Increasing The Role of Rail-Based Public Transportation to Reduce Congestion in Jakarta

Soemino Eko Saputro[1*], Edi Abdurachman[2], Prasadja Ricardianto[3], Julison Arifin[4], Umar Gassing[5]

[1]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, email: soemino.saputro@gmail.com
[2]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, email: ediabdurachman@gmail.com
3Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, email: ricardianto@gmail.com
[4]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, email: sisonytea@gmail.com
5nstitut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, email: zumar.gassing@gmail.com

*Corresponding author: soemino.saputro@gmail.com

Abstract: Problems that cause public transport less desirable because the rail network is still minimal, public transport services still need to be improved, full integration can not be realized and the development of Transit Oriented Development can not be implemented as a whole. This study was conducted to determine whether the service model and public policy were successful, therefore the study used variables namely; Perceived Quality; Trust; Passenger Satisfaction; Perceived Value; Passenger Preference; Passenger Loyalty, Behavior Intention to Purchase, and Transit Oriented Development as moderation. The data analysis methods in this study include Importance and Performance Analysis (IPA), and Structural Equation Model (SEM) with the help of the SMART PLS program. This study used a sample of 400 respondents. Based on the results of the analysis perceived quality, Passenger satisfaction, trust, and Passenger loyalty can have a positive and significant effect on behavior intention to purchase but perceived value does not have a significant effect, so the development of transit-oriented development can have a significant effect on loyalty and behavior intention to purchase. Important performance analysis to improve service performance, namely train travel without obstacles, high reliability, and integrated and single ticket system.

Keywords: Service, Transit-Oriented Development, Rail-Based Public Transportation, Purchase Intention Behavior

INTRODUCTION

DKI Jakarta is a megapolitan city and merges with its supporting satellite cities of Bogor, Depok, Tangerang and Bekasi, so the movement of people is very high. The movement is dominated by private vehicles reaching 72.85% and public transportation users only 27.15% so that this condition causes the creation of very heavy congestion in the city of Jakarta. (Irjayanti et al., 2021). The condition of Jakarta is not only a congestion problem but also has an impact on air quality which is very concerning. Transportation in urban areas is very

complex because it involves various modes, serves many origins and destinations, and the emergence of various amounts and variations of traffic.

To overcome this problem, rail transit systems have been adopted by the Central Government and the DKI Jakarta Regional Government to provide reliable, efficient, effective and environmentally friendly rail-based public transport services. Transportation network development can also contribute to improved environmental quality and reduced travel time. It is critical for transit managers to assess how they are meeting the needs of their customers by investigating whether rail transit passengers are satisfied with the products and services offered by rail transit managers.

Therefore, a strategic tool is needed to assess the current level of passenger satisfaction and identify management strategies that can potentially be used to improve passenger satisfaction, match passenger desires and promote the use of the rail transit system. As suggested by many literatures, the success of a public transit system depends on the number of passengers that the system can carry and retain. (de Oña et al., 2013), (Brohi et al., 2021), (Hakimi Ibrahim et al., 2021) by using variables Perceived quality (X1), Passengger satisfaction (X2), Perceived value (X3), Trust (X4), Passenger loyalty (X5), Transit oriented development sebagai (Moderasi) dan Behavior intention to purchase (Y).

Based on the background, the purpose of writing this article is to build hypotheses for further research, namely to formulate: 1) The effect of Perceived quality on Trust; 2) The effect of Perceived quality on Passenger satisfaction; 3) The effect of Perceived quality on Perceived value; 4) Effect of Passenger satisfaction on Trust; 5) Effect of Perceived Value on Passenger satisfaction; 6) Effect of Perceived value on Passenger loyalty; 7) The effect of Passenger satisfaction on Passenger loyalty; 8) The effect of Trust on Passenger loyalty 9) Perceived value on Passenger loyalty with moderated TOD variables; 10) Passenger loyalty on behavior intention to purchase.

