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EFFECT SERVICE QUALITY AND CUSTOMER VALUE TO LOYALTY THROUGH PASSENGER SATISFACTION USE OF DAMRI TRANSPORTATION MODE IN BANDUNG

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Abstract: This study aims to determine how the influence of service quality and customer value on customer loyalty through passenger satisfaction on DAMRI Transport Mode in Bandung. The research method used is quantitative, the sampling technique uses non-probability sampling and a sample of 260 respondents is obtained, the analytical tool used is Path Analysis and hypotheses using a significance test using the SPSS Version 24 and SEM Amos on SPSS analysis tool. The results of this study indicate that direct testing for direct testing of the customer loyalty variable it is found that service quality and passenger satisfaction to customer loyalty has a positive and significant effect for use bus DAMRI in Bandung, while for customer value it has no effect on customer loyalty for use bus DAMRI in Bandung. With regard to customers' ownership, it is possible to increase the quality of service quality and customer loyalty to customers by giving goods a consumer satisfaction that would allow them to be loyal to using DAMRI bus as a mode of transportation in everyday activities.

1. INTRODUCTION

Population growth that has not been followed by the growth of cities has resulted in increased traffic congestion (Wilandari, et al. 2016). While traffic systems are nearing saturation, the increasing density of traffic is affecting the energy, space and time spent in transport will differ considerably from one type to the other, according to the number and density of people within the city (Ajeng and Gim 2018) Transportation has become a basic need for humans to carry out daily activities (Parmar, et al. 2020).

This has led to developments in transportation, especially land transportation (Suparti and Tarno 2015). Land transportation modes can be grouped into two kinds of private vehicles and public transportation. Public transportation is a service of transportation services that has a regular track, a regular schedule, and a charge, and it can be used for the public. The city of Bandung is one of the largest metropolitan cities in the west province of Java and has a wide range of activities, such as service trade, education, tourism, and industry (www.damri.co.id).

The transportation system needs to be backed up by transportation planning, which is a dynamic and sensible process for urban planning, including those of the land ordinance changes, the social and economic changes of the city and traffic changes including those that have urban characteristics, will see increased usage of the city's area in the form of land governance changes in the section or along the city center. Djawatan Angkoetan Motor Repoeblik Indonesia (DAMRI) Badan Usaha Milik Negara (BUMN) or also known as state-owned enterprises, each province of DAMRI has a branch general office or Perum DAMRI branch, where it manages transportation in urban transport, tourist bus rental and other bus service. Because of the limited information that peoples have about DAMRI bus rental services is hindering the process of a business transport service for the country (www.damri.co.id).

However, there are still a wide range of problems related to the DAMRI business barriers such as the quality of services that employees to consumers feel good about, but compared to that of a private bus delivery service superior to the quality of the service, he said. Then there is the response of would-be consumers to mention that the buses used in cross-country transport continue to use older buses and the lack of mechanical care that causes vehicle smoke to go dark and the lack of such facilities as seats and garbage cans to create a rather poor brands of resin among potential consumers (www.damri.co.id).

Then add to this the value felt by consumers when using the DAMRI transport service is inadequate because the perceived impact of customer loyalty to the DAMRI transport service can be seen from the decline in customer consumption in the past 3 years as 2018-2020 would be served at Table 1.

Table 1. DAMRI Bus Passenger Data Year 2018-2020

	Years/ People		
	2018	2019	2020
Quartal 1	264,595	257,057	185,393
Quartal 2	207,634	186,300	34,821
Quartal 3	281,351	230,193	67,025
Quartal 4	298,817	200,022	73,510
Number	1,052,397	873,572	360,749

Source: Data Bandung.go.id

Based on Table 1, the number of DAMRI bus passengers is seen annually, and the worst is already seen in 2020, as at that time the covid-19 pandemic began to spread in the Bandung area, and government policies are taking only so much activity from home for a few months in 2020 (Data Bandung, 2021). To overcome this would require an improvement and innovation of services for customers to maintain the business activities of the DAMRI transport service in Bandung such as improving the quality of service, marketing innovation and improving the brand image of DAMRI so that consumers would feel a different value from the private bus that causes individual satisfaction for customers and consumers to become loyal in using DAMRI bus transport.

