THE INFLUENCE OF SERVICE QUALITY, PERCEIVED VALUE, AND CUSTOMER SATISFACTION ON THE LOYALTY OF KRL COMMUTERLINE SOLO-JOGJA USERS

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Abstract: *The purpose of this study was to determine the effect of customer satisfaction on KRL Commuterline Solo-Jogja user loyalty. The research was conducted on Solo-Jogja Commuterline KRL users. This research method is descriptive quantitative. The population is Solo-Jogja Commuterline KRL users in October-December 2022. A sample of 100 respondents uses a non-probability sampling technique where data is collected by questionnaire. Methods of data analysis with statistical analysis ie. multiple linear regression test, F test, t test and coefficient of determination. Data analysis was assisted with the help of SPSS software version 25. Based on the results from the study it can be seen that service quality has a positive and significant effect on KRL Commuterline Solo-Jogja user loyalty. As well as perceived value and customer satisfaction.*

Keywords: *Customer Satisfaction, Perceived Value, Service Quality*

1. Introduction

In everyday life means of transportation is needed by the community. In reaching the location of human activities, goods/services require transportation and support work activities, schools, etc. Transportation is related to social, economic, environmental, political, defense and security aspects (Rossanti, 2020). Railways have various alternative advantages that are very useful for transportation problems and can solve complex problems (Lidya, 2022). The train that is currently in demand is the Commuterline Electric Rail Train (KRL).

The Commuterline KRL phenomenon is popular with the public because it has advantages and is also considered economical. Arrival and departure times are accurate so as to minimize delays for workers. According to the opinion of (Ramadan, 2020) Loyal consumers can provide benefits for the company. The product remains in the eyes of consumers and the company can also be able to compete with competitors in the market. And also in opinion (Adawia et al., 2020) Customer loyalty plays an important role in business, maintaining it means increasing performance and maintaining business results. This is an important reason companies have interest and maintain it. Therefore it can be said that customer loyalty is formulated as the main goal, considered as the main benchmark to win the competition. To win the competition can be overcome through ensuring consumer satisfaction through service quality, reaped value and customer satisfaction.

Based on (Saputri, 2019) Internal service quality is the service provided by service providers in the form of speed, convenience, accuracy and capacity in providing services for customer satisfaction. Thus, customers can find out the ratio of service quality levels between companies. According to (Lidya, 2022) Service quality is considered good if the service provided meets customer expectations. Then community loyalty to a service product can also be influenced by the perceived value.

According to (Yogaswara & Pramudana, 2019) Perceived value is the value that consumers want for a product. If the value obtained from consuming a product is in line with the desire, consumers are satisfied with their choice. As for according (Nabila & Kuswanto, 2022) This perceived value plays a key role in increasing consumer satisfaction with the product, which in turn increases customer loyalty. They form expectations of a value and desire to live up to it. The more value the customer sees, the better the relationship will be.

Satisfaction leads to greater loyalty to the company and customers will remain committed to the opponent's offer (Firmansyah & Prihandono, 2018). Then according (Erica & Rashid, 2018) Improving customer satisfaction or increasing preferences directly influences customer behavior and attitudes, reducing their level of demand, increasing trust and service buying behavior, as well as their emotional attachment and subconscious preference for an object. consumer loyalty.

The large number of people who are interested in using Commuterline KRL transportation has the ability that KRL service users are willing to pay more in order to obtain comfort when using KRL services. Like research (Mashuri, 2020). Data analysis was assisted by SPSS 24 software.

Seeing the phenomenon and previous research, researchers want to know the variables that can affect loyalty. Then the researchers were led to examine: "The Influence of Service Quality, Perceived Value, and Customer Satisfaction on the Loyalty of KRL Commuterline Solo-Jogja Users".

2. Research Method

With the aim of determining the effect of service quality, perceived value, and satisfaction customer towards loyalty Solo-Jogja Commuterline KRL users. The population of this study is infinite so that the transfer of sampling to the methodaccidental sampling. Using the Cochran method, this research sample is 100 respondents. Sampling technique with nonprobability sampling method.

Therefore, this research is quantitative in nature by collecting data using a questionnaire published to KRL Commuterline Solo-Jogja Train customers in October-December 2022. The sample was taken using the non-probability sampling method. The data analysis procedure is the classical assumption test, multiple linear regression test, hypothesis testing, and the coefficient of determination. IDM SPSS Statistics 25 is used for processing.

