

**THE IMPACT OF SERVICE QUALITY, PROMOTION, AND PRICE PERCEPTIONS
ON USER SATISFACTION OF SOLO-YOGYAKARTA ELECTRIC RAIL TRAIN**

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Abstract: *This study intends to ascertain the impact of service quality, promotion, and price perceptions on user satisfaction of the Solo-Yogyakarta Electric Rail Train. This study employed a descriptive quantitative methodology. All passengers on the Solo-Yogyakarta Electric Rail Train (KRL) made up the study's population. Purposive sampling is used in the sampling process, yielding 100 responders as samples. The methods for data analysis that are being employed are multiple linear regression analysis, t test, and coefficient of determination. According to the findings, user satisfaction with the Solo-Yogyakarta Electric Rail Train was positively and significantly impacted by service quality, promotion, and price perceptions. The results of the coefficient of determination test (R^2) computation yielded a value of 0.605. This demonstrates that of the variation in the dependent variable (customer satisfaction), 60.5% can be accounted for by service quality, promotion, and price perceptions, with the remaining 39.5% being influenced by additional variables not taken into account by the research.*

Keywords: *customer satisfaction, service quality, promotion, and price perceptions*

1. Introduction

It can be argued that modern technical advancements are advancing quite quickly and are able to change with the times. Several things have changed, particularly in the transportation industry. Convenience and practicality continue to be the goals of innovation. The effects of new developments or modifications in transportation technology are felt, particularly on Indonesia's more sophisticated and contemporary train systems. The development of transportation contributes to human mobility through supporting, promoting, and promoting the performance of daily activities that cannot be separated from the existence of transportation. Nowadays, a lot of people opt to go by public transit since they believe it to be more effective and efficient. One form of land-based public transportation that is frequently used by the general public is the train. In order to ensure that customers are happy utilizing the company's transportation services, it is expected of businesses to pay attention to a variety of aspects, including service quality, promotions, price perceptions, and other factors.

One factor that is crucial to corporate operations is satisfaction. A key indicator of a company's success is consumer satisfaction. As a result, when making changes in an effort to satisfy customers, businesses must be aware of the changing wants and wishes of each customer. If producers can create goods and services that meet consumers' needs and wants, then consumers will be happy (Herawati *et al.*, 2022). Customer satisfaction is crucial for a business'

longevity since happy customers are more likely to repurchase or use the company's products. Because the business will make money from consumer goods sales, this will be advantageous. In contrast, if customers are dissatisfied with the product they have selected, they are less inclined to repurchase or use the company's products. If this keeps happening consistently, the company's growth may be hampered and its sustainability may even be in jeopardy (Rahmawati & Tuti, 2022). Customers' post-purchase conduct can indicate whether or not they are satisfied. When needs and wishes for high-quality products are met, customers will be happy. To satisfy customers, businesses must deliver high-quality service that meets their expectations. Companies need to consider how to promote and perceive the pricing of a product in addition to elements affecting service quality. Customer satisfaction will have a favorable impact on the company's sustainability (Rozi & Sugiyono, 2021).

In businesses that provide services, customer satisfaction is a crucial component of success. If the service quality is good, customers may be more willing to pay extra. Customer satisfaction may also be impacted by interactions between customers and businesses that get along. Companies must deliver high-quality service that meets expectations in order to create customer satisfaction in order to draw in new consumers and avoid the possibility of existing customers switching to other businesses (Jannah & Alhazami, 2022). Businesses that can deliver services of a caliber that exceeds customer expectations will prevail in the marketplace because happy customers are an indicator of good service. Service quality is one of the major problems that every business has to deal with. No matter what kind of service is generated, efforts will be made to deliver high-quality service to make it simpler for businesses to satisfy customers. The level of service quality will be determined by the contrast between consumer expectations and the actual service they receive (Hilmawati *et al.*, 2022). Companies must adapt to changes if they want to keep or gain market share, particularly in the transportation industry where consumer-used modes of transportation are renewed. Additionally, businesses must be distinctive in order to draw customers to use their products. This will have an impact on how customers evaluate brands or businesses based on the level of service they receive (Antara & Rastini, 2022). The level of service provided can affect or decide consumer happiness. If the quality of service received by customers is good, customers will be happy and satisfied; if the quality of service received by customers is poor, customers will not be happy and won't come back to buy or utilize the goods and services of a company. Customer satisfaction increases with the level of service quality offered by the business (Herawati *et al.*, 2022).

