



THE PASSENGER SATISFACTION ANALYSIS OF COMMUTER LINE FACILITY: A CASE OF MANGGARAI STATION, INDONESIA

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ABSTRACT

Manggarai Station is one of the railway stations offering rail-based land transportation services managed by PT KAI Commuter, a subsidiary of PT KAI Indonesia. Aiming for completion in 2025, Manggarai Station is currently undergoing repairs at multiple facilities. Multiple facilities are offered to meet consumer needs. The presence of this train will arouse people's interest in rail travel. The services provided by Manggarai Station are one aspect to consider. To know how Manggarai Station's facilities and services support customer satisfaction. The research method used in this study is a descriptive analysis method using primary data obtained directly by the researchers from the results of data collection using questionnaires. The purpose of this study is to analyze how high the services and facilities offered by Manggarai station are. Consumer satisfaction influences the subconscious response to always use trains over other modes of transport. It has long-term effects and also affects the profits generated. Based on the above case, the researcher is interested in conducting a study entitled analysis of his KRL commuter facilities on passenger satisfaction at Manggarai station.

INTRODUCTION

A process of movement or movement of people or goods from one place to another using a particular system with a specific purpose and purpose for each individual is a brief definition of transportation. The activities carried out by humans to fulfill their needs cause them to carry out movements (transport trips) and be interconnected. Travel destination parameters that are influential in travel production are places of work, shopping, education, business, and entertainment or recreation areas. One of the most frequently used types of transportation is the KRL Commuter Line.

Trains are considered to play a role as strategic public transportation because of their ability to reduce congestion in urban areas. Various modes of transportation are competing to improve the quality of service that demands rail transportation also needs to be improved in all fields. Service is the top priority that is used as a benchmark for competitive advantage, and facilities are a factor that affects the services provided by transportation companies (Fajriliani, 2020).

KRL Commuter Line is a commuter electric rail service (KRL) operated by PT Kereta Commuter Indonesia (KAI Commuter), a subsidiary of PT Kereta Api Indonesia (Persero) (PT KAI). This KRL has been operating since 1925 and, until now, has become one of the main modes

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of transportation relied on by residents of Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). KRL holds the highest number of public transportation users. KRL is considered very effective and efficient in supporting community mobility in activities. The activities of commuters are generally in the framework of work, school, and other activities. Commuter Workers are working-age residents who work by crossing the boundaries of the district/city where they live and returning to their residence in less than 24 hours. The row analysis of commuter survey data in Jabodetabek in 2014 also showed that most commuter workers choose transportation modes because of speed, fort, practicality, and safety (Astuti, Barus, Achjar, & Martell, 2019); (Setyodhono, 2017).

The station is a transit point for trains and is used for the boarding/disembarkation of passengers and a place to wait for trains to arrive. Manggarai Station is an Indonesian class A train station located in Manggarai, Tebet, South Jakarta. This station is a large class A station. It is included in the Jakarta Operational Area I. Manggarai Station was chosen as the central station because of its strategic location and essential role in supporting the capital's train traffic. Manggarai Station has heavy rail traffic, and DJKA is currently developing Manggarai Station into a central station with 18 active rail lines (Kristanti, 2018); (Zaki Alam Yusrani, 2021).

Manggarai Railway Station has undergone several infrastructure improvements, including adding carriages, increasing the number of train departure schedules, providing carriages for female passengers, adding flight attendants, expanding parking lots, renovating toilets and prayer rooms, dismantling stalls for the expansion of the railway station. A station equipped with elevators and escalators. These improvements are open to providing the best service to increase KRL passenger satisfaction at Manggarai Station (Ricardianto, Purnomo, Widodo, & Hidayat, 2021).

The management has always sought to attract the public's interest in using public rail transportation services. The satisfaction of the service received by passengers has a good impact in the long run because there is information spread from the mouth between passengers who invite colleagues or people in their living environment to use train transportation services. Also, with the excellent service and facilities the station provides, it will naturally raise its name and be known by many as a station with good credibility.

Based on some of the aspects described earlier, if public transportation wants to get a good response from passengers, the management of public transportation should provide suitable facilities for good service because passenger satisfaction will add a positive impression and value to the management of public transportation. In this case, Manggarai Station has been working on improving its facilities. Therefore, based on several improvements and existing facilities, the researcher aims to analyze passenger satisfaction with facility services at Manggarai Station and find out the service elements that need to be improved at Manggarai Station (Wang, Zhang, Zhu, & Wang, 2020).