Based on research conducted by Lai (2015), which determines the loyalty value, service quality, and customer loyalty in Hong Kong style restaurant by taking any of 382 respondents in Hong Kong style as well as using the proprietor's sole influence Later in the research guides by Nyadzayo and Khajehzadeh (2016), using methods of analysis for Confirmatory Factor Analysis (CFA) and advanced models with a total of 226 respondents and using Amos' further data processing in research which states it is found that the indirect effect of passenger satisfaction on customer loyalty via Customer Relationship Management

(CRM) quality is stronger when perceived brand image is high than when it is low and customer value additional suppository and significant customer loyalty, then research conducted by Abadi et al. (2020), using the Structural Equation Model (SEM) analysis method with as many as 100 people surveyed and with the Smart Partial Least Squares (PLS) version 3 analysis tools, his research suggests that his research states customer value and experiental marketing has a positive and significant affect to customer loyalty, and passenger satisfaction has a positive and significant affect to customer loyalty.

Based on the description of the problem and previous research, it can be stated that the purpose of this study is to conduct research on the effects using research variables such as service quality, experiential marketing, customer value, passenger satisfaction, and customer loyalty using descriptive analysis methods and Structural Equation Model (SEM) analysis in analyzing respondent data and using software applications SEM Amos on SPSS version 24.

2. LITERATURE REVIEW

2.1 Service Quality

Services are often related to service elements so that they are often referred to as services, the services in question are services offered by companies in an effort to attract consumers through providing maximum service for consumers who use the services themselves. According to Kottler and Keller (2012) service quality is the overall characteristics of a product of goods or services that affect its ability to meet the needs and desires of clients stated or not stated, while according to Tjiptono (2014) and Isnayanti & Abdurakhman (2019) formulating service or service quality is an effort to fulfill needs and customer desires as well as the accuracy of delivery to match customer expectations. Service quality is an opinion about what consumers feel about the overall service provided by the company to customers.

Research being conducted by Lai (2015) states that service quality can affect customer loyalty and customer loyalty to Hong Kong restaurant, Then according to (Kotler and Keller, 2012) mentions five dimensions of service quality that must be met by companies to customers: Tangible, Empathy, Reliability, Responsiveness and Assurance.

H_1 : Service Quality has a significantly positive effect on Passenger Satisfaction
H_2 : Service Quality has a significantly positive effect on Customer Loyalty
H_3 : Service Quality has a significantly positive effect on Customer Loyalty through Passenger Satisfaction

2.2 Customer Value

The purpose of a business is to provide a satisfactory value to customers and generate profits for the company. In a very high business competition causes the economy to strengthen with an increase in the number of rational buyers faced with a myriad of choices, entrepreneurs can only win by delivering values and voting, provide, and communicate superior value (Kotler and Keller 2012).

Customer value is the company's ability to create and add value for goods and services, in particular for services the company offers to customers or business aspects of the company service (Johnson and Weinstein 2004). In our study of Abadi, et al. (2020) noted that customer value can affect customer loyalty and customer loyalty, Basically according to Abadi, et al. (2020), customer value consists of 4 parts, namely: 1) service, 2) quality, 3) image, and 4) price.

H_4 : Customer Value has a significantly positive effect on Passenger Satisfaction
H_5 : Customer Value has a significantly positive effect on Customer Loyalty
H_6 : Customer Value has a significantly positive effect on Customer Loyalty through Passenger Satisfaction

2.3 Passenger Satisfaction

Whereas passenger satisfaction according to Zeithaml et al. (2009) is the consumer evaluation of an item or service that has been assessed accordingly or has met the consumer's needs and expectations. In the research that has been done by Lai (2015) Mention that passenger satisfaction has a positive relationship with customer loyalty. According to Zeithaml et al. (2009) there are three indicators of tourist satisfaction, namely: Fulfillment, Pleasure, and Ambivalence. To summarize previously, the hypothesis for this study is proposed are:

H_7 : Passenger Satisfaction has a significantly positive effect on Customer Loyalty

2.4 Customer Loyalty

According to Griffin (2010) states that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a selected company. is a customer's commitment to a brand, store or supplier based on a very positive nature of long-term purchases. According to Oliver (2015) customer loyalty is a strong commitment to re-purchase or subscribe to the preferred product consistently in the future, resulting in a series of repeat purchases of their product, despite situational influences and marketing efforts having the potential to cause brand switching.