The success of a product on the market is directly related to its promotion; a successful campaign will draw customers to buy or utilize the product. Print or digital media can be used to promote a product, which can benefit businesses' product marketing. When the campaign is run, consumers will receive added value from the products or services given, which will ultimately satisfy them (Sustiyatik, 2020). Promotions also have some degree of influence on customer happiness. Promotions are one strategy to draw in new customers and keep existing ones using your products or services. As stated by (Rozi & Sugiyono, 2021). one of the purposes of promotion is to enlighten consumers about a company's product in order to foster contentment and encourage repeat purchases or use of services. Companies cannot be divorced from the crucial role of advertising in informing or delivering the value of a product to potential buyers. If the promotion is done well and is appealing, the sales figure for each product presented will rise. The company's sales promotion strategy serves as a tool for both interacting with customers and

influencing and persuading them to purchase or utilize these items in order to meet the company's aims or objectives (Herlambang & Komara, 2021).

When it comes to individual perceptions, the environment and consumer circumstances serve as the background because no two consumers have the same perceptions. In addition to the product's nominal price, consumers are also influenced by price perception while evaluating a product. This affects consumer interest in buying things as well as their pleasure with their purchase or use of them. Pricing perception is connected to the ease with which pricing information can be comprehended and gives consumers a sense of profundity (Rahmawati & Susilowati, 2021). Between large and small businesses, each company has a different approach when setting rates. Pricing is handled by small management in small businesses with top management. Divisional or product line managers typically oversee pricing in major corporations. Customers will use a product again if the pricing matches or even surpasses their expectations, and vice versa, which will have an impact on the company's sustainability (Rahmawati & Tuti, 2022). One of the elements that significantly contributes to consumer happiness is perceived price. The perception of a product's price is an important factor for management to consider. The success of a product's marketing is influenced by consumer product purchases or uses that take price perceptions into account. The perceived price of a product influences market demand and, in turn, influences consumer happiness (Apriliani *et al.*, 2022).

At Solo Balapan Station and Purwosari Station, the Solo-Yogyakarta Electric Rail Train (KRL) was the subject of this study. As the holding company for PT KAI Commuter Indonesia (KCI), which administers transportation services using the electric rail train mode of transportation, PT Kereta Api Indonesia (Persero) is in charge. PT KAI is dedicated to offering customers the most possible benefits through rail services, including direct benefits like superior service and indirect ones like enhanced air quality. The Yogyakarta Operational Area (DAOP) VI Solo-Yogyakarta Electric Rail Train (KRL), which replaces Pramex trains, is a type of environmentally friendly train service that uses an emission-free source of electrical energy and is in high demand by the general public because it makes it simpler for them to carry out their daily activities. The ability or impact of service quality, promotion, and price perceptions in achieving customer satisfaction when using PT KAI's transportation services, specifically for users of the Solo-Yogyakarta Electric Rail Train (KRL), should be investigated and reviewed in light of the phenomenon described above. This study can be utilized as input throughout the strategic decision-making process for the company's future success and is afterwards expected to offer feedback for businesses performing evaluations.

Literature Review

Customer Satisfaction

Customer satisfaction, as described by Sangadji & Sopiah (2013: 181), is the state in which consumers' expectations of a product are in line with the reality that they actually receive. Customers will be dissatisfied if the product falls significantly short of expectations. Contrarily, customers will be pleased if the product lives up to expectations. According to Kotler & Armstrong (2016: 138), consumer satisfaction is a person's emotion of joy or disappointment as a result of compared the product's actual results to their assumptions.

