Article

The Influence of Service Quality, Punctuality, and Price Perception on Customer Satisfaction of LRT Jabodebek PT Kereta Api Indonesia

Wulan Tiara Sani[1], Erwin Susanto[1*]

[1]Faculty of Economics & Business, Pertamina University Jl. Teuku Nyak Arief, Simprug, Kebayoran Lama, South Jakarta 12220

email: wulaantiaras@gmail.com

*Correspondence email: erwin.susanto@universitaspertamina.ac.id

Abstract: This study aims to analyze the influence of service quality, punctuality, and price perception on consumer satisfaction with the LRT Jabodebek service operated by PT Kereta Api Indonesia. The research employs a quantitative approach through a survey questionnaire distributed via Google Forms to consumers who use the service. Data analysis is conducted using the SEM-PLS method to evaluate the impact of each variable on consumer satisfaction. The findings indicate that service quality, punctuality, and price perception have a positive and significant effect on consumer satisfaction. Punctuality emerges as the primary factor influencing consumer satisfaction. Additionally, service quality and consumers' perception of affordable and reasonable pricing also contribute significantly to overall satisfaction with LRT Jabodebek. These findings provide strategic implications for LRT Jabodebek management in enhancing service quality to meet consumer expectations, which in turn can strengthen user loyalty, increase service popularity, and reinforce public transportation as the primary mode of choice for urban commuters.

1. Introduction

Public transportation plays a crucial role in supporting urban mobility, especially in highly populated areas such as Jakarta, Bogor, Depok, and Bekasi (Jabodebek). With rapid population growth and increasing urbanization, the number of private vehicles in this region has also risen significantly, leading to traffic congestion and increased air pollution. According to data from the Central Bureau of Statistics (BPS) in 2024, the number of motor vehicles in Indonesia is predominantly concentrated on Java Island,

particularly in DKI Jakarta and its surrounding areas, making it one of the primary contributors to traffic congestion in the metropolitan region.

Table 1. Population of the Jabodebek Region in 2024

Regency/City	Total population
DKI Jakarta	10.68 million people
Kota Bekasi	2.64 million people
Kota Bogor	1.07 million people
Kota Depok	2.16 million people
Kabupaten Bogor	5.68 million people
Kabupaten Bekasi	3.27 million people

Source: Badan Pusat Statistik Provinsi DKI Jakarta Provincial (2024) and Badan Pusat Statistik Kabupaten Bandung (2024)

Tabel 2. Data on the Number of Vehicles Per Island in Indonesia

No	Island Name	MP	Bus	MB	Spd Motor	Ransus	Total	%
1	Jawa	13.788.364	165.704	3.046.428	80.163.821	92.325	97.264.194	59,26
2	Sumatera	3.298.492	71.516	1.609.698	28.817.093	31.605	33.831.980	20,61
3	Kalimantan	950.173	14.979	612.027	10.497.528	8.626	12.086.497	7,36
4	Sulawesi	1.160.225	9.024	477.657	8.536.432	18.077	10.204.150	6,22
5	Bali	530.197	15.492	184.799	4.433.479	1.370	5.165.871	3,15
6	Nusa Tenggara	193.399	6.398	159.376	3.040.548	7.216	3.408.070	2,08
7	Papua	144.997	2.145	74.865	1.160.907	2.652	1.385.623	0,84
8	Maluku dan Maluku Utara	56.330	699	32.260	700.491	490	790.408	0,48

Source: Korlantas Polri (2024)

**Tabel 3.** Data on Provinces with the Largest Number of Vehicles in Indonesia

No	Provinsi	Jumlah Kendaraan
1	DKI Jakarta	21.450.788
2	Jawa Barat	19.823.957
3	Jawa Timur	18.684.456

No	Provinsi	Jumlah Kendaraan
4	Jawa Tengah	17.823.972
5	Sumatra Utara	6.789.234
6	Banten	5.678.345
7	Sulawesi Selatan	4.567.234
8	Riau	3.456.789
9	Bali	3.234.567
10	Sumatra Selatan	2.987.654

Source: Badan Pusat Statistik (2024)

To overcome this problem, the Indonesian government through PT Kereta Api Indonesia (PT KAI) is presenting the Jabodebek Light Rail Transit (LRT) as an alternative mass transportation that is efficient, environmentally friendly, and can reduce people's dependence on private vehicles. The Jabodebek LRT is designed to provide solutions to transportation problems by prioritizing aspects of speed, punctuality, large transport capacity and optimal service. With a 41.2 km long track and 18 stations spread across various strategic points, the Jabodebek LRT is expected to become the main mode of transportation for the people of Jabodebek.