In the research that has been done by Syamsudin (2020) his research suggests that his research states customer value has a positive and significant affect to customer loyalty through passenger satisfaction, and research by Lai (2015) states that service quality can affect customer loyalty through passenger satisfaction to Hong Kong restaurant.

According to Griffin in (2010) there are four dimensions of customer loyalty, namely making repeated purchases on a regular basis which means customer continuity in making regular purchases, buying between product or service lines, meaning the completeness of the types of product packaging sizes and services available and also sufficient supply from the company, Recommend it to others which means suggesting to others to use the product used and Demonstrate immunity to the pull of competitors which means immunity from the pull of competitors that is not easily influenced by the attractiveness of competitors' products or services.

3. MATERIAL AND METHOD

3.1. Material

The object of research in this study is located in Bandung with research subject's consumers who have traveled using the DAMRI bus, this study uses primary data sources, data obtained from respondents through questionnaires distributed via Google form then secondary data which refers to data that has been collected by source person. The population and sample in this study were consumers who had traveled using the DAMRI bus in Bandung for the last 1 month.

The sampling technique used in this study is non-probability sampling and the sample used is purposive sampling, namely the sample is selected by giving certain conditions to respondents who have met the sample criteria and are willing to be sampled in this study,

the criterion is that they have traveled in Bandung by bus DAMRI for the last 1 month on October of 2021. In this study, researchers distributed questionnaires via Google Form to 400 people, while only 260 people answered the questionnaire, so the sample in this study was 260 people then for data analysis techniques in this study using the SEM Amos on SPSS version 24.

3.2. Method

In this study, the author uses quantitative methods and then for data analysis techniques using path analysis calculations that are used to describe and test the model of the relationship between variables in the form of a causal relationship, not an interactive relationship. In processing and analyzing the data obtained to obtain the desired information, the researcher uses a data processing tool, namely SPSS version 24 for validity and reliability testing, then SEM Amos on SPSS version 24 is used to conducted the form of component or variance-based SEM causality analysis The SEM method has advantage and ability to measure simultaneously the relationship between variables potential if an error occurs (Hair, Babin, and Anderson 2006). SEM CFA is the initial stage of the SEM measurement model and is used to test whether the scale structure corresponds to the actual data (Spicer 2005). Initially, a measurement model in which four variables were associated with double-headed arrows was completed using SEM Amos on SPSS version 24 (Foster, et al. 2022). However, if the indicator shows that the model suitability index does not make sense. Therefore, some items with a low factor load can be removed from the indicator (Wang and Wang 2019).

3.3. Structure

The framework model for path analysis research that has been stated previously is as Figure 1.

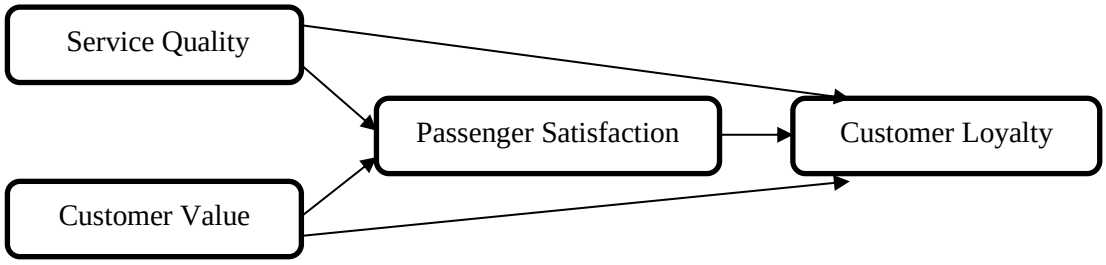

Figure 1. Framework Model

4. RESULTS AND DISCUSSION

4.1 Characteristics of Respondents

The characteristics of the respondents were processed by SPSS, with the results as presented in Table 2. Based on Table 2 it can be seen that for the most dominant gender in using DAMRI's moda transport in Bandung which is men, feeling safer and more cost-effective in transportation for a municipal transport in Bandung, then for the most dominated age of 21-25 years, because they often use DAMRI buses to go and go home to work and to college on safe, convenient, and inexpensive reasons compared to other transportation, Then for the type of work for the DAMRI bus was more dominated by private sector workers because it saved time, had a separate line of work, was comfortable, and was cheaper to go to work.