METHOD

In this study using a population of average passengers per day who use electric rail trains (KRL) with a total of 424,532 passengers. And the determination of the number of samples used in the study with the calculation of slovin with an error rate of 5% and the sample used was 400 passengers who would be used as research respondents. The analysis method uses Structural equation model (SEM) with Smart PLS program and Importance and performance analysis (IPA) matrix to show the advantages and disadvantages of services in the field of transportation, especially trains.

RESULTS AND DISCUSSION

Based on the background, objectives and methods, the results of this article are as follows:

Behavior intention to purchase

Behavior intention to purchase is the intention to continue or, to remain in a relationship referred to as relationship maintenance. (Upamannyu et al., 2015).

Behavior intention to purchase is a customer activity when making a purchase for the first time and has a positive attitude so that it will have a repeat purchase experience in the future. (Brohi et al., 2021).

The dimensions, indicators or factors that influence behavior intention to purchase are cheapness and convenience, brand or brand performance and customer experience, which have been widely studied by previous researchers are (Chinomona & Sandada, 2013), (Chatzoglou et al., 2022).

Perceived quality

Observations or perceptions of customers on a product and service presented by a railroad transportation service provider that is linked to expectations which include various aspects of what customers want. (Hakimi Ibrahim & Borhan, 2020).

Perceived quality reflects all aspects of the product offering that lead to customer benefits. Manufacturers' attention to aspects of product quality will indirectly lead to perceptions in consumers that a quality product is able to satisfy the various aspects desired by consumers. (Fatihudin & Firmansyah, 2019).

Dimensions, indicators or factors that affect perceived quality are Availability of service, information, travel time, customer service, comfort, safety, and integration. Perceived quality has been widely researched by previous researchers including (Ashraf et al., 2018), (Hakimi Ibrahim & Borhan, 2020).

Passenger satisfaction

Passenger satisfaction is something that customers feel in response to the goods or services that have been presented, besides that satisfaction is the level of a person's feelings after evaluating the performance of the services they predict / feel compared to their expectations. (Saribanon et al., 2016).

Consumer Satifaction i.e. Consumer satisfaction feedback assesses that a product or service feature, or the product or service itself, provides (or provides) a pleasant level of consumer satisfaction, including including levels of dissatisfaction or over-satisfaction. (Saxena, 2017).

Passenger satisfaction can be interpreted if customer expectations can be exceeded and psychologically there is pleasure with the quality of service provided until passenger satisfaction is formed (Jaya Sakti et al., 2021).

The dimensions, indicators or factors that affect Passenger satisfaction are overall satisfaction, ideal service satisfaction and desired satisfaction. Passenger satisfaction has been studied by many previous researchers including (Shen et al., 2016), (Wang et al., 2020).

Perceived value

Perceived value is the overall consumer assessment of the usefulness of a product based on the perception of what is received and what is given. Perceived value is an important part of strategic business management because it adds significant value to the behavior of the consumer decision-making process. (Devi & Yasa, 2021).

The dimensions, indicators or factors that influence Perceived value are Evaluation of ticket prices for services received and Evaluation of ticket prices for discomfort or emotional. Perceived value has been widely researched by previous researchers including (Devi & Yasa, 2021), (Hallak et al., 2018).

Trust, Confidence

Trust is the customer's / customer's belief that railroad transportation service providers are reliable, competent and provide benefits, even though railroad transportation service providers try to maximize profits, but still have genuine attention to customer needs / customer passenger satisfaction. (Saleem et al., 2017).

The dimensions, indicators or factors that influence Trust are motivation (always wanting to improve service quality), Integrity (consistency and regularity), ability (ability to realize the best service). Trust has been widely researched by previous researchers including (Chinomona & Sandada, 2013), (Saleem et al., 2017).

Loyalty

A customer's inclination or loyalty towards a particular brand, product or service over a long period of time. This includes the tendency to choose the same brand or company repeatedly to satisfy one's needs or wants. (Setiawan et al., 2021), (Dam & Dam, 2021).

The dimensions, indicators or factors that influence Loyalty are Customer Relationships, Reliability and Responsiveness and how to solve problems quickly. Loyalty has been studied by many previous researchers including (Setiawan et al., 2021), (Dam & Dam, 2021).