Figure 1. Survey Results Report on Factors Determining Respondents Comfort in Using Public Transportation
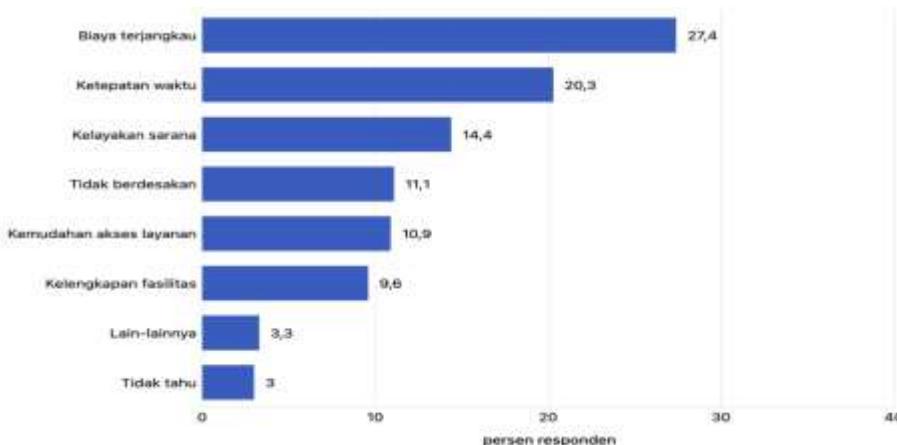
Source: Muhamad, N. (2023) in Databoks

However, the success of a public transportation system does not solely depend on its existence but also on user satisfaction. Factors such as service quality, punctuality, and price perception are crucial aspects that determine the sustainability and attractiveness of this transportation service. According to a survey conducted by the research and development team of Kompas, the main factors influencing public transport user comfort

are economic aspects (price), efficiency (punctuality), as well as comfort and supporting facilities. Data from LRT Jabodebek indicate a significant growth trend in ridership since its initial operation in August 2023, with a 23% increase in passengers in the third quarter of 2024. Nevertheless, challenges remain in maintaining service quality, schedule accuracy, and competitive pricing strategies to ensure that this service remains the preferred choice for the public.

Figure 2. Monthly Report of Total Jabodebek LRT Users
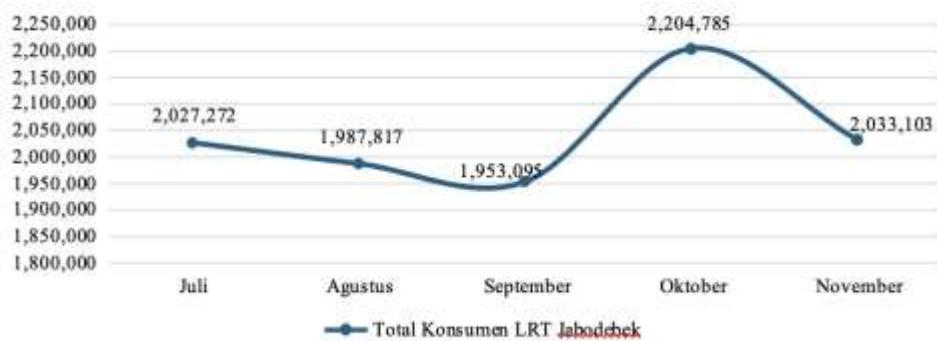
Source: LRT Jabodebek (2024)

Therefore, this study aims to analyze the impact of service quality, punctuality, and price perception on customer satisfaction with LRT Jabodebek. By understanding the most influential factors affecting user satisfaction, the findings of this research are expected to provide strategic recommendations for PT KAI in improving the quality of mass transportation services in Indonesia.