Expectations and perceptions of performance are factors that affect satisfaction. Customer satisfaction depends on whether the performance meets or exceeds expectations (Rahmawati & Susilowati, 2021). If the performance falls short of expectations, the client will be unsatisfied. Customer comparisons between levels of perceived benefits and projected benefits have a direct impact on consumer satisfaction (Kurniawan & Soliha, 2022).

Service Quality

Service quality is a method of comparing the level of service obtained with the level of service anticipated, according to (Kotler & Keller, 2018: 60) . When the service is received or perceived as expected, it is assumed to be of high quality and satisfactory. Service quality, according to Kasmir (2017: 64) is a company's capacity to offer services that directly influence customer satisfaction in accordance with their demands and preferences.

The idea of service quality is the responsiveness and reality of the company's services in relation to the services that customers experience or receive (Kurniawan & Soliha, 2022). In order to satisfy customer wishes, service quality is a comparison between the perceived service by the customer and the desired service quality (Apriliani *et al.*, 2022).

Promotion

Promotion is a strategy used to persuade customers to learn more about the goods that a business is offering them, which leads to their satisfaction and eventual purchase (Gitosudarmo, 2014: 285). Promotion as a message from the seller to the consumer that comes from the appropriate information and tries to alter the attitude and behavior of buyers who were previously unfamiliar to become acquainted so that buyers still remember the product (Laksana (2019: 129)

Promotion is a strategy used to spread a specific message to customers about goods or services, brands or businesses, and so forth in order to encourage them to buy more (Herlambang & Komara, 2021). Promotion is a strategy for informing customers about goods and services. Therefore, promotion is a requirement for all businesses (Herawati *et al.*, 2022).

Price Perceptions

Price perception, according to Kotler & Keller (2018: 314), is a consumer's view of the cost or sum of money required to receive benefits from owning or utilizing a good or service. Managers must be well aware of how price affects consumer sentiments because it is one of the most critical qualities that consumers assess. Consumers' perceptions of high, low, and fair prices are known as price perception. This positively affects both purchase intention and satisfaction. pricing perception is influenced by how well customers comprehend and interpret pricing information (Schiffman & Kanuk, 2014: 120).

Price is a conversion factor set by the buyer in order to get goods or services with a market worth and their services. Price can alternatively be thought of as an exchange rate that can be used to purchase goods or services from an individual or group at a specific time and location using money (Hilmawati *et al.*, 2022). The tendency for consumers to evaluate the acceptability of a product's advantages using price is known as perceived price. A product's price can be categorized as expensive, inexpensive, or moderate (Rahmawati & Susilowati, 2021).

2. Research Method

Research Design

This study used a descriptive quantitative research method. In this study, customers of the Solo-Jogja Electric Rail Train (KRL) were studied over a three-month period at Solo Balapan Station and Purwosari Station.

Population, Sample, Sampling Technique

Since all Solo-Jogja KRL users were included in the study's population, the study's overall population was unbounded, and 100 respondents were chosen as samples. Purposive sampling, a non-probability sampling approach, was employed in this investigation. The following criteria determine who qualifies as a sample for this study:

- a. Must be at least 17 years old.
- b. Customers of the Solo-Jogja KRL at the Solo Balapan and Purwosari Stations.
- c. Utilizing the Solo-Jogja KRL service at least twice.

Data Collection Technique

This study using a questionnaire for data collection technique.

Operational Defination of Variables

Customer Satisfaction

Customer satisfaction is the consumer's evaluation of the entire product along with expectations. If the desire is satisfied, there will be feelings of pleasure or satisfaction; if the desire is not satisfied, there will be feelings of disappointment or discontent.

The following are examples of customer satisfaction indicators (Kurniawan & Soliha, 2022):

- a. General satisfaction with services
When they observe that the work is done well and does not fall short (as intended), customers who use services will feel content.
- b. Advise other parties
If a service performs well, satisfied customers will tell their family and friends about it.
- c. Using services for return
Customers are happy with the goods and services they received, and they will surely use them again.