Transit Oriented Development (TOD)

Transit oriented development (TOD) An urban concept that aims to integrate public transportation systems into the development of the surrounding area. The goal is to create sustainable, diverse and environmentally friendly communities by reducing the need for private motorized vehicles. (Ricardianto et al., 2021), (Hakimi Ibrahim et al., 2021).

Dimensions, indicators or factors that influence Transit oriented development (TOD) are Type and role of transportation, Land use. Transit oriented development (TOD) has been widely studied by previous researchers including (Hakimi Ibrahim et al., 2021), (He et al., 2018), (Ricardianto et al., 2021).

In completing calculations and answering the hypothesis of this study using SEM Smart PLS and Importance and performance analysis. The following are the results of the outer model, namely validity, reliability and inner model tests before testing the hypothesis.

Validity testing

In this study using the outer loading value obtained from calculations with Smart PLS, that the outer loading value or loading factor is greater than 0.05. (Ghozali, 2021), so that the constructs for all variables are valid from the model. And testing discriminate validity using the average variance extracted (AVE) value. The following are the results of the discriminate validity test obtained from Smart PLS

Table 1. Discriminant validity test

Variable	Average Variance Extracted (AVE)
Behavior intention to purchase	0.767
Transit-oriented development	0.611
Passenger Satisfaction	0.699
Passenger loyalty	0.699
Perceived Quality	0.536
Perceived Value	0.676
Trust	0.609

This test is carried out to see how much difference there is between variables. The value seen in this test is the Average Variance Extracted (AVE) value, overall all variables have an AVE value> 0.5. (Ghozali & Latan, 2015) so it is declared valid.

Reliability Testing

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Evaluation Model
Behavior intention to purchase	0.924	0.943	> 0.60	Reliable
Transit-oriented development	0.892	0.916		Reliable

Passenger Satisfaction	0.938	0.949		Reliable
Passenger loyalty	0.893	0.921		Reliable
Perceived Quality	0.955	0.960		Reliable
Perceived Value	0.839	0.893		Reliable
Trust	0.870	0.902		Reliable

Cronbach's Alpha and composite reliability values obtained from the Smart PLS estimation results. The resulting value is> 0.60 that it is declared reliable.

Inner model

Inner model or structural model testing is carried out to see the relationship between constructs, the significance value and R-square of the research model.

Table 1. R-Squares

Variable	R Square
Trust	0,711
Passenger Satisfaction	0,811
Perceived Value	0,434
Passenger loyalty	0,695
Transit-oriented development	0,438
Behavior intention to purchase	0,754

The result of the R Square value of the Trust variable is 0.711 or 71.1%, which means that the Perceived Quality and Passenger Satisfaction variables can substantially explain the Trust variable at a level of 71.1%.

The result of the R Square value of the Passenger Satisfaction variable is 0.811 or 81.1%, which means that the Perceived Quality and Perceived Value variables can substantially explain the Passenger Satisfaction variable at a level of 81.1%.

The result of the R Square value of the Perceived Value variable is 0.434 or 43.4%, which means that the Perceived Quality variable can substantially explain the Perceived Value variable at a level of 43.4%.

The result of the R Square value of the Transit-oriented development variable is 0.438 or 43.8%, which means that the Perceived Value variable can substantially explain the Transit-oriented development variable at a level of 43.8%.

The result of the R Square value of the Passenger loyalty variable is 0.695 or 69.5%, which means that the Trust variable can substantially explain the Passenger loyalty variable at a level of 69.5%.

The result of the R Square value of the Behavior intention to purchase variable is 0.754 or 75.4%, which means that the Passenger loyalty variable can substantially explain the Behavior intention to purchase variable at a level of 75.4%.

