
THE INFLUENCE OF PRICE, LOCATION AND SERVICE QUALITY ON PASSENGER SATISFACTION AT PT TITISAN SANG PANGERAN (TISPA)

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KEYWORDS

Price, Location, Service Quality, and Passenger Satisfaction.

ABSTRACT

This study was conducted to determine the effect of price, location, and service quality on passenger satisfaction at PT Titisang Sang Pangeran (Tispa). The population in this study were passengers at PT Titisang Sang Pangeran who used services during the 2023 period. The sample taken in this study was 300 passengers at PT Titisang Sang Pangeran who used services during the 2023 period using the purposive sampling method. The results of multiple linear regression analysis show that price, location, and service quality have a positive and significant effect on passenger satisfaction. Price, it is hoped that PT Titisang Sang Pangeran can evaluate pricing with the quality of service, facilities, and prices set by similar competitors. Location, it is expected to add a name sign from the street corner. Regarding service quality, it is hoped that an evaluation will be carried out regarding what are the obstacles in-service officers in responding to consumers both by telephone and WhatsApp. the purpose of this study is to determine, measure, and evaluate aspects of the quality of service provided to passengers.

INTRODUCTION

Transportation is one of the business opportunities by providing public transportation services for users in exchange for material rewards for service providers. In Indonesia, one of the means of transportation that is widely used by the public to travel by land is public transportation, namely passenger transportation services used by the general public, usually managed according to a schedule, operated on a set route and charged for each trip. In each of these public transportation must have an operational permit, namely a business license and route permit. Public transportation consists of (Muis, 2019):

- a. Inter-city transportation from one city to another, namely Inter-Provincial City Transportation (AKAP) and Inner City Transportation (AKDP).
- b. City transportation which is the movement of people within the city.
- c. Rural transportation which is the movement of people within and/or between rural areas.
- d. Border transportation, which deals with the borders of other countries.

In the midst of increasingly fierce competition in the field of land transportation services, skills and abilities are needed to win the hearts of passengers to be more satisfied using the transportation fleet.

PT Titisan Sang Pangeran better known as Tispa is a company engaged in land transportation services. Tispa serves the people of South Oku Regency who want to travel to various destinations outside the region. Tispa counters are located in Muara Dua, Palembang, and Jabodetabek. This vehicle has a characteristic orange color. The usual destination for this vehicle is from Muara Dua to Lampung and Jabodetabek. In addition, Tispa also serves the Muara Dua destination to Palembang. This vehicle is classified as luxurious and modern in this day and age. In addition to complete facilities such as reclining seats, air conditioning, toilets, music, karaoke, and supporting facilities such as pillows and blankets, the driver and conductor are also friendly. Tispa provides large buses, medium buses, and Hiace, L300, and Elf vehicles (<https://putra-muaradua.blogspot.com/2018/03/tispa-titisan-sang-pangeran.html>, 2023).

Table 1
Survey of Dissatisfaction Level at PT Titisan Pangeran (TISPA) Year 2022-2023

Month	2022			2023		
	Number of Respondents	Dissatisfied Response	Percentage (%)	Number of Respondents	Dissatisfied Response	Percentage (%)
January	30	8	26,67	60	15	25,00
February	40	11	27,50	28	7	25,00
Maret	37	12	32,43	36	11	30,56
April	55	15	27,27	50	11	22,00
May	40	12	30,00	45	13	28,89
June	36	7	19,44	43	13	30,23
July	60	18	30,00	55	13	23,64
August	49	9	18,37	46	12	26,09
September	32	9	28,13	33	9	27,27
Oktober	49	10	20,41	48	12	25,00
November	51	12	23,53	50	14	28,00
December	65	15	23,08	53	13	24,53
Total	544	138	25,37	547	143	26,14

Source: PT Titisan Sang Pangeran, 2023

The data in Table 1 shows passenger satisfaction data at PT Titisan Sang Pangeran (TISPA) from 2022 to 2023. Based on daily questionnaire data via telephone conducted by PT Titisan Sang Pangeran (Tispa), there are still passengers who express dissatisfaction with the quality of service provided by PT Titisan Sang Pangeran (Tispa) regarding the quality of service of drivers and vehicles during the trip.

Consumer Satisfaction

When customers receive performance from a business that meets their expectations, they will be satisfied (Kotler & Keller, 2018). When their expectations are fulfilled, customers are delighted, and when they are surpassed, they are extremely happy. Customers who are happy with a business tend to talk well about it, buy more, stay loyal for longer, and be less sensitive to price fluctuations.