Service Quality

In order to determine whether or not customers are satisfied with a product, service quality is an evaluation of the intended or expected service for the service got by customers.

The following are indicators of service quality (Apriliani *et al.*, 2022):

- a. Tangible
Attractiveness in terms of physical appearance.
- b. Reliability
Possess the capacity to reliably and accurately carry out the promised services.
- c. Responsiveness
Speed of response in service delivery.
- d. Assurance
Service guarantees are available.

- e. Empathy
The capacity to comprehend customer needs when conducting business.

Promotion

Promotion is a strategy used by businesses to expose their products to consumers in the most appealing packaging possible with the goal of persuading them to buy or utilize their products. The following are indicators of promotion, as stated by (Herawati *et al.*, 2022) :

- a. Promotional messaging
It evaluates how effectively marketing communications are delivered and understood by the target audience.
- b. Promotional media
Are the channels that the business uses to spread its message.
- c. Campaign period
Refers to the length of the company's campaign.
- d. Promotional frequency
Is the number of sales promotions that are run concurrently using sales promotion media.

Price Perceptions

In order to determine whether a price is considered to be cheap, expensive, or reasonable and to have an impact on consumer satisfaction, consumers must compare the quality and benefits of the products they purchase with the costs they incur. This is known as the perceived price.

Price Sensitivity Index

According to (Pio *et al.*, 2022), the following factors influence price perception:

- a. Prices that are reasonable
Consumers are able to pay the company's stated price. Within the brand, there are usually several different types of products, and the costs range from the lowest to the most costly. Many customers buy the product because of the company's predetermined price.
- b. Competitive pricing
Consumers frequently assess a product's cost in comparison to other products. In this instance, shoppers take both the high and low price of a product into serious consideration before making a purchase.
- c. Price-benefit compatibility
When the perceived benefits of a product outweigh the cost of obtaining them, consumers are going to decide to buy it. If consumers consider the positive effects of the products outweigh the cost, they will see the product as pricey and be less likely to make another purchase.

3. Results and Discussion

3.1. Results

Classical Assumption Test

Normality Test

The objective of the normality test is to ascertain whether the study's variables are regularly distributed or not. The table below shows the outcomes of the Kolmogorov-Smirnov normality test:

Table 1. Normality Test Results

| <i>Kolmogorov-Smirnov</i> | <i>Asymp. Sig. (2-tailed)</i> | Limit | Information |
|---------------------------|-------------------------------|-------|-------------|
| 0,068 | 0,2 | 0,05 | Normal data |

Source : SPSS Statistics output results 25, 2023

It can be deduced that the data in this study are normally distributed based on the results of the normality test using the *Kolmogorov-Smirnov one sample*, which reveal that the significance value is $0.2 > 0.05$. The graphic below also shows the results of the normalcy test:

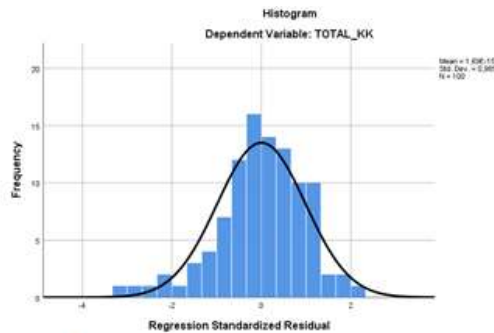


Image 1. Normality Test Histogram

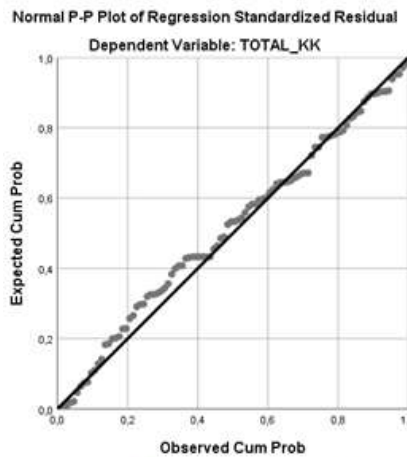


Image 2. Normality Test P-Plot

Source: SPSS Statistics output results 25, 2023

It may be inferred that the data in this study are normally distributed since the histogram graph above forms a concave curve that resembles a bell, and because the P-Plot above demonstrates that the distribution of the points is close to a straight line.