Table1. Variable Operational Definition

Variable	Definition	Indicator	Grille
Customer Loyalty (Y)	Attitudes that determine the buying behavior of company products/services are related to emotions, especially those who buy very frequently and consistently.	Repeat purchases Retentions Referrals (Saputri, 2019)	1. Become a customer in the next few months 2. Get good quality service 3. Recommend to friends/family 4. Share with friends/family 5. Recommend service 6. Convey that the service

			is satisfactory
Service Quality (X1)	Service quality is a measure of how effective the service level is as it is given to the company's capabilities and its nature to meet customer desires on a regular basis.	assurance Empathy reliability Responsiveness Tangibles (Adawia et al., 2020)	1. Friendliness and courtesy of officers 2. Willingness of officers to appreciate 3. Ease of schedule information 4. Speed and accuracy of information 5. Readiness to respond to problems 6. Availability of tools to inform travel routes
Perceived Value(X2)	The value obtained by customers from a service is then used as an evaluation material between perceived quality and customer sacrifice.	Emotional Values Social Values Performance Value Price/Value Of Money (Yogaswara & Pramudana, 2019)	1. Benefit on the go 2. Happy in service 3. Service according to customer perception 4. The officers showed a patient, friendly, and polite attitude 5. Officers are happy to help 6. Ease of access to car purchases
Satisfaction (X3)	The general attitude shown by consumers towards goods and services after being trapped between what is received and what is desired.	Overall Satisfaction Confirmation Of Expectations Comparison To Ideal (Erica & Rashid, 2018)	1. Satisfied overall train service 2. Satisfied to travel by train 3. The quality of service is in accordance with what is offered 4. Satisfied with using the train 5. Delivery of packages on the train is very appropriate 6. Very satisfied with the service

3. Result and Disscussion
3.1 Results
Classical Assumption Test Results
Normality Test Results
By using the classic assumption test with the Kolmogorov-Smirnov Z.

Table 2. Normality Test Results

Kolmogorov-smirnov Z	Monte Carlo Sig. (2-tailed)	Batas	Keterangan
0,104	0,218d	0,05	Normal

Data source: Primary data, processed in 2023
Based on the exposure above shows the value significance for models regression of 0.218 or > 0.05 so the distribution data normal.

Heteroscedasticity Test Results
In order to detect heteroscedasticity, the Glejser test method is used.

Table 3. Heteroscedasticity Test Results

Variabel	Sig.	Keterangan
Kualitas Pelayanan	0,52	Tidak terjadi heteroskedastisistas
Perceived Value	0,73	Tidak terjadi heteroskedastisistas
Kepuasan Pelanggan	0,91	Tidak terjadi heteroskedastisistas

Data source: Primary data, processed in 2023
Based on the explanation that all variables free has a Sig value. > 0.05, therefore the conclusion is that all independent variables are listed as free of heteroscedasticity.

Multicollinearity Test
In order to know the multicollinearity in one variable, it can be seen by the Variance Inflation Factor (VIF) value and the Tolerance value for each variable. free.

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF	Keterangan
Kualitas Pelayanan	0,140	7,119	Bebas Multikolinearitas
Perceived Value	0,143	7,010	Bebas Multikolinearitas
Kepuasan Pelanggan	0,957	1,045	Bebas Multikolinearitas

Source: Primary data processed, 2023
Based on the explanation that all variables free has a tolerance value > 0.10 and value VIF < 10, then it can be concluded happening multicollinearity symptoms.
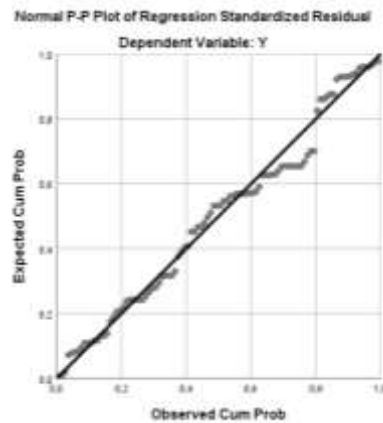
Figure 1. Graph of Normal PP Plot
Source: Primary data processed, 2023

Multiple Linear Regression Results

Table 5. Multiple Linear Regression Results

Model	B	t	Sig.
(Constant)	12,358	4,512	0,000
X1	1,228	2,649	0,215
X2	1,872	4,848	0,012
X3	1,091	1,998	0,021

Source: Primary data processed, 2023

Based on the explanation that a model can be formulated regression linear double in this study are:

$Y = 12.358 + 1.228X_1 + 1.872X_2 + 1.091X_3 + e$

From the equation regression it can interpreted as following:

Constant value (α) = 12.358, that is, if the independent variables, namely service quality, perceived value, and customer satisfaction, the value is 0 (zero), then the loyalty variable is at 12.358.

The coefficient of service quality variable ($\beta1$) of the coefficients value (β) = 1.228. Which shows if the variables perceived value and customer satisfaction are equal to 0, so with the addition of service quality variables it can trigger loyalty to increase by 1.228 and is positive for loyalty. The coefficient of the variable perceived value ($\beta2$) of the coefficients (β) = 1.872 and positive towards loyalty. Then, the variable coefficient of customer satisfaction ($\beta3$) of the coefficients (β) = 0.301. This results if the variables of service quality and perceived value are equal to 0, then the addition of customer satisfaction variables can trigger loyalty to increase by 0.301 and is positive for user loyalty. Then the variables X_1, X_2, X_3 have a positive effect on the loyalty of KRL Commuterline Solo-Jogja users.