Hypothesis testing with SEM Smart PLS

Table 4. Smart PLS hypothesis testing

	Original Sample	*Sample Mean*	*Standard Deviation*	*T Statistics*	*P Values*
Perceived Quality -> Trust	0.267	0.288	0.089	3.001	0.001
Perceived Quality -> Passenger Satisfaction	0.250	0.259	0.060	4.172	0.000
Perceived Quality -> Perceived Value	0.659	0.661	0.067	9.910	0.000

Passenger Satisfaction -> Trust	0.630	0.608	0.087	7.220	0.000
Perceived Value -> Passenger Satisfaction	0.716	0.707	0.056	12.699	0.000
Perceived Value -> Passenger loyalty	0.038	0.039	0.083	0.464	0.321
Passenger Satisfaction -> Passenger loyalty	0.321	0.316	0.100	3.215	0.001
Trust -> Passenger loyalty	0.135	0.140	0.066	2.042	0.021
Perceived Value -> transit-oriented development(moderasi) -> Passenger loyalty	0.143	0.142	0.034	4.168	0.000
Passenger loyalty -> behavior intention to purchase	0.868	0.866	0.021	40.682	0.000

IPA analysis (importance and performance analysis) is a technique used to measure the attributes of the level of importance with the level of performance expected by consumers.
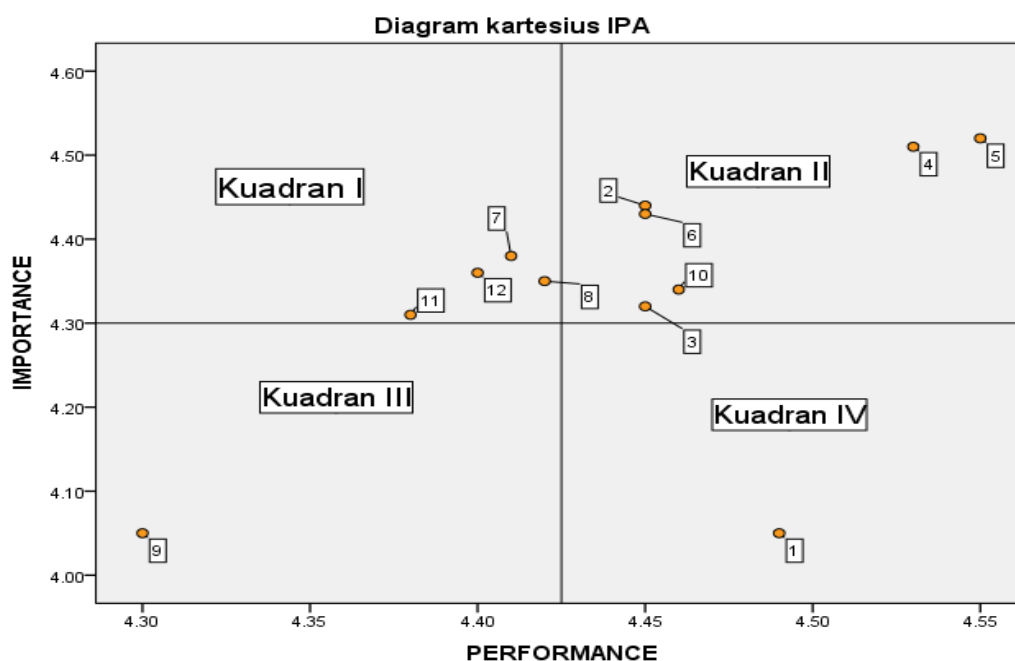

Figure 1. Importance analysis and performance analysis

Discussion

Perceived quality of service (Perceived Quality) has a direct positive effect on customer trust (Trust), meaning that it is in accordance with hypothesis 1 (H1 Accepted). This research supports the research conducted by (Heriyanto & Susanto, 2020), (Kurniawan, 2017), (Effendi & Yenita, 2023) the higher the perceived quality, the higher the Customer Trust. Consistent Perceived Quality acts as the beginning of the formation of strong Trust in the long term.

Perceived quality of service has a direct positive effect on customer / passenger satisfaction (Passenger Satisfaction), meaning that it is in accordance with hypothesis 2. The results of this study are in line with the results of several analyzes (Devi & Yasa, 2021), (Machado-León et al., 2017), (Zefreh et al., 2020) shows that service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service that can be provided, if it can exceed consumer expectations, it will certainly increase customer satisfaction that service quality is an important determinant of user satisfaction.