Multicollinearity Test

In order to determine whether the regression model identified a correlation between independent (independent) variables, the multicollinearity test is used. The following table shows the results of the multicollinearity test:

Table 2. Multicollinearity Test Results

| Variable | Collinearity Statistics | | Information |
|-------------------|-------------------------|-------|------------------------|
| | Tolerance | VIF | |
| Service Quality | 0,576 | 1,736 | Multicollinearity-Free |
| Promotion | 0,678 | 1,474 | Multicollinearity-Free |
| Price Perceptions | 0,768 | 1,302 | Multicollinearity-Free |

Source: SPSS Statistics output results 25, 2023

The multicollinearity test results show that each variable has a tolerance value > 0.10 and a VIF value < 10 , respectively. It can be said that this study's data did not exhibit multicollinearity.

Heteroskedasticity Test

The goal of the heteroscedasticity test is to determine whether there is a variance inequality between different residual observations in the regression model. Use the Glejser test to determine whether a sample has heteroscedasticity, keeping in mind that if the significance level is greater than 0.05, heteroscedasticity is not present and vice versa. The table below shows the results of the heteroscedasticity test:

Table 3. Heteroscedasticity Test Results

| Variable | Sig (P-Value) | Information |
|-------------------|------------------|------------------------------|
| Service Quality | 0,820 | No heteroscedasticity occurs |
| Promotion | 0,127 | No heteroscedasticity occurs |
| Price Perceptions | 0,420 | No heteroscedasticity occurs |

Source: SPSS Statistics output results 25, 2023

The data processing results in the table above indicate that each independent variable's probability value (Sig.) is greater than 0.05, with service quality having a sig value. Price perception was $0.420 > 0.05$, promotion was $0.127 > 0.05$, and $0.820 > 0.05$. This demonstrates that the study's proposed variables do not experience heteroscedasticity.

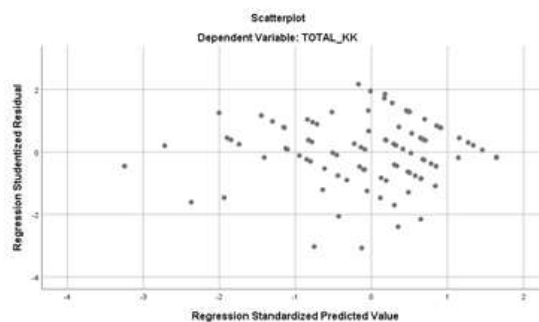


Image 3. Heteroscedasticity Test Scatterplot Graph

Source: SPSS Statistics output results 25, 2023

The data points are dispersed above and below or around the number 0, according to the scatterplot graph of the dependent variable, which is the consumer satisfaction variable. The

spread of the data points does not form a wavy pattern; instead, it widens, then narrows, and then widens again. Given that the regression model does not contain heteroscedasticity, it can be used to predict the dependent variable from the input of the independent variable.

Multiple Linear Regression Test

To determine how much the independent variables service quality (X1), promotion (X2), and price perceptions (X3) influence the dependent variable, customer satisfaction (Y), multiple linear regression is utilized. The table below shows the outcomes of the test for multiple linear regression:

Table 4. Multiple Linear Regression Test Results

| Variable | Unstandardized Coefficients | |
|-------------------|-----------------------------|------------|
| | B | Std. Error |
| (Constant) | 1,270 | 1,689 |
| Service Quality | 0,364 | 0,088 |
| Promotion | 0,309 | 0,070 |
| Price Perceptions | 0,288 | 0,069 |