Price

Price is the sum of money that customers must pay for a good or service or the value they must give up in order to have access to it (Kotler & Armstrong, 2019).

Location

According to Kotler & Armstrong (2018), location, which in this case relates to how to supply goods or services to customers and where the strategic location is, is a range of business operations to make the products produced or sold affordable and available to the target market.

Service Quality

A customer's evaluation of a product or service's overall superiority or privilege is known as service quality (Parasuraman et al., 2019).

METHOD RESEARCH

The population in this study are passengers at PT Titisan Sang Pangeran who use services during the period 2023. The dynamic population (changing in number) results in the population size cannot be known with certainty.

The minimal sample size for this study is $60 \times 5 = 300$ because the indicators in this survey are made up of 3 independent variables and 1 dependent variable, totaling 60 questions. As a result, 300 customers of PT Titisan Sang Pangeran who used its services in 2023 made up the study's sample, which was initially tested with 30 respondents.

The sampling technique used in this study was purposive sampling technique. The purposive sampling technique is a sampling technique for specific purposes only and is carried out based on certain criteria available to respondents (Sugiyono, 2019). The criteria for selecting samples are passengers at PT Titisan Sang Pangeran who use services during the 2023 period.

RESULTS AND DISCUSSION

With a significant value of 0.000, the price variable (X_1) has a beta value of 0.199, which is less than 0.05. This demonstrates that at PT Titisan Sang Pangeran (Tispa), the pricing variable has a favorable and noteworthy impact on passenger satisfaction. This demonstrates the validity of the first hypothesis, according to which the price variable has a positive and substantial influence.

The location variable (X_2) has a significant value of 0.021, which is less than 0.05, and a beta value of 0.150. This demonstrates that at PT Titisan Sang Pangeran (Tispa), the location variable has a favorable and noteworthy impact on passenger satisfaction. This demonstrates that the location variable's second hypothesis—that it has a positive and significant effect—can be accepted.

The beta value of the service quality variable (X_3) is 0.189, and the significant value is 0.005, which is less than 0.05. This demonstrates that at PT Titisan Sang Pangeran (Tispa), the service quality variable has a favorable and noteworthy impact on passenger satisfaction. This demonstrates that the third hypothesis—that the variables related to service quality have a positive and noteworthy effect—can be accepted.

Discussion

The Effect of Price on Passenger Satisfaction at PT Titisan Sang Pangeran (Tispa)

Price has a positive and significant effect on customer satisfaction. These results are in line with the results of research from (Mrabet & Benachenhou, 2022); (Sholichah, 2022); (Apriliani et al., 2022); (Kelvianto & Napitupulu, 2022); (Fadlilah et al., 2022); (Dam & Cuong, 2021); (Tran & Le, 2020); (Alvino, 2020); (Alzoubia et al., 2020); (Sudaryanto, 2020);

(Afthanorhan & Mohamad, 2019) shows the results that price has a positive and significant effect on customer satisfaction.

The study's findings show that pricing is related to a number of factors, including affordability, compatibility with benefits, competition, and the quality of the product or service. The lowest value can be found in the indicator indicating that PT Titisang Sang Pangeran (TISPA) offers a lower price than other locations. It is suspected that with so many competitors providing the same route, consumers have many choices in choosing the type of transportation in terms of the price offered. With so many competitors in this same business world, transportation business actors must be better and more innovative than their competitors, especially in terms of pricing offered. Because the price offered is the main attraction before consumers make a purchase.

The results of respondents' responses to the indicator of the price offered by PT Titisang Sang Pangeran (TISPA) vary according to the class facilities offered showing the highest score. This shows that having a variety of variations offered gives consumers many choices, both facilities, types of vehicles, and prices that can be adjusted to consumer desires. PT Titisang Sang Pangeran offers various types of prices tailored to the type of vehicle and the level of facilities/classes that have been adjusted both in terms of price and the facilities obtained.

The Effect of Location on Passenger Satisfaction at PT Titisang Sang Pangeran (Tispa)

Customer happiness is positively and significantly impacted by location. These findings are consistent with the findings of studies conducted by (Gian, 2023); (Abidin, 2023); (Riko, 2023); (Famungka & Alriani, 2023); (Sudiyah, 2023); (Pagan & Sari, 2023); (Sogen & Bunga, 2023) shows that location has a positive and significant effect on customer satisfaction.