Table 2. Characteristics of Respondents

Characteristics of Respondents		Amount	Percentage
Gender	Male	88	63%
	Female	52	47%
Age	17-20 Years	32	23%
	21-25 Years	77	55%
	26-30 Years	15	11%
	31 Years Over	16	11%
Type of Work	Businessman	23	10%
	Private Sector Employee	21	13%
	Housewife	12	3%
	Civil Servant	17	4%
	Student	67	70%

Source: Data Processed by Researchers

4.2 Descriptive Analysis

The descriptive analysis of the respondents was processed by SEM Amos on SPSS version 24. The descriptive analysis provides an overview of the data based on the mean, standard deviation, and variance. The results of descriptive analysis presented in Table 3.

Table 3. Descriptive Analysis

Item	Mean		Std. Deviation	Variance
	Statistic	Std. Error	Statistic	Statistic
X1	3.89	0.037	0.595	0.354
X2	3.88	0.038	0.607	0.368
X3	3.82	0.038	0.615	0.378
X4	3.95	0.041	0.668	0.446
X5	3.79	0.038	0.605	0.366
X6	3.94	0.038	0.609	0.371
X7	3.86	0.036	0.573	0.328
X8	3.92	0.038	0.619	0.383
X9	3.83	0.037	0.600	0.360
X10	3.95	0.039	0.625	0.391
X11	3.85	0.039	0.623	0.388
X12	3.84	0.035	0.565	0.319
X13	3.83	0.038	0.611	0.373
Y1	3.95	0.037	0.597	0.357
Y2	3.88	0.039	0.629	0.396
Y3	3.89	0.039	0.631	0.398
Y4	3.93	0.039	0.636	0.404
Y5	3.92	0.041	0.661	0.437
Y6	3.92	0.041	0.664	0.441
Y7	3.92	0.036	0.583	0.340
Y8	3.83	0.039	0.629	0.396
Y9	3.97	0.038	0.611	0.374
Y10	3.79	0.043	0.690	0.476
Y11	3.99	0.037	0.589	0.347
Y12	3.78	0.045	0.721	0.519
Y13	3.77	0.036	0.582	0.338

Source: Data Processed by Researchers

4.3. Validity and Reliability

The convergent validity and reliability test was conducted based on the SEM Amos on SPSS Version 24. A loading factor value is stated to be valid/reliable if it has a correlation value more than 0.7; however, for research in the early phases of building a measurement scale, a loading value of 0.5 to 0.6 is regarded enough. However, if the final value is less than 0.5, the indicator is ruled incorrect and must be deleted from the model, requiring that data processing (running data) be repeated. So, the indicator of convergent validity can be accepted if all item loads are more than 0.5. Then the reliability of all constructs is met when the Cronbach 'α' coefficient is more than 0.7 for all constructions of data processing validity and reliability presented in Table 4.

Table 4 Validity dan Reability

Variable	Indicator	Validity > 0.5		Reliability > 0.7
		Value	Result	
Service Quality	X1	0.644	Valid	0.918 > 0.7 Reliable
	X2	0.593	Valid	
	X3	0.562	Valid	
	X4	0.508	Valid	
	X5	0.607	Valid	
	X6	0.509	Valid	
	X7	0.568	Valid	
Customer Value	X8	0.631	Valid	
	X9	0.596	Valid	
	X10	0.466	Not Valid	
	X11	0.437	Not Valid	
	X12	0.468	Not Valid	
	X13	0.443	Not Valid	
Passenger satisfaction	Y1	0.538	Valid	
	Y2	0.548	Valid	
	Y3	0.451	Not Valid	
	Y4	0.560	Valid	
	Y5	0.540	Valid	
	Y6	0.459	Not Valid	
	Y7	0.619	Valid	
Customer Loyalty	Y8	0.641	Valid	
	Y9	0.491	Not Valid	
	Y10	0.453	Not Valid	
	Y11	0.447	Not Valid	
	Y12	0.324	Not Valid	
	Y13	0.649	Valid	