Source: SPSS Statistics output results 25, 2023

The multiple linear regression model for this investigation may be written as:

$$Y = 1.270 + 0.364X1 + 0.309X2 + 0.288X3 + e$$

The following is an interpretation of the regression equation:

- Constant value (α) of 1.270 indicates that the customer satisfaction variable (Y) has a value of 1.270 if the independent variables, namely service quality, promotion, and price perceptions, have a value of 0 (zero).
- The service quality variable (X1)'s regression coefficient value is positive at 0.364. This demonstrates that customer satisfaction (Y) will improve by 0.364 if the service quality variable increases by one unit while the promotion and price perceptions variables remain unchanged.
- The promotion variable (X2)'s regression coefficient value is positive at 0.309. This demonstrates that customer satisfaction (Y) will improve by 0.309 if the promotion variable increases by one unit while the service quality and price perception variables remain same.
- The price perceptions variable (X3) has a positive regression coefficient value of 0.288. This demonstrates that customer satisfaction (Y) will improve by 0.288 if the pricing perception variable increases by one unit while the service quality and promotion variables remain constant.

Based on the outcomes of these calculations, it can be observed that service quality (X1), with a value of 0.364, is the factor that has the most significant influence on customer satisfaction (Y) for Solo-Yogyakarta KRL users.

t-Test

The main purpose of the hypothesis test (t test) is to demonstrate how much each independent variable contributes to the explanation of the dependent variable. The following table shows the findings of the t test used in this study:

Table 5. t-test

| Model | t_{count} | t_{table} | Sig. |
|-------------------|-------------|-------------|-------|
| Service Quality | 4,124 | 1,984 | 0,000 |
| Promotion | 4,422 | 1,984 | 0,000 |
| Price Perceptions | 4,186 | 1,984 | 0,000 |

Source: SPSS Statistics output results 25, 2023

- The calculations' findings indicate that H_0 is rejected and H_a is approved because $t_{count} > t_{table}$ ($4.124 > 1.984$) and a significance value of $0.000 < 0.05$. The conclusion is that the service quality variable (X1) has a positive and partial significant impact on customer satisfaction (Y).
- The calculations' findings indicate that H_0 is rejected and H_a is approved because $t_{count} > t_{table}$ ($4.422 > 1.984$) and a significance value of $0.000 < 0.05$. Conclusion: The promotion variable (X2) has a positive and partial significant impact on customer satisfaction (Y).
- The calculations' findings indicate that H_0 is rejected and H_a is approved because $t_{count} > t_{table}$ ($4.186 > 1.984$) and a significance value of $0.000 < 0.05$. Conclusion: The price perception variable (X3) has a positive and partial significant impact on customer satisfaction (Y).

The Coefficient Determination Test

The capacity of the model to explain the fluctuation of the dependent variable is measured using the coefficient of determination test. The table below shows the outcomes of the test for the coefficient of determination (R^2):

Table 6. The Coefficient Determination Test

| R | R Square | Adjusted R Square |
|--------------------|----------|-------------------|
| 0,786 ^a | 0,617 | 0,605 |

Source: SPSS Statistics output results 25, 2023

The modified R square value is 0.605, according to the computation of the coefficient of determination test. This demonstrates that of the variation in the dependent variable (customer satisfaction), 60.5% can be accounted for by service quality, promotion, and price perceptions, with the remaining 39.5% being influenced by additional variables not taken into account in this study.

3.2. Discussion

The impact of service quality on user satisfaction of the Solo-Yogyakarta Electric Rail Train

Based on the t test results, which reveal that $t_{count} > t_{table}$ ($4.124 > 1.984$) and a significance value of $0.000 < 0.05$, H_0 is rejected and H_a is approved. It is possible to conclude that the variable of service quality has a positive and significant effect on user satisfaction with the Solo-Yogyakarta Electric Rail Train. This study's findings are consistent with prior research (Jannah & Alhazami, 2022), which found that service quality has a positive and significant impact on customer satisfaction. According to the findings of (Antara & Rastini, 2022), service quality has a positive and significant impact on customer satisfaction. In addition, it is consistent with earlier research findings (Herawati et al., 2022) that service quality has a positive and significant effect on customer satisfaction.

