
| RESEARCH ARTICLE

The Effect of Timeliness and Convenience on Passenger Railways MRT Satisfaction and Loyalty

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| ABSTRACT

The train is mass transportation as a form of public service, which is very vital for the community and supports economic growth, but there are times when the services provided are inadequate. Therefore, this study aims to investigate the effect of timeliness and convenience on passenger satisfaction and loyalty of the MRT Railway Route of Lebak Bulus – Bundaran HI Station. This study uses a quantitative approach to the survey method using a questionnaire in the form of a Likert scale. The research sample was 100 MRT passengers on the Route of Lebak Bulus – Bundaran HI Station. The study used path analysis. The results of this study indicate that the loyalty of MRT Train passengers on the route of Lebak Bulus – Bundaran HI Station is influenced by timeliness and service convenience mediated by satisfaction. Thus, the loyalty of MRT Railway passengers can be increased by improving the timeliness and convenience of services supported by satisfaction.

| KEYWORDS

Timeliness, convenience, satisfaction, loyalty, and MRT.

| ARTICLE INFORMATION

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1. Introduction

The economic development of a country or region is inseparable from the influence of increasing community activity centers and supporting infrastructure, one of which is transportation infrastructure. In the development of each region, transportation plays an important role because transportation has the function of transporting or moving something (goods) or people from one place to another. Transportation is used to make it easier for humans to carry out their daily activities. Because of this, transportation is vital for human life in meeting their needs, including for Jabodetabek residents, who live in areas that are experiencing extraordinary economic growth, thus triggering very high population growth and mobility. These conditions require more adequate means of transportation. To respond to the needs of Jabodetabek residents, since 2013, the construction of the Jakarta Integrated Highway Railroad (MRT Jakarta or MRTJ) has been built. The first MRTJ service line was operated on March 24, 2019. This is the first integrated highway service to operate in Indonesia. The MRT corridor service from Lebak Bulus to Bundaran HI is operated by PT. MRT Jakarta (Perseroda) is a business entity owned by the DKI Jakarta area. The current operating line is 15.7 km long, connecting Lebak Bulus Station with Bundaran HI Station. The presence of MRTJ for the Lebak Bulus Station - Bundaran HI Station Route has made competition between modes of transportation even tighter so that PT MRT Jakarta (Perseroda), as the manager of the Lebak Bulus Station - Bundaran HI Train Route must provide quality services. That is, the services provided are in accordance with the wishes and expectations of consumers (passengers) so that consumers will feel satisfied. Consumer satisfaction is the key to success in a business (business). Satisfied consumers will form loyalty. According to Herizon and Maylina (2003), consumer loyalty or loyalty will be realized if they are satisfied. Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions or impressions of the performance (or results) of a product and their expectations (Kotler & Keller, 2017). Customer satisfaction is a benchmark that is highly expected in marketing (advertising) activities, the formation of satisfaction can provide benefits; namely, the relationship between sellers and buyers becomes very harmonious, provides a basis (basis) to buy products again, and forms recommendations that are profitable for the company

