MEASURING PASSENGER SATISFACTION LEVEL USING GAP SCORE ANALYSIS AND IMPORTANCE PERFORMANCE ANALYSIS AT TRAIN STATION

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ABSTRACT

The government continues to promote public transportation so that people living in Jakarta can switch from private transportation to public transportation to reduce congestion. Rail transportation is one of the widely used modes of transportation by people when they want to travel. However, at the beginning of 2020, there was a decline in passengers and there were several regulations for traveling, this was useful to suppress the level of spread of the Coronavirus Disease 2019 (COVID-19). Regulations and conditions for passengers who will travel by train must comply with several things, such as being obliged to follow the instructions and rules that already exist at the train station, conducting a rapid test, and having proof that the results must be negative. This research is conducted using the service quality method and Importance-Performance Analysis (IPA). The level of service provided by the station still must be improved to maintain the satisfaction of the passengers, because the gap scores still have a negative value. Several things cause the passengers to still not feel satisfied with some services. Eight attributes have a gap value greater than the average gap obtained. The company should continue to pay attention to the comfort and satisfaction of passengers when using train services to travel somewhere. Especially at the service level related to rapid tests, more attention can be given because there are so many passengers who will carry out rapid tests in the station area.

Keywords: *Public transportation, Coronavirus Disease 2019, Rapid test, Importance-Performance Analysis, Satisfaction*

1. INTRODUCTION

The time that always goes on towards the future and is followed by the increasing number of human population levels on earth will indirectly lead to densely populated populations in certain locations, especially in big cities. Humans travel from one location to another to do work and other activities based on certain interests, for example, someone travels from the city of Bogor to Central Jakarta to work for a company in that city. Of course, to shorten the travel time from these 2 (two) locations, one must use adequate transportation in terms of economy and reliability for the users of the transportation.

For daily transportation, people use private transportation and public transportation. These 2 (two) types of transportation have advantages and disadvantages, each depending on the location of the community. For big cities like Jakarta, the government continues to promote public transportation so that people living in Jakarta can switch from private transportation to public transportation to reduce congestion during work hours leaving and returning home.

The facilities provided by the government for public transportation are also always improved, this is useful to provide a sense of comfort, safety, and cleanliness to the location of the bus stop or station or the vehicle itself to change the mindset of the people where public transportation was always dirty and not maintained clean and the facilities offered are quite complete and useful for easy access for passengers when using public transportation.

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For land, public transportation in the Jakarta area is Transjakarta, trains, and bajaj. However, passenger train transportation is quite widely used by the public because the rates are very affordable and have more capacity when transporting a lot of goods, and many passengers like to see natural scenery when using trains. So train transportation is one of the choices for people throughout Indonesia who want to travel, especially when the Eid holiday arrives.

Rail transportation is one of the widely used modes of transportation by people when they want to travel, especially during holidays. PT. Kereta Api Indonesia (PT. KAI) is a state-owned company that has existed since June 17, 1864, as the first train in Indonesia. The company has various types of trains that are tailored to the services needed, such as:
1. Passenger trains (executive, business, and economy class).
2. Commuter line trains.
3. Airport train.
4. Tourist train.
5. Freight trains (containers, fuel oil, fertilizers).

However, at the beginning of 2020, there was a decline in passengers and there were several regulations for traveling, this was useful to suppress the level of spread of the Coronavirus Disease 2019 (COVID-19) in Indonesia. Services-oriented businesses underwent the most drastic strategic and operational changes during this unprecedented pandemic (Demir *et al.*, 2020). Since the COVID-19 pandemic, many people are afraid and wary of doing activities outside the home, so the government imposes several rules and conditions that must be obeyed by the public if they want to travel, the rules and conditions that must be obeyed by the company are enforcing and as well as installing rules regarding social distancing, limiting the number of seats that can be occupied by passengers, providing a place for rapid tests, the mandatory wearing of masks for all people in the area, providing a place to wash hands, installing CCTV that can display a person's temperature. One of the reasons for choosing the Pasar Senen train station is that many people travel out of town by long-distance trains through this station. Regulations and conditions for passengers who will travel by train must comply with several things, such as being obliged to follow the instructions and rules that already exist at the train station, conducting a rapid test, and having proof that the results must be negative.