LITERATURE REVIEW

Many cities recognize general transportation as critical in developing socially, environmentally, and economically sustainable societies. Therefore, the government has a target to establish public transportation as the community's primary choice when doing activities. Trains are one of the public transportation that is starting to be chosen by many people today (Van Lierop, 2018).

PT Kereta Api Indonesia is a company that manages land transportation services that use unique lines and specific routes. This company has subsidiaries engaged in the same field but has

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innovations and advancements. PT Kereta Commuter Indonesia applies rail-based rail transportation that uses electric power as the leading energy for its drive. Electric power-based trains, or KRL, are common land transportation and are familiar to people in the Jabodetabek area (Rizq, 2021).

Trains have several advantages over other public transportation, including the accuracy and speed of travel time, connectivity, seat suitability, ease of buying tickets, and facilities available at stations or trains. The KRL (Irfan, Yuditami, & Fajriliani, 2020) *commuter line* provides many conveniences for people who use it compared to ancient times when this mode of transportation still used coal as its fuel which can caused global warming. KLR comes with various aspects that are more environmentally friendly and effective for energy use.

Customer satisfaction is a post-consumption evaluative assessment of a product, service, or company. Various authors note that knowing what factors affect passenger satisfaction with public rail transport is crucial for management. In its improvement, PT Kereta Commuter Indonesia always attaches importance to customer satisfaction. It can be seen from the many developments held by this company at several existing stations. One of them is Manggarai Station. PT Kereta Commuter Indonesia's plans to build supporting facilities at Manggarai Station have been realized and are planned to be completed in 2025 from the plan that was made in 2015 (Bezerra, 2020); (Sidorchuk, 2020).

The design of the construction of supporting facilities at Manggarai Station is a concourse serving three types of trains (Commuter, Intercity, and Airport), and in front / back connected to Transjakarta Buses. Intercity trains in/outdoors on the East side of the station, commuters in/out on the East and West, and Airport entrances on the West side for processing advanced modes of transportation to be organized and according to passenger character are being studied to change the commuter door on the West side only (Railways, 2021). Furthermore, on the first-floor design map, with an area of 12,976 m², there are facilities for 12 escalator units and manual stairs that will facilitate passenger mobilization at Manggarai Station. All these facilities are provided to meet passenger satisfaction, hoping that guaranteed passenger satisfaction will always attract interest in train transportation (Farajpour, Bazeghi, & Bagheri, 2017).

METHODS

Research methodology is a way of collecting information and data sources used in research. Data is one of the leading forces in structuring scientific research and modeling (Rifai A. I., Hadiwardoyo, Correia, & Pereira, 2016). Research can be interpreted as a critical investigation aiming to find the facts to determine the objectives. Formulating questions and finding answers to problem formulations are part of the study's objectives. The process of systematic scientific research must begin with identifying real problems. Data is fundamental and must be present in an investigation and research that requires making a model. (Nurlan, 2019); (Sajjad, Sina, & Sepehr, 2020); (Rifai, Hadiwardoyo, Correia, Pereira, & Cortez, 2015).

Researchers used descriptive analysis in acquiring this study. This method is used to study ideas expressed through the description, discussion, and criticism of the main idea, to make studies in the form of comparisons, relationships, and model development. To achieve the author's goals, the author conducted research by collecting data through Google surveys distributed online in questionnaires. A questionnaire is a series of questions or written statements about facts or opinions relating to the respondent that are considered known facts or truths and should be responded to by the respondent. The study applies specifically to the Depok - Jakarta Kota line as

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long as it is still on the Depok - Jakarta Kota line (Harlem, 2020); (Peterson, Brownlee, Hallo, & Beeco, 2020).

The questionnaires distributed a report on implementing health guidelines or other guidelines, their impact on passengers' travel behavior, and the self-image of passengers and officers on duty at stations or on KRL platforms. Through a survey conducted by respondents, we hope to find out the opinions of passenger behavior and PT Kereta Commuter Indonesia related to health protocol policies and regulations. Following industry practice. After analyzing the actual opinions expressed through normative analysis, a descriptive analysis is made in the form of conclusions with an overview based on the policies presented from the respondent's point of view. The results of the evaluation obtained presented public results on the policies applied, especially on the KRL shuttle line.