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(Rivaldo et al., 2021). Furthermore, satisfaction can be measured as a sign of pleasure that can be felt by customers because it can fulfill customer desires (Wandari & Darma, 2021). Customer satisfaction is the level of consumer feelings after comparing what is received and what is expected (Indrasari, 2019). If a customer is satisfied with the value of the product/service provided, it is very likely that he will become a regular customer for a long time. The important thing that needs to be done to maintain customers preventively is to provide customer satisfaction. To make this happen, a number of indicators are needed to support it, such as expectation, subjective disconfirmation, and performance outcomes (Oliver, 2014). The results of research by Mattila and Mount (2006), Lisnasari et al. (2016), Daeng and Istanti (2022), and Nainggolan et al. (2022) proved that timeliness has a positive and significant effect on customer satisfaction. According to Granström (2008), timeliness is the implementation of an agreement at a certain time between different parties. Apriyadi (2017) explains that timeliness in rail transportation is the departure and arrival of trains according to the schedule specified in the Train Travel Graph (GAPEKA), namely as a guideline for organizing train travel which is determined in the form of a line indicating the station, time, distance, speed, and the role of train travel starting from departure, crossing (crossing), overtaking, and stopping which are made to control train travel. In addition, the Train Travel Chart shows train numbers, train names, routes, distances between stations, departure and arrival times, permitted speeds, travel times and places of overtaking, and where the trains cross. The operator's potential to provide transportation services on time (up to the final station) according to the scheduled agenda is an indicator of timeliness. Widodo et al. (2015) said that timeliness is used as a benchmark for customers in determining a mode of transportation because this is an important awareness in the railway environment. The operator's ability to offer transportation offers on time (up to the last station) according to a busy and fast schedule is a hallmark of timeliness. Therefore, timeliness is the implementation of the agreement at a certain time between one of the parties. For Ukago (2015), timeliness is the use of information by decision-makers before information loses its ability to make decisions. Timeliness for information users may be very crucial; timely information delivery methods so that the information conveyed is not always stale (already a public secret). On the other hand, timeliness shows the time span between the preferred presentation of information (facts) and the frequency of information reporting records. Timely information will affect management's capacity to respond to incidents and problems (Srimindati, 2008). A number of dimensions can be used as indicators to measure timeliness (Baridwan, 2014), namely: (a) timeliness of train arrival according to schedule, (b) timeliness of train departure according to schedule, (c) timeliness of train preparation and stopping at the station, (d) the timeliness of the train travel compared to other modes of transportation with the same destination. Based on the results of the research and description above, hypothesis (H) can be formulated as follows:

H₁: Timeliness has a direct effect on passenger satisfaction of the MRT Train Route Lebak Bulus Station – Bundaran HI Station.

Consumer satisfaction can also be affected by convenience. Research by Khairunnisa et al. (2021), Arifin et al. (2018), and Dewanti (2006) prove that convenience has a significant influence on consumer satisfaction. According to Sari et al. (Khairunnisa, 2021), comfort is a form of service that cannot be seen, cannot be smelled, and cannot be touched, so the aspect of physical form is important as a measure of service. Consumers who need convenience expect a more convenient delivery of services. Comfort can be interpreted as a condition of feeling and is highly dependent on the person experiencing the situation (Sanders & McCormick, 2013). Various dimensions can be used as indicators to measure the level of convenience (Tjiptono, 2014: 60), namely: convenience (ease of) access, transaction convenience, benefit convenience (benefits), and convenience after obtaining benefits (benefits). This means that comfort stimulates satisfaction. Thus, it can be hypothesized:

H₂: Convenience has a direct effect on the satisfaction of MRT Train Route Lebak Bulus Station – Bundaran HI Station.

Besides being influenced by timeliness and convenience, satisfaction can also affect consumer loyalty. According to Vidyanata (2022), consumer loyalty can occur because of the satisfaction/dissatisfaction that consumers feel after consuming a product/service. The research results of Yulisetiari et al. (2018), Abror et al. (2020), Rosanti (2020), Yuliana and Purnama (2021), and Pramudita et al. (2022), Tirtayasa (2022), Anggraini et al. (2022), Ramadhan et al. (2022), Vidyanata (2022), and Vaniara and Pramono (2022) also show that satisfaction affects consumer loyalty. According to Kotler and Keller (2017), loyalty is a deeply held customer commitment to re-subscribe (re-purchase selected products/services) consistently in the future. In addition, Tjiptono (in Erica & Al Rasyid, 2018) defines customer loyalty as customer loyalty to a brand, as well as suppliers, based on very positive traits in long-term purchases. Consumer loyalty is analogous to Chen and Meng (in Vidyanata, 2022) as a person's positive attitude towards a particular product or brand that causes continuous repeat purchases. Loyalty starts with creating good customer value and customer satisfaction. Loyalty can also be formed when customers feel comfortable with the services provided by service providers. Tjiptono and Gregorius (2012) explain that the concept of customer loyalty applies to brands, services, organizations (stores, suppliers, service providers, sports clubs), product categories (for example, cigarettes), and activities (for example, swimming and playing football). Broadly speaking, the service loyalty literature is dominated by two main streams, namely: stochastic (behavioral) and deterministic (attitude) streams. According to Huriyati (2012), loyalty has a number of characteristics, namely: (a) making regular purchases (repetition), (b) buying outside the product or service line (referral), (c) referring company

products to other people (referring other), (d) shows immunity from the attractiveness of similar products from competitors (retention). This condition will occur if the customer is satisfied. Thus it can be hypothesized:

H₃: Satisfaction has a direct effect on the loyalty of MRT Train Route Lebak Bulus Station – Bundaran HI Station.

The results of the research and description above show that timeliness and convenience have a direct effect on satisfaction, while satisfaction has an effect on loyalty. This condition triggers an alleged indirect effect of timeliness and convenience on consumer loyalty mediated by satisfaction. Thus, it can be hypothesized:

H₄: Timeliness has an indirect effect on passenger loyalty for the MRT Train Route Lebak Bulus Station – Bundaran HI Station.

H₅: Convenience has an indirect effect on passenger loyalty for the MRT Train Route Lebak Bulus Station – Bundaran HI Station.

The conceptual framework for the influence of timeliness and convenience on loyalty by mediating satisfaction can be described as follows:

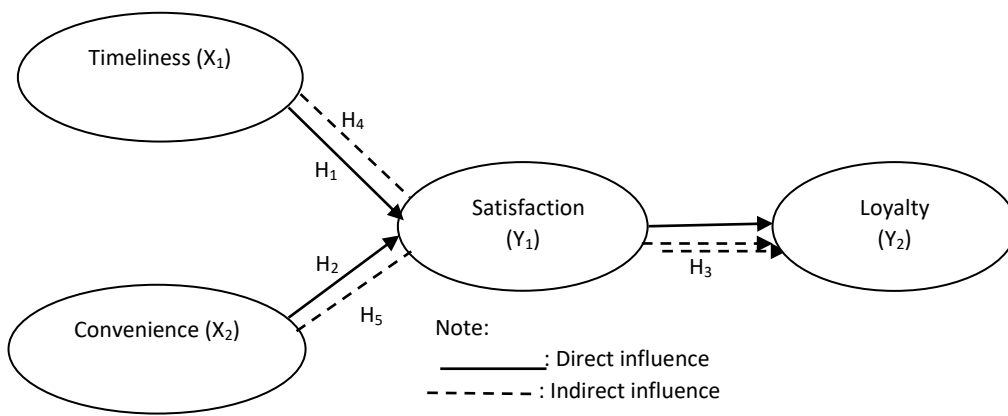


Figure 1. Conceptual Framework

2. Research Methods

This study used a quantitative approach with a survey method which was carried out by distributing questionnaires in the form of a Likert scale. The research sample was 100 MRT passengers on the Lebak Bulus Station – Bundaran HI Station, which was determined by accidental sampling based on the willingness of respondents to fill out questionnaires during the research without receiving any compensation (Widodo, 2021). The data obtained were analyzed using path analysis processed with SmartPLS 3.

3. Results and Discussion

The results of path analysis to test the hypothesis of the effect of timeliness and comfort on passenger loyalty by mediating satisfaction are presented in Figure 2 and Figure 3 and are summarized in Table 1.