Perceived service quality (Perceived Quality) has a direct positive effect on customer perceived value (Perceived Value), meaning that it is in accordance with hypothesis 3. The results of this study are in line with research (Shen et al., 2016), (Lai & Chen, 2011), (Marina et al., 2023) that service quality positively affects perceived value, company management

should focus not only on increasing customer satisfaction but also on improving customer perceptions of overall service quality and increasing consumer perceived value.

Customer satisfaction (Passenger Satisfaction) can have a positive influence on trust, meaning that it is in accordance with hypothesis 4. The results of this study are in line with (Leninkumar, 2017), (Gul, 2014), (Prameka et al., 2017) that trust is essential in the relationship means that the customer must have had a previous pleasant experience that leads to trust.

Perceived value of services (Perceived Value) has a direct positive effect on customer satisfaction (Passenger Satisfaction), meaning that it is in accordance with hypothesis 5. The relationship between perceived value and customer satisfaction is when customers expect to receive benefits that are greater than the cost of each purchase made. When there are additional benefits that can be felt by consumers, purchases become more valuable and satisfaction increases. This research is in line with several studies conducted by (Prameka et al., 2017), (Rasoolimanesh et al., 2016), dan (Devi & Yasa, 2021).

Perceived value cannot have a positive influence on customer loyalty (Passenger loyalty), meaning that it is not in accordance with hypothesis 6. However, the results of this hypothesis test are contrary to some of the analysis conducted by (Ramadhan & Siagian, 2019), (Kusumawati & Rahayu, 2020), (Hallak et al., 2018) shows that perceived value has a positive and significant effect on loyalty. Good service quality or having added value where consumers certainly affect loyalty.

Passenger satisfaction can have a positive influence on customer loyalty. (*Passenger loyalty*) meaning that it is in accordance with hypothesis 7. The results of this study are in line with (Devi & Yasa, 2021), (Riasma et al., 2018) shows that customer satisfaction has a significant effect on customer loyalty, the higher the customer satisfaction after using the services of a transportation company, the higher the desire of consumers to be loyal or become loyal customers to the transportation company.

Trust can have a positive influence on customer loyalty (Passenger loyalty), meaning that it is in accordance with hypothesis 8. The results of this study are in line with (Chinomona & Sandada, 2013), (Fu & Juan, 2017), (Shen et al., 2016) that when a service provider successfully builds customer trust, customers perceive low risk and will have more confidence in the reliability and integrity of the service provider and as a result become loyal.

Perceived value can have a significant effect on customer loyalty (Passenger loyalty) moderated by the development variable of the transit-oriented development area, meaning that it is in accordance with hypothesis 9. The results of this study are in line with research (Riski et al., 2021), (Budiati et al., 2018), (Zhao & Shen, 2019) Therefore, perceived value will have more influence on customer loyalty with TOD development. It is important to note that while TOD can positively influence the loyalty of public transport users, its effectiveness depends on various factors such as design and implementation, TOD strategies, quality and reliability of the public transport system, and the overall attractiveness of the neighborhood. Passenger loyalty can have an influence on behavior intention to purchase, meaning that it is in accordance with hypothesis 10. The results of this study are in line with several studies (Upamannyu et al., 2015), (Miao et al., 2022), (Usman et al., 2020) explains repurchase intention in a social psychology perspective as the intention to continue or, to remain in a relationship with a particular brand or brand And states that customer repurchase behavior is highly dependent on the benefits received in their past encounters.

And the results of importance and performance analysis (IPA), In quadrant I,
a. Fast train travel without obstacles, meaning that trains should not be stopped on free roads due to technical disturbances such as signaling, electric power, rail roads or natural disturbances.
b. The level of Rolling Stock reliability, namely the maintenance of facilities must be improved so that they have high reliability and do not break down in the course of operations.

c. Integrated with other modes, namely the acceleration of the realization of a good integration system of Infrastructure, Facilities / modes, ticketing systems and schedule integration systems.
d. Using a single ticket system, namely the realization of the use of a single ticket system in the urban transport system.