Source: Data Processing Results 2021

4.4 Goodness of Fit

According to Hair (2006), stated that to assess the fit model, it is expected that the Chi-Square value is not significant (p-value> 0.05) because these results indicate that there is no difference between the model and the data, and if the model fit is not achieved, then Modification Indices (MI) is carried out, namely by elimination of the indicator with the largest value, and so on until it reaches a value of P> 0.05. Based on this, this study conducted a CFA test using the SEM Amos on SPSS Version 24 software, to analyze the variables and indicators in the research model, and process them in order to obtain a model fit (goodness

of fit), namely the P value (Probability) must be > 0.05 data processing for the 26 indicators will be presented in table Figure 2.

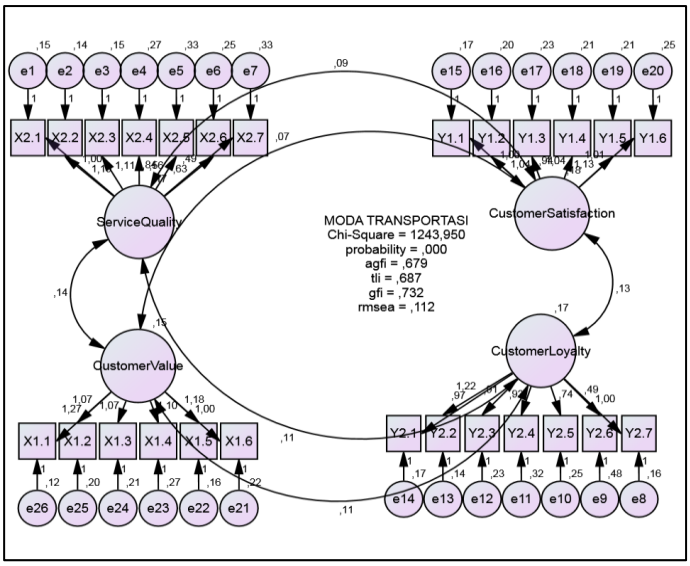

Figure 2. CFA First Model and No Fit

Table 5 CFA-Model Initial (26 Items)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default Model	58	1243.950	293	0.000	4.246
Saturated Model	351	0.000	0		
Independence Model	26	3699.262	325	0.000	11.382

Source: Data Processing Results 2021

The initial CFA model obtained in Figure 2 shows that the model consists of 26 indicators. The indicators consist of X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, X2.1, X2.2, X2.3, X2.4, X2.5, X2 .6, X2.7, Y1.1, Y1.2, Y1.3, Y1.4, Y1.5, Y1.6, Y2.1, Y2.2, Y2.3, Y2.4, Y2.5, Y2.6, and Y2.7. Then based on the model fit criteria related to the P value (probability), so that it is shown in Table 5. Based on the results of Table 4, it is found that the P value is less than 0.05. The results of the CFA model in Table 4, underlie the creation of the adjusted fit model. The next fit model is made using index modification, namely by eliminating the indicator with the largest value.

To get a fit model in this study, from the initial indicators as many as 26 indicators, then delete 14 items (X1.2, X1.3, X1.4, X2.3, X2.4, X2.5, X2.6, X2.7, Y1.1, Y1.2, Y2.1, Y2.3, Y2.6, and Y2.7). In this study found 12 indicators for model fit shown in Figure 3.

Then, the CFA model with 12 indicator items was retested and resulted in an appropriate fit (P 0.050). The indicators generated from the fit model are known that the X1.1, X1.5, X1.6, X2.1, X2.2, Y1.3, Y1.4, Y1.5, Y1.6, Y2.2, Y2.4, and Y2.5 indicators affect the research fit model where the structure with the scale is in accordance with the actual and confirmed data. data processing for the 13 indicators that have been adjusted to the fit model will be presented in Table 5.