2. Literature

No	Writer	Types of research	Variable	Result
1	Herawati *et al.* (2022)	Analysis of the Influence of Service Quality, Promotion, and Ease of Use of the KAI Access Application on Customer Satisfaction at PT Kereta Api Indonesia (Persero)	• Service Quality (X1) • Promotion (X2) • Ease of Use (X3) • Satisfaction Consumer (Y)	Service quality, promotion, and ease of use of the KAI Access application have a significant influence on customer satisfaction, both partially and simultaneously.
2	Adawia *et al.* (2020)	The Influence of Service Quality and Facilities on	• Service Quality (X1) • Facilities (X2)	The variables of service quality and

No	Writer	Types of research	Variable	Result
		Customer Satisfaction of Commuter Line Trains (Case Study: Commuter Line from Cikarang to Jakarta Kota)	• Consumer Satisfaction (Y)	facilities have a positive and significant influence on customer satisfaction of PT Kereta Commuter Indonesia, both partially and simultaneously.
3	Putri, N. Z., and Begawati, N. (2020)	The Influence of Service Quality on Customer Satisfaction at PT Kereta Api Indonesia (Persero) Regional Division II West Sumatra Padang-Pariaman	• Service Quality (X1) • Consumer Satisfaction (Y)	Service quality has a significant influence on customer satisfaction at PT Kereta Api Indonesia (Persero) Regional Division II West Sumatra Padang-Pariaman.
4	Yunus *et al.* (2023)	The Influence of Service Quality, Price, and Punctuality on Customer Satisfaction at PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station	• Service Quality (X1) • Price (X2) • Punctuality (X3) • Passenger Satisfaction (Y)	This study shows that each variable, including service quality, price, and punctuality, has a positive and significant influence on customer satisfaction at PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station.

No	Writer	Types of research	Variable	Result
5	Maulana *et al.* (2023)	Analysis of the Influence of Price, Service Quality, and Trust on Passenger Satisfaction of AirAsia on the CGK-LOP Flight Route During the Pandemic	• Price (X1) • Service Quality (X2) • Trust (X3) • Passenger Satisfaction (Y)	Partially, price, service quality, and trust have a significant influence on passenger satisfaction. Simultaneously, price, trust, and service quality collectively have a significant influence of approximately 55.7% on passenger satisfaction.
6	Kusuma and Marlena (2021)	The Influence of Service Quality and Brand Image on Customer Satisfaction of Go-Jek Transportation Services in Surabaya	• Service Quality (X1) • Brand Image (X2) • Customer satisfaction (Y)	Service quality and brand image have a positive and significant influence on Go-Jek customer satisfaction in Surabaya, both partially and simultaneously.
7	Fadli and Rachmawati (2023)	The Influence of Service Quality and Ticket Price on Passenger Satisfaction of Batik Air at Abdulrachman Saleh Airport, Malang	• Service Quality (X1) • Ticket price (X2) • Passenger Satisfaction (Y)	Partially, service quality and ticket price have a significant influence on customer satisfaction. Simultaneously, service quality and ticket price also have a significant influence on

No	Writer	Types of research	Variable	Result
				customer satisfaction.
8	Utomo and Rianawati (2021)	The Influence of Service Quality, Facilities, and Price on Customer Satisfaction (Study on PT Kereta Api Indonesia DAOP IV Semarang)	• Service Quality (X1) • Facility (X2) • Price (X3) • Consumer Satisfaction (Y)	The variables of service quality, facilities, and price have a significant influence on customer satisfaction partially.
9	Muhlidin (2022)	Analysis of the Influence of Service Quality, Facilities, and Punctuality on Customer Satisfaction at PT KAI DAOP IV Poncol Station, Semarang	• Service Quality (X1) • Facility (X2) • Punctuality (X3) • Consumer Satisfaction (Y)	The variable of service quality has a significant positive influence on customer satisfaction at PT KAI DAOP IV Poncol Station, Semarang.
10	Prihartanti *et al.* (2023)	The Influence of Service Quality on Passenger Satisfaction of Probowangi Train at Wonokromo Station, Surabaya	• Service Quality (X1) • Passenger Satisfaction (Y)	The research results show that service quality has a positive and significant influence on passenger satisfaction of the Probowangi Train at Wonokromo Station, Surabaya, by 40.9%.

