conducted by Oktaviasari and Rachma (2017) which states that timeliness has a significant effect on train passenger satisfaction.

d. The influence of trust on the satisfaction of Gubeng Executive Train passengers.

Based on the t test analysis, the t value> t table = 3,219 > 1.984 and the significance value of 0.001 <0.05. This means that the trust variable has a positive and significant influence on passenger satisfaction at the Gubeng Executive Train. The results of this study are in line with the research conducted by Wiedyani and Prabowo (2019) which states that trust has a significant effect on train passenger satisfaction.

e. The effect of satisfaction on the loyalty of Gubeng Executive Train passengers.

Based on the t test analysis, the t value> t table = 4,378 > 1.984 and the significance value of 0.000 <0.05. This means that the satisfaction variable has a positive and significant influence on the loyalty of Gubeng Executive Train passengers. The results of the research that has been done can be concluded that the satisfaction variable has an effect on the loyalty of Executive Railroad passengers and in line with the research conducted by Hayuning, Salmia and Hutabarat (2015), it is stated that satisfaction has a significant effect on train passenger loyalty.

5. Conclusions and Suggestions

a. Conclusion
1) Simultaneous test (F test) of facilities, timeliness, trust has a significant effect simultaneously on the loyalty of the Gubeng Executive Train passengers.
2) The results of the t test
   a. Facilities have an influence on passenger satisfaction of the Gubeng Executive Train.
   b. Timeliness has an influence on passenger satisfaction of the Gubeng Executive Train.
   c. Trust has an influence on passenger satisfaction of the Gubeng Executive Train.

d. Satisfaction has an influence on the loyalty of Gubeng Executive Train passengers.
3) The coefficient of determination (R2) is 58.3%.

b. Suggestion

1) We recommend that for PT. Kereta Api Indonesia (Persero), especially Gubeng Station, in order to maintain existing passenger facilities and continue to be well managed. Increase the availability of more waiting rooms, additional and cleaner trash bins, the availability of a wider and more adequate prayer room.

2) We recommend that you repair and increase the train schedule and in future train travel arrangements will be more on time and according to the train departure schedule and train arrival schedule.

3) It is expected that the company can maintain and improve facilities, timeliness of train departures and arrivals because it has a dominant influence in influencing User Satisfaction Levels, including maintaining the physical appearance of both the interior and exterior of the executive train so that the User Satisfaction Level will increase which will later make the train. This fire remains an icon of the rail economy in Indonesia.

4) It is better if further research is expected to be able to carry out more specific research on indicators of the level of loyalty of train service users at Solo Balapan Station, so that it can be seen what indicators affect the loyalty of train service users.

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