Nowadays, customer satisfaction is a very significant issue for a company's products which measures the level of expectation between the company's product and customer expectation (Ali, Saleh, *et al.*, 2021). Customer satisfaction measures the performance of organizations according to their needs and further provides a measurement of service quality (Pakurár *et al.*, 2019). In addition to a company's objective identification, service quality must be accounted for as the customers' subjective identification to improve service level (Chen, Hsu and Lee, 2019).

The problem that occurs at the train station is that the queue for conducting rapid tests is still not efficient, this is because there are still many passengers who do not pay attention to the rules that must be obeyed when queuing, namely social distancing. This of course will cause anxiety for nearby passengers, and this will affect the health protocols that have been made to prevent the transmission of COVID-19 from being maximal. Aspects such as the congruity of the information, competence, and empathy are indicators of offline service quality that influence satisfaction and loyalty (Akhmedova *et al.*, 2021). The level of satisfaction of passengers is distributed to 110 respondents with 22 attributes as shown in Table 1. This study follows the later version of SERVQUAL which was lessened from 10 to 5 dimensions with 22 items (Fatima *et al.*, 2019).

This research is conducted based on several previous studies that have related methods, namely the service quality method and Importance-Performance Analysis (IPA)so that it can be used as a benchmark for conducting this research. Table 2 shows several previous research that is related to this study.

Table 1. Percentage of Satisfaction Questionnaire at Train Station

No	Attribute	Very Unsatisfied (%)	Unsatisfied (%)	Neutral (%)	Satisfied (%)	Strongly Satisfied (%)
P1	The train station area is spacious and clean.	0	0.9	40	50	9.1
P2	The facilities at the train station are kept clean (toilets, passenger waiting rooms, etc.).	0.9	3.6	40.9	40.9	13.6
P3	The tidiness and cleanliness of the staff and officers at the train station are well maintained.	0	10	44.5	26.4	19.1
P4	The stock of rapid test equipment at the train station must be sufficient every day.	0	10.9	36.4	36.4	16.4
P5	The number of officers for the Rapid test is sufficient.	0	13.6	48.2	27.3	10.9
P6	Queues when conducting Rapid tests are efficient and by health protocols.	3.7	19.3	45	22.9	9.2
P7	Officers need to pay attention to health protocols around them when on duty.	56.4	13.6	13.6	6.4	10
P8	The price for doing a rapid test is affordable.	2.7	15.5	41.8	27.3	12.7
P9	The ability of Rapid test officers when serving passengers has been effective.	0	3.6	37.3	48.2	10.9
P10	The time set by Rapid test officers to carry out Rapid inspections of passengers is efficient.	0.9	11.8	40	35.5	11.8
P11	The ability of the staff and staff of the train station is good when passengers ask for help.	0.9	2.7	38.2	42.7	15.5
P12	The speed of the Rapid test officers at work serving passengers who want to do Rapid is efficient.	0.9	6.4	50	34.5	8.2
P13	The speed of ticket counter officers when making tickets for passengers is efficient.	0	1.8	49.1	37.3	11.8
P14	The speed of the train station staff and officers when serving passengers who have just arrived at the station.	0	3.6	47.3	36.4	12.7
P15	All officers at the train station are always ready to help train passengers.	0.9	2.7	27.3	57.3	11.8
P16	Courtesy and friendliness of the staff and staff of the train station toward passengers.	0.9	0.9	43.6	40.9	13.6
P17	Politeness and friendliness of Rapid test officers when working to serve passengers who want to do Rapid tests.	1.8	1.8	49.1	31.8	15.5
P18	The train station staff and officers are willing to listen to requests and complaints from train passengers.	0	2.7	27.3	52.7	17.3
P19	The level of security provided by the train station for passengers and vehicles owned by passengers has been effective.	0	0.9	47.7	37.6	13.8
P20	The ability of staff and officers to provide solutions to problems that train passengers to have.	0	3.6	40.9	36.4	19.1
P21	Good communication skills from staff and officers to train passengers.	0	3.6	40.9	38.2	17.3
P22	The ability of Rapid test officers when providing information and directions to train passengers who want to do rapid is easy to understand.	0	3.6	42.7	39.1	14.5