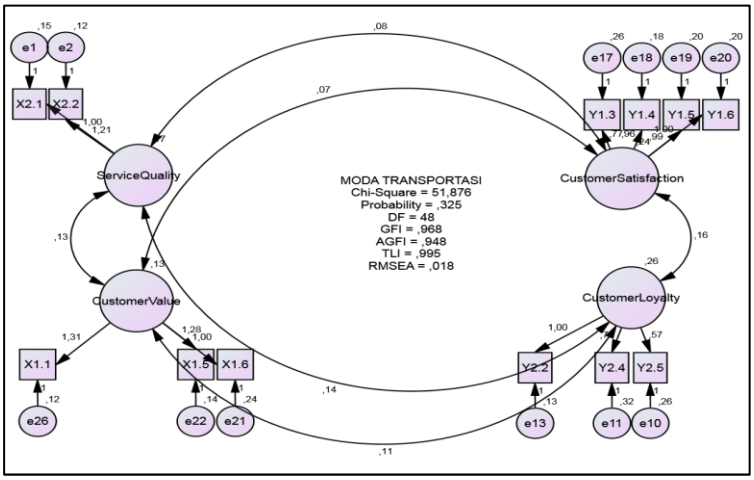

Figure 3. CFA Model Fit

Table 5 CFA-Model Fit (13 Items)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default Model	30	51.876	48	0.625	1.081
Saturated Model	78	0.000	0		
Indepedence Model	12	1098.97	66	0.000	16.651

Source: Data Processing Results 2021

4.5 Structural Equation Model (SEM)

Table 6. R Square Value

Construct	R-Square
Passenger satisfaction	0.187
Customer Loyalty	0.604

Source: Data Processing Results 2021

Structural capital in SEM AMOS is evaluated by using R^2 or R Square in explaining how much the dependent variable affects the independent variable presented in the Table 6.

Based on the Table 6, the results of the R-Square value table, it can be seen that the R^2 value for passenger satisfaction is 0.187, which means that the service quality and customer value can affect passenger satisfaction by 18.7% and the remaining 81.3% can be explained by other variables. Then the R^2 value of customer loyalty is 0.604, which means that the service quality, customer value, and passenger satisfaction variables can affect revisit intention by 60.4% and the remaining 39.6% can be explained by other variables.

4.6 Hypothesis Test

The initial structural model with zero correlation between errors was tested using Maximum Likelihood (ML). The suitability index of the final structural model was found to meet the Critical Ratio (C.R. 1.96), SEM data processing using SPSS AMOS will be presented in Figure 3.

Then the standard Critical Ratio of 4 variables in determining the hypothesis test will be presented in Table 7. The hypothesis being tested is H1 (Service Quality has a significant positive effect on Passenger Satisfaction); H2 (Service Quality has a significant positive effect on Customer Loyalty); H4 (Customer Value has a significant positive effect on

Passenger Satisfaction); H5 (Customer Value has a significant positive effect on Customer Loyalty); H7 (Passenger satisfaction has a significant positive effect on Customer Loyalty).

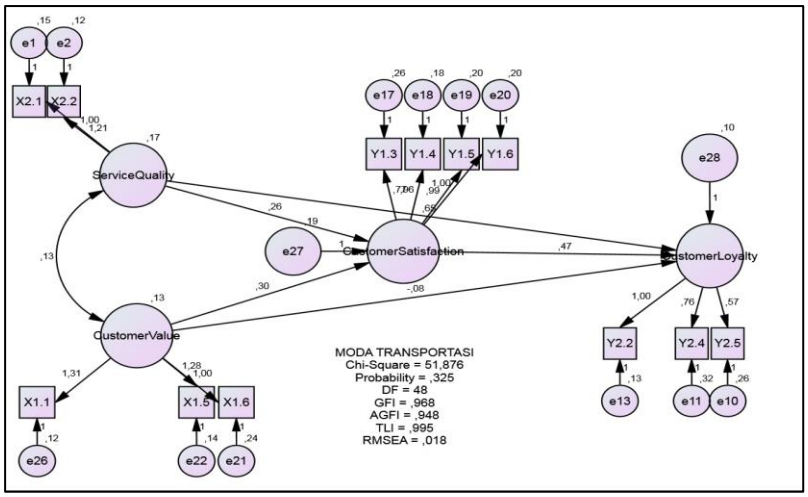

Figure 3. Standard Path Coefficient of Result Structure Model

Table 7 Hypothesis Test Results – Critical Ratio (CR)