3.   Methods

The research method used in this study is a quantitative method with a survey approach. This study employs a conclusive research design, which includes both descriptive and causal research. Descriptive research aims to illustrate the ongoing phenomena, such as the level of customer satisfaction with LRT Jabodebek services, while causal research is used to analyze the cause-and-effect relationships between the studied variables, namely service quality, punctuality, and price perception in relation to customer satisfaction. The population in this study consists of all users of the LRT Jabodebek service operated by PT Kereta Api Indonesia. The research sample is selected using a purposive sampling method, in which respondents are chosen based on specific criteria relevant to the study. The sample size is determined using the Lemeshow formula, as the exact number of LRT Jabodebek users is unknown.

Data in this study are collected from two sources: primary and secondary data. Primary data are obtained through an online questionnaire (Google Form) distributed to respondents who are LRT Jabodebek users. Meanwhile, secondary data are gathered from various sources, such as journals, books, scientific articles, and other references that support this research.

The data analysis in this study is conducted using the Structural Equation Modeling – Partial Least Squares (SEM-PLS) method. This method is used to evaluate the impact of service quality, punctuality, and price perception on customer satisfaction, both simultaneously and partially. SEM-PLS was chosen because it can analyze the relationships between variables more accurately and provide reliable results in understanding the key factors influencing user satisfaction with LRT Jabodebek services.

4.   Results

This study aims to analyze the impact of service quality, punctuality, and price perception on customer satisfaction with LRT Jabodebek, operated by PT Kereta Api Indonesia. Data were collected through an online questionnaire distributed to LRT Jabodebek users, with a total of 96 respondents. The characteristics of the respondents indicate that the majority of LRT Jabodebek users in this study are female (56.25%), while male respondents account for 43.75%. The respondents come from various occupational backgrounds, with most being private-sector employees, university students, and freelancers. In terms of education, the majority of respondents have at least a high school diploma (SMA/SMK), while the rest are university graduates. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4 software. The research model was tested through two main stages: the Measurement Model Test (Outer Model) and the Structural Model Test (Inner Model). The Measurement Model Test was conducted to examine the validity and reliability of the research indicators.

The analysis results indicate that all indicators have a loading factor value greater than 0.7, meaning each indicator has a strong relationship with the measured variable. Additionally, the Average Variance Extracted (AVE) value exceeds 0.5, indicating a good level of convergent validity for each variable. Construct reliability was assessed using Cronbach's Alpha and Composite Reliability, both of which had values above 0.7, confirming that the research instrument has good internal consistency. After the

measurement model was validated as reliable, a structural model test was conducted to analyze the relationships between research variables. The results show that all independent variables have a positive and significant influence on customer satisfaction. Punctuality has the most dominant effect, with a coefficient of 0.401, followed by service quality (0.337) and price perception (0.289). Furthermore, the Goodness of Fit (GoF) evaluation indicates that the research model has a good fit, with a GoF value exceeding 0.36.

The research findings indicate that service quality has a positive and significant impact on customer satisfaction. This suggests that aspects such as cleanliness of the carriages, comfort of the facilities, staff friendliness, and ease of service access play a crucial role in enhancing user satisfaction. Respondents who received friendly and responsive service from staff tended to have a higher level of satisfaction. Additionally, clean and comfortable facilities, such as adequate seating and well-maintained carriages, also contribute to increased user satisfaction. Punctuality was found to be the most dominant factor in determining customer satisfaction. LRT Jabodebek users highly prioritize adherence to departure and arrival schedules as promised.

This can be linked to the characteristics of users, who are predominantly workers and students with tight schedules, making punctuality a key factor in choosing a mode of transportation. These findings indicate that maintaining operational schedule consistency is essential to ensuring user satisfaction and loyalty. Price perception also has a significant impact on customer satisfaction. Users tend to feel satisfied when the LRT Jabodebek fare is perceived as reasonable and aligned with the quality of service provided. Factors such as affordability, the balance between price and benefits received, and fare competitiveness compared to other transportation modes are key considerations for users when evaluating LRT services. If fares are set too high without a significant improvement in service quality, customer satisfaction may decline.