Table 2. Previous Research on Service Quality

Author(s)	Sector	Validity Test	Threshold of the Cronbach's Alpha in Performing Reliability Test	Gap Score	Importance-Performance Analysis (IPA)
(Tannady, Nurprihatin and Hartono, 2018)	Retail	Construct Validity: Pearson's Product Moment	0.7	Yes	Yes
(Ali, Gardi, *et al.*, 2021)	Hospitality	Construct Validity: Pearson's Product Moment	0.6	No	No
(Abbasi-Moghaddam *et al.*, 2019)	Healthcare	Construct Validity: Pearson's Product Moment	0.6	No	No
(Chen, Hsu and Lee, 2019)	Pharmaceutical Logistics	Discriminant and Convergent Validity	0.7	No	Yes
(Gunawan *et al.*, 2020)	Small-Medium Enterprises	Construct Validity: Pearson's Product Moment	0.7	Yes	Yes
This Study	Rail Transportation	Construct Validity: Pearson's Product Moment	0.6	Yes	Yes

2. METHODS

In this preliminary stage, an interview session was conducted with the passenger section of the company's staff at the station regarding the level of passenger satisfaction that occurred at the station. Currently, the company has several complaints from passengers where there are still many passengers who do not follow the health protocols implemented by the station so social distancing for the Rapid test area is still not good.
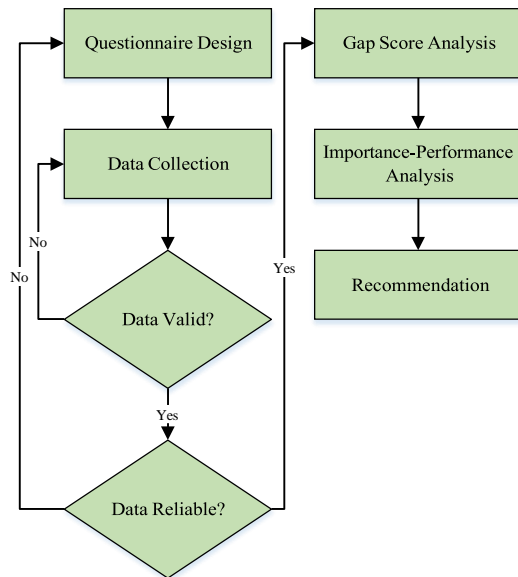

Figure 1. Research Methodology

3. RESULTS AND DISCUSSION
3.1. Validity Test

The validity test is used to determine whether the questionnaire is valid so that if it is not valid, it can be reduced or replaced with the attributes of the questionnaire. An instrument is valid when its construction and applicability allow it to measure its target (Ahrens, Lirani and de Francisco, 2020). The questionnaire can be said to be valid if Pearson's product moment $r > r_{table}$. The validity test is run using SPSS Statistics 25 software. The value of r_{table} is obtained from table r simple correlation coefficient using the formula degree of freedom (df) = number of respondents $(N) - 2$, so $110 - 2 = 108 = 0.1874$. Then the results of the validity test on satisfaction level and importance level are shown in Table 3. Based on Table 3, the validity test on satisfaction level and importance level is declared valid since the values of r on each attribute have a result greater than r_{table} with a value of 0.1874.

Table 3. Validity Test on Satisfaction Level and Importance Level

Attribute	Validity Test on Satisfaction Level			Validity Test on Importance Level		
	r	r_{table}	Remarks	r	r_{table}	Remarks
P1	0.504	0.1874	Valid	566	0.1874	Valid
P2	0.636	0.1874	Valid	618	0.1874	Valid
P3	0.693	0.1874	Valid	755	0.1874	Valid
P4	0.651	0.1874	Valid	485	0.1874	Valid
P5	0.675	0.1874	Valid	574	0.1874	Valid
P6	0.493	0.1874	Valid	580	0.1874	Valid
P7	0.756	0.1874	Valid	650	0.1874	Valid
P8	0.719	0.1874	Valid	683	0.1874	Valid
P9	0.726	0.1874	Valid	662	0.1874	Valid
P10	0.768	0.1874	Valid	713	0.1874	Valid
P11	0.709	0.1874	Valid	724	0.1874	Valid
P12	0.752	0.1874	Valid	620	0.1874	Valid
P13	0.725	0.1874	Valid	699	0.1874	Valid
P14	0.752	0.1874	Valid	782	0.1874	Valid
P15	0.595	0.1874	Valid	732	0.1874	Valid
P16	0.717	0.1874	Valid	679	0.1874	Valid
P17	0.738	0.1874	Valid	749	0.1874	Valid
P18	0.651	0.1874	Valid	542	0.1874	Valid
P19	0.706	0.1874	Valid	248	0.1874	Valid
P20	0.719	0.1874	Valid	625	0.1874	Valid
P21	0.743	0.1874	Valid	701	0.1874	Valid
P22	0.741	0.1874	Valid	710	0.1874	Valid