Hypothesis			Estimate	S.E.	C.R.	P
Service Quality	→	Passenger satisfaction	0.258	0.234	1.104	0.270
Customer Value	→	Passenger satisfaction	0.305	0.264	1.155	0.248
Passenger satisfaction	→	Customer Loyalty	0.474	0.087	5.424	***
Service Quality	→	Customer Loyalty	0.645	0.237	2.718	0.007
Customer Value	→	Customer Loyalty	-0.078	0.263	-0.295	0.768

Source: Data Processing Results 2021

Based on Table 7, at can be explained as follows:

1) The influence of Service Quality on Passenger satisfaction has a Critical ratio value (t-count) of 1.104 < (t-Distribution Table) 2.00 and a probability value of 0.270 > 0.05, indicating that there is no influence of Service Quality on Passenger satisfaction on use bus DAMRI at Bandung.
2) The influence of Customer Value on Passenger satisfaction has a Critical ratio value (t-count) of 1.155 > (t-Distribution Table) 2.00 and a probability value of 0.248 > 0.05, indicating that there is no influence of Customer Value on Passenger satisfaction on use bus DAMRI at Bandung.
3) The influence of Passenger satisfaction on Customer Loyalty has a Critical ratio value (t-count) of 5.424 > (t-Distribution Table) 2.00 and a probability value of 0.000 < 0.05, indicating that there is a positive and significant influence of Passenger satisfaction on Customer Loyalty on use bus DAMRI at Bandung.
4) The influence of Service Quality on Customer Loyalty has a Critical ratio value (t-count) of 2.718 < (t-Distribution Table) 2.00 and a probability value of 0.007 < 0.05, indicating there is a positive and significant influence of Service Quality on Customer Loyalty on use bus DAMRI at Bandung.
5) The influence of Customer Value on Customer Loyalty has a Critical ratio value (t-count) of -0.295 > (t-Distribution Table) 2.00 and a probability value of 0.768 > 0.05, indicating that there is no influence of Customer Value on Passenger satisfaction on use bus DAMRI at Bandung.

Based on Table 7, it can be seen that the variables that can affect customer loyalty using the DAMRI bus in Bandung are Service Quality and Passenger satisfaction, but Customer Value does not have a significant influence on the Passenger satisfaction and Customer Loyalty variables. Then for the passenger satisfaction variable cannot mediate properly the independent variables studied on customer loyalty using the DAMRI bus in Bandung. In this case, the results of the analysis of the influence of customer loyalty on the DAMRI bus can be useful for the Bandung City government, especially the Department of Transportation. Parties who have regulatory interests can improve service quality and satisfaction levels, so that customer loyalty can be maintained and increased. If this can be done, the DAMRI bus can be the main transportation choice for the community, especially the city of Bandung. This will have a good impact on the community because it can reduce congestion and reduce the level of use of carbon emissions from private transportation.

5. CONCLUSION

Based on this research, the researcher can conclude as follows: service quality, customer value and passenger satisfaction simultaneously affect customer loyalty by 60.4%, the rest is influenced by variables that are not used in this study. Based on the results of research for direct hypothesis testing on passenger satisfaction that service quality and customer value have not affected passenger satisfaction in using the DAMRI bus, The results of this study indicate that the service quality and customer value variables in the study have not had a good impact on passenger satisfaction use DAMRI bus. Based on the results of research for direct hypothesis testing on customer loyalty that variable service quality and passenger satisfaction has a positive and significant effect on customer loyalty, The results of this study indicate that service quality and passenger satisfaction have a good impact on the customer loyalty of the results of this study indicate that the experience marketing and customer value variables in the study have not had a good impact on passenger satisfaction use DAMRI. While for the customer experience has a negative effect on customer loyalty, the results of this study indicate that the customer value variables in the study have not had a good impact on customer loyalty use DAMRI bus.

In the study, the authors realized that there were still many limitations and shortcomings in the research carried out by researchers, such as the example used only as 260 respondents who had traveled on the DAMRI bus in Bandung. The advice for further research is to increase the number of samples that should be studied. Then by adding other independent variables such as perceived values, behavior intentions, and brand trust in measuring the relation between consumer satisfaction and consumer loyalty to the DAMRI bus transport mode in Bandung.

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