From the results it is known that the perceived value variable has a very large influence on loyalty, because the regression coefficient has the greatest value among the other variables, namely 1.872.

Model Feasibility Test (F Test)
In order to examine the significance of the effect independent variable to variables dependent with KRL Commuterline Solo-Jogja user objects. The output results are as follows:

Table 6. F Test Results

Model	F	Sig.	Keterangan
Regression	31,714	,000b	H0 ditolak, Ha diterima

Source: Primary data processed, 2023

The results of data analysis are the Fcount value with a result of 31.714 while Ftable with a result of 2.70 and a significance of 0.000 < 0.05 then Ho rejected. He concluded that Ha was accepted, meaning that it was found influence between variables X_1, X_2, X_3 to variable (Y).

Hypothesis Test (t test)
Primarily to measure the influence of an independent variable as an individual in explaining several variables dependent. Results output as follows:

Table 7. Test Results t

Variabel	t_{hitung}	t_{tabel}	Sig.
Kepuasan Pelanggan	2,649	1,984	0,025
Perceived Value	4,848	1,984	0,012
Kepuasan Pelanggan	1,998	1,984	0,021

Source: Primary data processed, 2023

The results show $t_{hitung} > t_{table}$ (2.649 > 1.984) and a significance value (0.025 < 0.05), so Ho is rejected. Then the results show $t_{hitung} > t_{table}$ (4,848 > 1.984) and a significance value (0.025 < 0.012), then Ho is rejected. Then the results show $t_{hitung} > t_{table}$ (1.998 > 1.984) and a significance value (0.021 < 0.05), so Ho is rejected.

Determination Coefficient Test (R2)
In order to measure several variables free in describing the dependent variable. Here are the output results:

Table 8. Results of the Coefficient of Determination R2

R	R Square	Adjusted R Square
0,706a	0,498	0,482

Source: Primary data processed, 2023

The results show that the coefficient of determination (R2) is 0.482. Then 48.2% of the variation in the loyalty variable can be explained in the quality variable service , perceived value, customer satisfaction, for the remainder of 51.8% is explained in other variables that are not presented in study This.

3.2 Discussion

The Effect of Service Quality on the Loyalty of Solo-Jogja Commuterline KRL Users.

Based on the results of SPSS 25 data processing, it was found that $t_{hitung} > t_{table}$ (1.249 > 1.984) and the significance value (0.025 < 0.05), indicating quality service has a positive and significant effect on KRL Commuterline Solo-Jogja user loyalty.

This is similar to research (Saputri, 2019) Internal service quality is the service provided by service providers in the form of speed, convenience, accuracy and capacity in

providing services for customer satisfaction. Thus, customers can find out the ratio of service quality levels between companies.

The Effect of Perceived Value on the Loyalty of KRL Commuterline Solo-Jogja Users.

Based on the results of SPSS 25 data processing, it was found $t_{hitung} > t_{table}$ (1.249 > 1.984) and the significance value (0.015 < 0.05), indicating that perceived valuehas a positive and significant effect on KRL Commuterline Solo-Jogja user loyalty.

This is similar to research (Nabila & Kuswanto, 2022) This perceived value plays a key role in increasing consumer satisfaction with the product, which in turn increases customer loyalty. They form expectations of a value and desire to live up to it. The more value the customer sees, the better the relationship will be.

The Effect of Customer Satisfaction on the Loyalty of KRL Commuterline Solo-Jogja Users.

Based on the results of SPSS data processing version 25 it was found that $t_{hitung} > t_{table}$ (1.998 > 1.984) and the significance value (0.021 < 0.05), indicating that customer satisfaction positive effect and significant to loyalty Solo-Jogja Commuterline KRL users.

This is similar to research (Erica & Rashid, 2018) Improving customer satisfaction or increasing preferences directly influences customer behavior and attitudes, reducing their level of demand, increasing trust and service buying behavior, as well as their emotional attachment and subconscious preference for an object. consumer loyalty.

4. Conclusion

This study aims to examine the effect of service quality, perceived value, and customer satisfaction. The population is Solo-Jogja Commuterline KRL users. The sample is 100 respondents. Based on the formulation of the problem, the results and discussion described above and the tests that have been carried out so that conclusions can be drawn in the form of service quality, perceived value, and customer satisfaction have a positive effect on KRL Commuterline Solo-Jogja user loyalty. The results of the regression calculation can be seen, namely variations in the loyalty variable can be described through the variables of service quality, perceived value, customer satisfaction.

In accordance with the results of the analysis and conclusions obtained previously, suggestions can be submitted to KRL Commuterline Solo-Jogja to maintain and improve service quality, perceived value, customer satisfaction because this can affect user loyalty. By making users feel comfortable, they are able to fully contribute to customer satisfaction.For further research, it is better to add variables that can develop from this research. As well asthe next researcher can explain this research using variables free besides service quality, perceived value, and customer satisfaction which can affect loyalty, considering that there are still other influences such asbrand image, brand trust,prices, promotions, etc.

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