The results of this study indicate that location is associated with several dimensions such as access, visibility, traffic, parking, and expansion. In the indicator, PT Titisang Sang Pangeran (TISPA) is located in a strategic location showing the lowest value. It is suspected that passengers still complain about the less strategic location of PT Titisang Sang Pangeran counters, especially in the Palembang city area. The location of the PT Titisang Sang Pangeran counter which is located on Jalan Kolonel Atmo No. 597 RT. 16 RW. 06 Palembang (opposite Beston Hotel) where location is included in the center of Palembang city, but new consumers complain that this location which is on a road that is enforced in one direction and there is a branching makes some consumers often confused about the location of this counter.

Based on interviews with several respondents who are consumers of PT Titisang Sang Pangeran met by the author in the field, they said that it often happens to find the wrong location, especially when using online transportation services. Where the location of this counter is on the right, sometimes the driver takes the direction on the left. To reverse the direction which is quite far away makes it a bit difficult for consumers to cross the road to get to the counter. If the goods carried are not too many, consumers don't really mind. However, if you bring quite a lot of goods, it makes it a bit difficult for consumers.

The results of respondents' responses to the indicator of the location of PT Titisang Sang Pangeran (TISPA) in the middle of the city show the highest value. This shows that the location of PT Titisang Sang Pangeran, especially in the Palembang city area, is in the center of Palembang city. The location of PT Titisang Sang Pangeran in the city center makes it easier for consumers to reach it, especially access to public transportation services such as city

transportation and the Palembang LRT. The location of this Tispa counter is in a location adjacent to the Cinde LRT station and is passed by several city transportation with several departments such as KM 5 - Ampera and Lemabang - Ampera transportation.

The Effect of Service Quality on Passenger Satisfaction at PT Titisang Sang Pangeran (Tispa)

Service quality has a positive and significant effect on customer satisfaction. These results are in line with the results of research from (Ifeoma et al., 2023); (Ajaleen, 2023); (Mrabet & Benachenhou, 2022); (Chuenyindee, 2022); (Novitasari, 2022); (Sholichah, 2022); (Rajasulochana & Khizerulla, 2022); (Monim et al., 2022); (Efendi & Butarbutar, 2022); (Apriliani et al., 2022); (Kelvianto & Napitupulu, 2022); (Fadlilah et al., 2022); (Arifianti, 2022); (Wiardi et al., 2022); (Ali & Gardi, 2021); (Zaid & Arqawi, 2021); (Dam & Cuong, 2021); (Tran & Le, 2020); (Fida & Ahmed, 2020); (Hasanah & Sulastini, 2020); (Alzoubia et al., 2020); (Sudaryanto, 2020); (Afthanorhan & Mohamad, 2019) shows the results that service quality has a positive and significant effect on customer satisfaction.

The results of this study indicate that service quality is associated with several dimensions such as physical evidence, empathy, reliability, responsiveness, and assurance. The indicator of being quick in responding to consumers both by telephone and WhatsApp shows the lowest value. It is suspected that some consumers who are passengers of PT Titisang Sang Pangeran still often complain about the response of service officers in responding to both telephone and WhatsApp messages. Based on direct interviews with several respondents, they said that contacting by telephone was faster to respond when compared to contacting via WhatsApp. This makes consumers who need to be quickly responded to feel that there is still a lack of PT Titisang Sang Pangeran service officers in responding, especially with the choice of WhatsApp messages.

The results of respondents' responses to the indicator of PT Titisang Sang Pangeran (TISPA) providing service facilities in accordance with the standard show the highest value. This shows that the facilities provided by PT Titisang Sang Pangeran to passengers, both the quality of vehicles that have good and well-maintained conditions and other supporting facilities such as the quality of the seats in the vehicle, air conditioning, vehicle cleanliness and conditions in the vehicle that smell good, are in accordance with the service standards provided. PT Titisang Sang Pangeran strives to provide the best service and facilities to consumers.

CONCLUSION

The conclusion of this study shows that price, location, and service quality have a significant influence on passenger satisfaction at PT Titisang Sang Pangeran (TISPA). Specifically, prices that are competitive and in accordance with the value provided contribute positively to passenger satisfaction. A strategic and easily accessible location is also an important factor that increases satisfaction. In addition, high service quality, which includes friendliness, speed, and efficiency of service, has been shown to determine the level of passenger satisfaction. Thus, to improve overall passenger satisfaction, PT TISPA needs to focus on strategies that harmonize reasonable pricing, appropriate location selection, and continuous improvement in service quality.

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