In quadrant II which describes the wishes of high service users and the performance of high rail transportation service providers so that it must be maintained in order to create service user loyalty. In quadrant III and quadrant IV, because the interests of service users are not.

Conceptual Framework of Research

Based on the formulation of the problem, relevant research and discussion, the conceptual framework of this article is as shown.
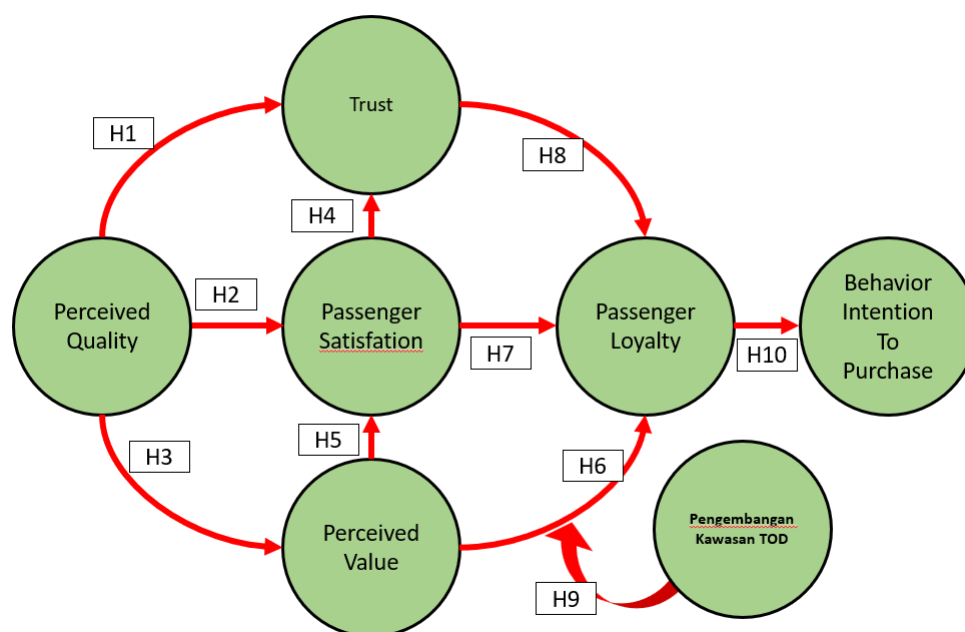

Figure 2. Framework

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate hypotheses for further research, namely:

1. Perceived quality can have a positive and significant effect on customer satisfaction, perceived value and trust.
2. Customer satisfaction (Passenger Satisfaction) can have a positive and significant effect on trust (Trust).
3. Perceived value of services (Perceived Value) has a positive and significant effect on customer satisfaction (Passenger Satisfaction)
4. Perceived value (Perceived value) does not have a significant effect on customer loyalty (Passenger loyalty)
5. Customer satisfaction (Passenger satisfaction) can have a positive influence on customer loyalty (Passenger loyalty) 5.
6. Trust (Trust) can have a positive and significant effect on customer loyalty (Passenger loyalty)
7. Perceived value can have a significant influence on customer loyalty (Passenger loyalty) moderated by Transit-oriented development variables.

8. Passenger loyalty can have a positive and significant influence on behavior intention to purchase.

The conclusion of the IPA matrix is that in quadrant I which is the desire of service users is very high but the performance of transportation service providers is low, so to improve the services of railway operators must immediately improve their performance which includes four things, namely:

1. Fast train travel without obstacles, meaning that trains should not be stopped on the free road due to technical disturbances such as signaling, electrical power, railways or natural disturbances.
2. Rolling Stock reliability, i.e. maintenance of facilities must be improved so that they have high reliability and do not break down in the course of operation.
3. Integrated with other modes, namely the acceleration of the realization of a good integration system of infrastructure, facilities / modes, ticketing systems and schedule integration systems.
4. Using a single ticket system, namely the realization of the use of a single ticket system in the urban transport system.

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