RESULTS AND DISCUSSION

After collecting the survey results from filling out the distributed and obtained questionnaire, 130 respondents filled out the survey well. The researchers then sorted 100 respondents whose answers were contextual. Then the respondents are grouped by gender, age, occupation, domicile, and purpose shown in Table 1.

Table 1. Respondent Criteria

No.	Parameters	Category	Amount (%)
1.	Gender	Man	63
		Woman	37
2.	Age	< 20 yrs	33
		21 - 30 yrs	34
		31 - 40 yrs	15
		41 - 50 yrs	18
.	Work	Student	44
		Businessman	7
		Private Employees	19
		Employees of SOEs	17
		Factory Workers	4
		State Apparatus	2
		Other	7
4.	Domicile	Depok	7
		Bogor	2
		Jakarta	64
		Tangerang	27

From the behavioral analysis obtained from the answers of respondents of KRL Commuter Line passengers at Manggarai Station where the average respondent is dominated by men, with the highest type of visitor age, namely 21-30 years consisting of students, private workers, and factory workers. Researchers include some questions related to facilities and customer satisfaction, shown in Table 2.

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Table 2. Manggarai Station KRL Passenger Response Analysis

Questionnaire Questions	Yes (%)	No (%)
When at the Entrance		
Parking facilities	98,5	1,5
Ease of Navigation	85.3	14.7
Seating facilities	98.3	1.7
Access roads	100	0
When inside Manggarai Station		
Toilet facilities	98.4	1.6
Ease of getting tickets	100	0
Cashier Services	80.3	19.7
Seating	83,2	16.8
Room comfort facilities (Air Conditioning, Lighting, Hygiene)	99.4	0.6
When in the Train Waiting Room		
Seating	98,5	1,5
Passenger security facilities	93.5	6.5
Network connection	60,8	39,2
Flat	91,35	8.65

When just entering the analysis from the response of passengers to the facilities provided by Manggarai Station, some respondents were satisfied when they first entered the station in the parking area provided with broad road access and ease of finding the station both from the map. The flow into the station is relatively easy. There are a few intersections that can make passengers confused about choosing a driveway. In other words, the navigation of Manggarai Station has been good, as can be seen from the response of some passengers who easily enter the station.

After entering Manggarai Station, passengers are presented with several facilities, such as a place to buy tickets that passengers quickly identify without having to ask security. However, cashier service is still a task for Manggarai Station because the response from respondents to cashier services is still rated at 80.3% even though it is included in the excellent category. However, it would be better if it could be maximized again.

Other facilities, such as seating that Manggarai Station widely provides, are essential for some passengers. Regarding bathroom facilities, several respondents said Manggarai Station maintains its toilets' cleanliness. This study also assesses the cool room because passengers need comfort when visiting. Several respondents evaluated the cleanliness of Manggarai Station comfort very well, which can be seen from around 99.4%.

In the waiting room, passengers are given seating facilities along the tracks. This facility petrifies some passengers while waiting for the train because this facility is provided respondents respond by giving a reasonable rate. Passenger safety is also well maintained by security personnel who are on guard in *real-time*, watching passengers waiting for the train. Again, respondents gave a reasonable rate. Some respondents were happy with the security facilities provided because officers constantly patrol the movement of passengers to avoid accidents and others. In terms of network connections, respondents needed to be more satisfied, as seen from the assessment obtained by 60.8%. Some passengers hope to provide free wifi at the Manggarai station.

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CONCLUSION

Based on the result, it can be concluded that the facilities provided by Manggarai Station have met the standards, and the level of customer satisfaction is almost perfectly met, plus Manggarai Station is still in the process of renovation, which allows the future to be even better in serving and facilitating passengers. The satisfaction score was based on the study's results of 91.35 percent. Several services of Manggarai Station have been fulfilled, although some respondents need to give better assessments regarding the response from the cashier. It is an input to Manggarai Station to make improvements so that passengers are satisfied with the services provided. The terrible judgment submitted by some respondents was that the connection facilities provided by Manggarai Station some argued that "free connections are available but cannot be used." It is not a serious problem because some visitors have personal connections. Manggarai Station also maintains passenger security services with several CCTV installed at several points and security officers who are available whenever passengers are needed.

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