Therefore, a competitive pricing strategy is one of the key factors that can enhance customer satisfaction and encourage users to continue using LRT Jabodebek services. Overall, the findings of this study provide strategic implications for LRT Jabodebek management in improving services to meet consumer expectations. Enhancing service quality can be achieved by ensuring clean and comfortable facilities, providing training for staff to improve customer service skills, and offering more accessible service information. Additionally, punctuality must be maintained by optimizing operational systems and fleet maintenance to ensure that departure and arrival schedules are consistently met. Meanwhile, the pricing strategy should consider consumer purchasing power and be aligned with the quality of services offered. By understanding the key factors influencing customer satisfaction, this study can serve as a foundation for LRT Jabodebek management in designing more effective policies to improve service quality, maintain punctuality, and implement a more competitive pricing strategy. These improvements are expected to strengthen user loyalty and position LRT Jabodebek as the primary mode of transportation in the Greater Jakarta area (Jabodetabek).

5. Discussion

Therefore, a competitive pricing strategy is one of the key factors that can enhance customer satisfaction and encourage users to continue using LRT Jabodebek services. Overall, the findings of this study provide strategic implications for LRT Jabodebek management in improving services to meet consumer expectations. Enhancing service quality can be achieved by ensuring clean and comfortable facilities, providing training for staff to improve customer service skills, and offering more accessible service information. Additionally, punctuality must be maintained by optimizing operational systems and fleet maintenance to ensure that departure and arrival schedules are consistently met. Meanwhile, the pricing strategy should take into account consumer purchasing power and be aligned with the quality of services offered.

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Another interesting finding is the difference from the study by Fauzi et al. (2023), which found that price was the most dominant factor influencing customer satisfaction in online transportation services. This indicates that in rail-based transportation services such as LRT Jabodebek, passengers prioritize punctuality over price, which may be more flexible in app-based transportation services. In the context of the Servqual theory (Parasuraman et al., 1988), the findings of this study reaffirm that the reliability dimension, which in this case is reflected in punctuality, is the most crucial dimension for transportation services. This also supports Oliver's (1980) customer satisfaction theory, which states that satisfaction occurs when customer expectations are met or even exceeded. In this case, expectations regarding punctuality carry more weight than expectations regarding service quality and price.

1. Implications and Future Research Directions

    The findings of this study provide several implications for public transportation service providers, particularly PT KAI as the operator of LRT Jabodebek. First, improving punctuality can be achieved by optimizing operational schedules, enhancing train maintenance efficiency, and providing real-time information systems for passengers. Second, although service quality has a significant influence, service operators must ensure continuous improvements, particularly in aspects such as station and fleet cleanliness and comfort. Third, a competitive pricing strategy should still be considered, even though it is not the primary factor in customer satisfaction. For future research, further exploration of other factors that may influence customer satisfaction, such as comfort, safety, and integration with other transportation modes, can be conducted. Additionally, future studies may employ a longitudinal approach to examine how customer satisfaction evolves over time as LRT Jabodebek's services improve in the long run.

6. Conclusion and Recommendations

Based on the findings of this study, it can be concluded that service quality, punctuality, and price perception have a significant influence on customer satisfaction with LRT Jabodebek. Among these three factors, punctuality is the most dominant variable in determining user satisfaction. This indicates that consistency in travel schedules and minimal delays are crucial in creating a positive customer experience. Although service quality and price perception also contribute to satisfaction, their impact is lower compared to punctuality. Therefore, improving punctuality should be the top priority for public transportation service providers.

To enhance customer satisfaction, LRT Jabodebek operators are advised to continuously optimize punctuality through regular maintenance and more efficient schedule management. Additionally, improving service quality—such as cleanliness, comfort, and staff hospitality—should remain a focus to enhance the user experience. Competitive pricing strategies should also be reviewed periodically to ensure alignment with customers' perceived value. With continuous improvements in these aspects, LRT Jabodebek is expected to strengthen user loyalty and become an increasingly preferred mode of transportation for the Jabodebek community.

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