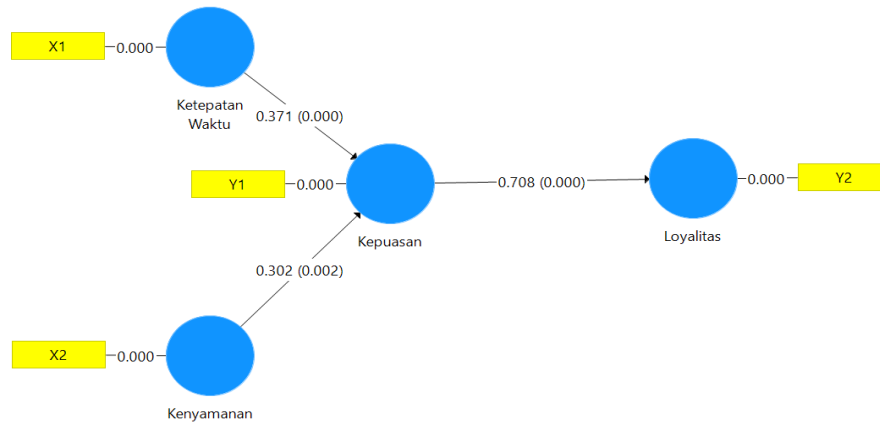


Figure 2. Path Coefficient

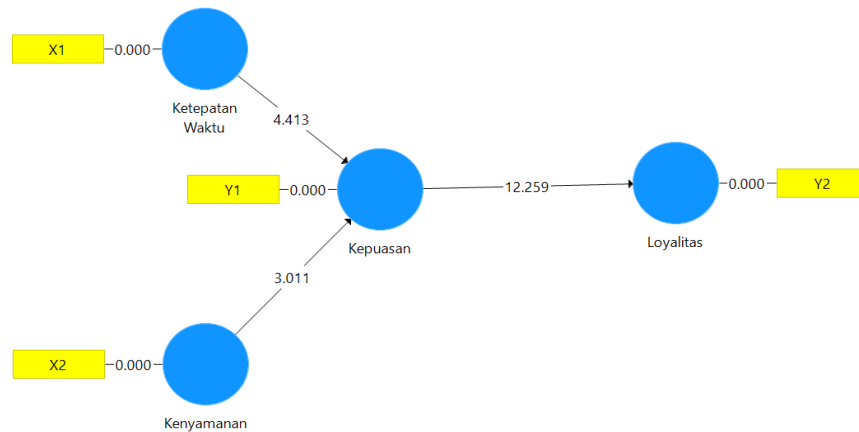


Figure 3. T-value

Table 1. Summary of Path Coefficients and T-value

No	Influence	Path Coefficient	T-value	Information
1	Timeliness to satisfaction	0.371	4.413**	Significant
2	Comfort to satisfaction	0.302	3.011**	Significant
3	Satisfaction to loyalty	0.708	12.259**	Significant
4	Timeliness of loyalty by mediating satisfaction	0.263	3.800**	Significant
5	Convenience to loyalty by mediating satisfaction	0.214	2.824**	Significant

** The path coefficient is very significant ($t_{value} > t_{table}$ on $\alpha = 0.01$)

Empirically the results of this study prove that timeliness has a positive and significant effect on customer satisfaction, with an indication of the path coefficient value = 0.371 and t value = 4.413 > t table value = 2.364. It means the timeliness of departure and arrival of MRT trains according to a predetermined schedule so as to satisfy passengers. In other words, the departure and arrival of trains are according to the schedule, including the timeliness of arrival and departure, including preparation and stopping at the station, so as to stimulate feelings of satisfaction among passengers. The results of research by Mattila and Mount (2006), Lisnasari et al. (2016), Daeng and Istanti (2022), and Nainggolan et al. (2022) proved that timeliness has a positive and significant effect on customer satisfaction. This means that the findings of this study are appropriate, support, and confirm the results of previous research that service timeliness has an effect on customer satisfaction with the MRT train set.

The results of this study also prove that comfort has a positive and significant effect on passenger satisfaction, with a path coefficient value = 0.302 and a t value = 3.011 > t table = 2.364. This means that the convenience of MRT trains can increase

passenger satisfaction. In other words, the convenience of MRT train services in terms of access, transactions, and benefits can encourage feelings of satisfaction among passengers. The results of the research by Khairunnisa et al. (2021), Arifin et al. (2018), and Dewanti (2006) also prove that convenience has a significant influence on consumer satisfaction. This means that the findings of this study are appropriate, support, and confirm the results of previous research that ease of service affects customer satisfaction with the MRT train set.