Table 4. Reliability Test on Satisfaction Level and Importance Level

Attribute	Reliability Test on Satisfaction Level			Reliability Test on Importance Level		
	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Remarks	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Remarks
A1	0.945	0.6	Reliable	0.919	0.6	Reliable
A2	0.943	0.6	Reliable	0.918	0.6	Reliable
A3	0.942	0.6	Reliable	0.915	0.6	Reliable
A4	0.943	0.6	Reliable	0.920	0.6	Reliable
A5	0.943	0.6	Reliable	0.919	0.6	Reliable
A6	0.946	0.6	Reliable	0.918	0.6	Reliable
A7	0.943	0.6	Reliable	0.934	0.6	Reliable
A8	0.942	0.6	Reliable	0.916	0.6	Reliable
A9	0.942	0.6	Reliable	0.917	0.6	Reliable
A10	0.941	0.6	Reliable	0.916	0.6	Reliable
A11	0.942	0.6	Reliable	0.916	0.6	Reliable
A12	0.942	0.6	Reliable	0.918	0.6	Reliable
A13	0.942	0.6	Reliable	0.916	0.6	Reliable
A14	0.942	0.6	Reliable	0.914	0.6	Reliable
A15	0.944	0.6	Reliable	0.916	0.6	Reliable
A16	0.942	0.6	Reliable	0.917	0.6	Reliable
A17	0.942	0.6	Reliable	0.915	0.6	Reliable
A18	0.943	0.6	Reliable	0.919	0.6	Reliable
A19	0.942	0.6	Reliable	0.923	0.6	Reliable
A20	0.942	0.6	Reliable	0.918	0.6	Reliable
A21	0.942	0.6	Reliable	0.916	0.6	Reliable
A22	0.942	0.6	Reliable	0.916	0.6	Reliable

3.2. Reliability Test

A reliability test is used to prove whether the questionnaire used can be reliable and accountable for the questionnaire. Reliability test using SPSS Statistics 25 software to get results on *Cronbach's Alpha if the item deleted*. Cronbach's alpha can assess the internal consistency reliability of the instruments (Rita, Oliveira and Farisa, 2019). If the questionnaire has a Cronbach's alpha value of 0.6, it can be stated that the attributes of the questionnaire are reliable. Then the results of the reliability test on satisfaction level and importance level are shown in Table 4.

3.3. Gap Score Analysis

After the questionnaire can pass the validity test and reliability test, then a calculation is carried out to determine the score gap between the level of expectation and the level of reality from the average results of the respondents' answers per attribute of the questionnaire. The result of the gap value based on the respondents' answers when filling out the questionnaire is presented in Table 5.

After processing the data to determine the value of the gap between reality and expectations, the results obtained are still negative which indicates that the passengers are still not satisfied with the services provided by the station. The average value of the gap obtained is -0.889 out of 22 attributes. Eight attributes that have a gap score greater than the average gap with a value of -0.889, are as follows:

1. Queues when conducting Rapid tests are efficient and by health protocols (P6).
2. The level of security provided by the train station for passengers and vehicles owned by passengers has been effective (P19).
3. The number of officers for the Rapid test is sufficient (P5).
4. The speed of the Rapid test officers at work serving passengers who want to do Rapid is efficient (P12).
5. The stock of rapid test equipment at the train station must be sufficient every day (P4).
6. The time set by Rapid test officers to carry out Rapid inspections of passengers is efficient (P10).
7. The price for doing a rapid test is affordable (P8).
8. Politeness and friendliness of Rapid test officers when working to serve passengers who want to do Rapid tests (P17).