This demonstrates that the quality of services offered in the form of neatness and politeness, as well as the presentation of communicative information by Solo-Yogyakarta KRL personnel, might affect consumer satisfaction. Service quality can be increased through service skills and officers who treat all customers equally or without discrimination. Service quality influences the experience that consumers have; if they have a nice encounter, they will be satisfied. In contrast, if the consumer has a negative experience, he or she will be dissatisfied. According to the findings of this study, the first hypothesis, that service quality has a positive and significant effect on user satisfaction of the Solo-Yogyakarta Electric Rail Train, was found to be correct.

The impact of promotion on user satisfaction of the Solo-Yogyakarta Electric Rail Train

Based on the t test results, which reveal that $t_{\text{count}} > t_{\text{table}}$ ($4.422 > 1.984$) and a significance value of $0.000 < 0.05$, H_0 is rejected and H_a is approved. It can be said that the promotion variable positively and significantly affects how satisfied users are with the Solo-Yogyakarta Electric Rail Train. This study supports the findings of earlier research by Sustiyatik (2020), which demonstrates that promotions have a positive and significant impact on customer satisfaction. Promotions have a positive and significant effect on customer satisfaction, according to research by (Rozi & Sugiyono, 2021).

This demonstrates that promotions in the form of quick access to information, information distribution via social media, and promotional messages presented clearly with attractive packaging can provide consumers with a sense of satisfaction. Customer satisfaction increases in direct proportion to the level of ongoing and consistent promotional activities made by PT KAI. However, if promotional efforts are subpar, consumer satisfaction will suffer. The study's findings support the second hypothesis, according to which promotion has a positive and significant effect on customer satisfaction with the Solo-Yogyakarta Electric Rail Train.

The impact of price perceptions on user satisfaction of the Solo-Yogyakarta Electric Rail Train

The t test findings indicate that $t_{\text{count}} > t_{\text{table}}$ ($4.186 > 1.984$) with a significance value of $0.000 < 0.05$, which means that H_0 is rejected and H_a is accepted. It can be said that the price perception variable has a positive and significant effect on how satisfied consumers are with the Solo-Jogja Electric Rail Train. This study supports the findings of earlier research by Rahmawati and Susilowati (2021), which found that price perceptions positively and significantly impact consumer satisfaction. In keeping with other studies (Rahmawati & Tuti, 2022) that demonstrated price perceptions had a positive and significant impact on consumer satisfaction.

This demonstrates how consumers might feel satisfied by price perceptions in the form of KRL Solo-Yogyakarta rates that are reasonable, prices that can compete, and ticket prices that are in line with purchasing power. One way PT KAI can raise customer satisfaction is by providing better services, which will affect the rewards that customers obtain. Consumers are satisfied if the advantages they obtain outweigh the expenses incurred. Consumer satisfaction will, on the other hand, decline if the advantages received by consumers are not commensurate with the prices incurred. According to the findings of this study, the third hypothesis, namely that price perception has a positive and significant effect on user satisfaction of the Solo-Yogyakarta Electric Rail Train, was found to be correct.

4. Conclusion

The following conclusions can be taken from the study of the conversation given in the preceding chapter:

1. Service quality has a positive and significant effect on user satisfaction with the Solo-Yogyakarta Electric Rail Train (KRL).
2. Promotion has a positive and significant effect on Solo-Yogyakarta Electric Rail Train (KRL) user satisfaction.
3. Price perception has a positive and significant impact on the satisfaction of Solo-Yogyakarta Electric Rail Train (KRL) users.
4. The results of the test for the coefficient of determination (R^2) in the table above yielded an adjusted R square value of 0.605. As a result, it can be seen that service quality, promotion, and price perceptions can account for 60.5% of the variation in the dependent variable (customer satisfaction), with the remaining 39.5% being influenced by factors that were not considered in this study.

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