The results of this study also found that satisfaction has a positive and significant effect on customer loyalty, with an indication of the path coefficient = 0.708 and t value = 12.259 > t table = 2.364. This means that passenger satisfaction can encourage their loyalty to use MRT train services. In other words, passenger satisfaction with MRT train services can increase their loyalty to continue using MRT trains. The results of previous research conducted by Yulisetiari et al. (2018), Abror et al. (2020), Rosanti (2020), Yuliana and Purnama (2021), and Pramudita et al. (2022), Tirtayasa (2022), Anggraini et al. (2022), Ramadhan et al. (2022), Vidyanata (2022), and Vaniara and Pramono (2022) also show that satisfaction has a significant effect on customer loyalty. This means that the findings of this study are appropriate, support, and confirm the results of previous research that satisfaction has an effect on customer loyalty with the MRT train set.

The results of this study also prove that there is an indirect effect of timeliness and comfort on passenger loyalty with a satisfaction mediating mechanism. The indirect effect of timeliness on loyalty mediated by satisfaction is positive and significant, indicating a path coefficient value of 0.263 and a t value = 3.800 > t table value of 2.364. These findings indicate that the timeliness of MRT rail services can lead to a feeling of satisfaction among passengers, which has implications for their loyalty to continue using MRT rail services. That is, when the departure and arrival of MRT trains are according to a predetermined schedule, this can increase passenger satisfaction, and then they are loyal to continue using MRT train services. This finding is in line with the results of research by Daengs and Istanti (2022) and Nainggolan et al. (2022) that timeliness has a significant effect on customer satisfaction and the results of research by Anggraini et al. (2022), Ramadhan et al. (2022), and Vidyanata (2022) that satisfaction has a significant effect on customer loyalty. In addition, the indirect effect of convenience on loyalty mediated by satisfaction is also significant, with an indication of the path coefficient value = 0.214 and tcount = 2.824 > ttable = 2.364. These findings indicate that the convenience of MRT rail services can lead to a feeling of satisfaction among passengers, which then has implications for their loyalty. That is, when the convenience of the service provided by the MRT train management meets passenger expectations, this can increase passenger satisfaction so that they are loyal to continue using MRT rail services. This finding is in line with the results of a study by Khairunnisa et al. (2021), which proves that convenience has a significant influence on consumer satisfaction, and the results of research by Yuliana and Purnama (2021), Pramudita et al. (2022), as well as Vaniara and Pramono (2022) which show that satisfaction has a significant effect on customer loyalty. The findings of indirect influence with this mediation mechanism not only support the results of previous research but also offer new findings (novelty) with the passenger database of the MRT Train Route Lebak Bulus Station - Bundaran HI Station.

4. Conclusion

Customer loyalty is crucial for the business world, including business units managed by the Government. Therefore, it is urgent to investigate the effect of timeliness and convenience on passenger satisfaction and loyalty of the MRT Railway Route of Lebak Bulus – Bundaran HI Station in Jakarta, Indonesia. This study found that the loyalty of MRT Train passengers on the Lebak Bulus Station – Bundaran HI Station route was influenced by timeliness and service convenience mediated by satisfaction. In detail, it can be concluded that timeliness has a direct effect on passenger satisfaction, comfort has a direct effect on passenger satisfaction, and satisfaction has a direct effect on passenger loyalty. In addition, timeliness has an indirect effect on passenger loyalty by mediating satisfaction, and service convenience have an indirect effect on passenger loyalty by mediating satisfaction. These findings not only confirm previous studies but also contribute to and enrich the literature on transportation management and marketing management, especially those related to public services. In addition, it suggests that the loyalty of MRT Railway passengers can be increased by improving the timeliness and convenience of services supported by satisfaction. Accordingly, the management of PT MRT Jakarta (Perseroda) as the manager of the Lebak Bulus Station - Bundaran HI Station Route Train needs to improve the timeliness and convenience of MRT Rail services on an ongoing basis in order to satisfy and increase passenger loyalty. However, this study has several limitations. For example, the number of samples is limited and only uses one technique analysis (path analysis) processed with SmartPLS software. Hence, researchers in the future can increase the number of samples and use different analytical approaches, for example, structural equation modeling (SEM) with LisRel software.

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