Table 5. Total Gap Score

Dimension	Attributes	Importance	Satisfaction	Gap Score	Rank	Gap Average Score
Tangibles	A1	4.445	3.664	-0.782	18	-0.915
	A2	4.518	3.636	-0.882	9	
	A3	4.273	3.555	-0.718	20	
	A4	4.591	3.573	-1.018	5	
	A5	4.445	3.364	-1.082	3	
	A6	4.477	3.118	-1.359	1	
	A7	2.564	2.000	-0.564	22	
Reliability	A8	4.255	3.318	-0.936	7	-0.832
	A9	4.427	3.664	-0.764	19	
	A10	4.409	3.455	-0.955	6	
	A11	4.355	3.682	-0.673	21	
Responsiveness	A12	4.473	3.427	-1.045	4	-0.873
	A13	4.409	3.591	-0.818	14	
	A14	4.391	3.582	-0.809	16	
	A15	4.573	3.755	-0.818	15	
Assurance	A16	4.509	3.655	-0.855	11	-0.945
	A17	4.491	3.573	-0.918	8	
	A18	4.645	3.845	-0.800	17	
	A19	4.818	3.609	-1.209	2	
Empathy	A20	4.555	3.709	-0.845	12	-0.852
	A21	4.527	3.691	-0.836	13	
	A22	4.518	3.645	-0.873	10	
	Total Gap			-19.559		
	Average Total Gap			-0.889		

After obtaining the attribute that has the largest value, then the next is the gap value of each statement dimension as shown in Table 5. The highest average gap value is in the assurance dimension with an average value of -0.945, the tangibles dimension with a value of -0.915, the responsiveness dimension with a value of -0.873, the dimension of empathy with a value of -0.852 and the dimension of reliability with a value of -0.832. After acquiring the average gap score based on the statement dimension, the station can focus on improving the assurance dimension.

3.4. Importance Performance Analysis (IPA)

After determining the average value for each statement for expectations and reality, then these attributes will be entered into a Cartesian diagram using SPSS Statistics 25 software to divide the 22 attributes into 4 quadrants to determine the priority scale based on the results of previous data processing.

Figure 2 shows the results obtained from the SPSS software along with the location of the attributes based on the appropriate quadrant.

Based on Figure 2, it is known that quadrant A has 4 attributes, quadrant B has 13 attributes, quadrant C has 2 attributes and quadrant D has 3 attributes. So that two quadrants will become priorities, namely quadrants A and C. The following is a list of attributes in each Cartesian diagram.

1. Quadrant A (Main Priority)
   a. The number of officers for the Rapid test is sufficient (P5).
   b. Queues when conducting Rapid tests are efficient and by health protocols (P6).
   c. The time set by Rapid test officers to carry out Rapid inspections ofpassengers is efficient (P10).
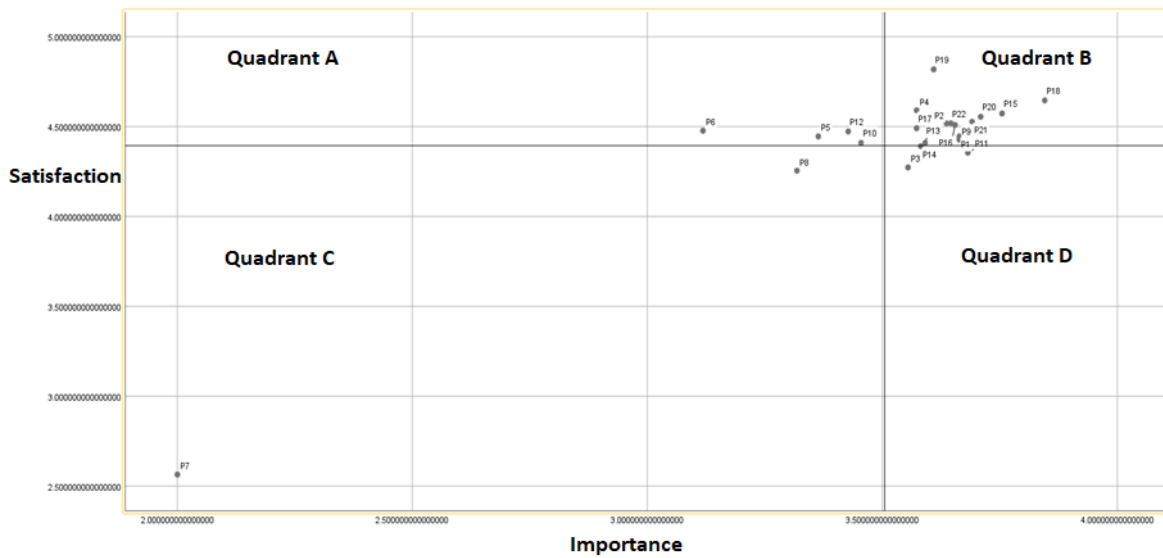   d. The speed of the Rapid test officers at work serving passengers who want to do Rapid is efficient (P12).

Figure 2. Cartesian Diagram

2. Quadrant B (Keep the Achievement)
   a. The train station area is spacious and clean (P1).
   b. The facilities at the train station are kept clean (toilets, passenger waiting rooms, etc.) (P2).
   c. The stock of rapid test equipment at the train station must be sufficient every day (P4).
   d. The ability of Rapid test officers when serving passengers has been effective (P9).
   e. The speed of ticket counter officers when making tickets for passengers is efficient (P13).
   f. All officers at the train station are always ready to help train passengers (P15).
   g. Courtesy and friendliness of the staff and staff of the train station toward passengers (P16).
   h. Politeness and friendliness of Rapid test officers when working to serve passengers who want to do Rapid tests (P17).
   i. The train station staff and officers are willing to listen to requests and complaints from train passengers (P18).
   j. The level of security provided by the train station for passengers and vehicles owned by passengers has been effective (P19).
   k. The ability of staff and officers to provide solutions to problems that train passengers to have (P20).
   l. Good communication skills from staff and officers to train passengers (P21).

   m. The ability of Rapid test officers when providing information and directions to train passengers who want to do rapid is easy to understand (P22).
3. Quadrant C (Low Priority)
   a. Officers need to pay attention to health protocols around them when on duty (P7).
   b. The price for doing a rapid test is affordable (P8).
4. Quadrant D (Excessive)
   a. The tidiness and cleanliness of the staff and officers at the train station are well maintained (P3).
   b. The ability of the staff and staff of the train station is good when passengers ask for help (P11).
   c. The speed of the train station staff and officers when serving passengers who have just arrived at the station (P14).

4. CONCLUSION

The results of the gap score at the train station based on 5 dimensions show the assurance, tangibles, responsiveness, empathy, and reliability with an average value of -0.945, -0.915, -0.873, -0.852, and -0.832 respectively. The service level provided by the station still must be improved to maintain the satisfaction of the passengers, because the results of the gap still have a negative value where several things cause the passengers to still not feel satisfied with some levels of service, eight attributes have a gap value greater than the average gap obtained.

Based on the results of the Cartesian diagram, the train station can focus on quadrants A and C to make improvements, because it is a priority must be done to maintain the level of satisfaction of train passengers. The management should maintain the number of officers for the rapid test section so that the time needed is faster and can serve more passengers who will carry out rapid tests. It is important to enforce the health protocols recommended by the government by doing social distancing to queues when conducting rapid tests at train stations. The authority should implement an efficient time for each rapid officer to maintain the intensity of passengers when doing rapid and there is no buildup in one part of the rapid post. The train station will be enjoyable when the management maintains speed for rapid officers who are working so that they can still serve passengers who will carry out rapid tests. It is good to pay attention to the officers who work at the station to keep wearing masks and various health attributes to prevent the transmission of COVID-19 in the train station area. The government can continue to maintain the price of the rapid test economically when passengers want to do rapid as one of the conditions that must be met to use the train to travel.

The company should continue to pay attention to the comfort and satisfaction of passengers when using train services to travel somewhere. Especially at the service level related to rapid tests, more attention can be given because there are so many passengers who will carry out rapid tests in the station area so that it remains conducive and maintains health protocols during the COVID-19 pandemic to provide a sense of security and comfort for passengers, staff, and other people which is in the train station. Further research can take a deeper look at the dimensions. The situation showed that the generic measures of service quality might not be completely adequate instruments (Endeshaw, 2021). A previous study in the healthcare industry utilized eight dimensions to evaluate service quality from patients' viewpoints (Abbasi-Moghaddam *et al.*, 2019).

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