

The Influence of Service Quality, Safety, Involvement and Satisfaction on Passenger Loyalty PT. Puspa Jaya

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Abstract— As a transportation company, PT Puspa Jaya must know the level of passenger loyalty to the company. Loyal passengers will continue to use a company's services. To maintain passenger loyalty, it is necessary to know what factors will influence loyalty. Service quality, safety, Involvement and passenger satisfaction are some of the factors that can influence passenger loyalty. Therefore, this research was conducted to determine how service quality, safety, Involvement and satisfaction influence passenger loyalty. Data collection for this research was carried out using a questionnaire with Google Form media using a Likert type scale with a minimum number of respondents of 212, then analyzed using SPSS software with validity testing to determine whether the data obtained was valid for use, reliability testing to determine the reliability value of the data used, and regression test to determine the influence between variables. Regression tests were carried out using the t test and F test, the results showed that service quality influenced safety positively and significantly, service quality influenced passenger Involvement positively and significantly, service quality influenced passenger satisfaction positively and significantly, service quality influenced passenger loyalty positively and significantly. significantly, security influences Involvement positively and significantly, security influences passenger satisfaction positively and significantly, security influences passenger loyalty positively and significantly, Involvement influences loyalty positively and significantly, satisfaction influences Involvement positively and significantly and satisfaction influences passenger loyalty positively and significant.

Keywords— Safety, Satisfaction, Involvement, Service Quality, Passenger Loyalty

I.INTRODUCTION

Land transportation has an important role in serving the mobility and tourism needs of the community, especially tour buses. One of the tourist buses operating in Bandar Lampung is PT. Puspa Jaya as one of the transportation industries in Lampung Province provides bus services to connect to various destinations. Many factors can influence passenger loyalty to PT. Puspa Jaya, including the quality of service provided, safety felt by passengers, perception of involvement, and passenger satisfaction with PT. Puspa Jaya. Passenger loyalty is something that is highly desired in the transportation services business. Frequent flyers tend to use a company's services repeatedly and provide positive references to others. So it is necessary to understand the factors that influence passenger loyalty in the context of PT. Puspa Jaya in Bandar Lampung. The quality of service provided includes punctuality, cleanliness, friendliness of the crew, and comfort felt by passengers, which can influence passenger loyalty. Safety factors perceived by passengers can be the suitability of the bus, the driver's level of caution, security at the terminal, and passengers not feeling worried if their goods are stolen by other people while using Puspa Jaya bus services, which will affect passenger loyalty. Involvement factors include passenger lifestyle, passenger priority level regarding the use of transportation services, and feelings of confidence in using services PT. Puspa Jaya will also show how loyal its passengers are. One of the crucial aspects that determines passenger loyalty is the level of passenger satisfaction. Passengers who are

satisfied with service quality, safety, involvement with the company will have an impact on passenger loyalty PT Puspa Jaya.

Several contextual problems at PT. Puspa Jaya includes:

1. Quality of crew service at PT. Puspa Jaya where the crew was less than friendly in providing services to passengers, causing passengers to feel neglected or underappreciated.
2. The poor condition of Puspa Jaya buses, such as dirty buses, poorly maintained facilities, reckless drivers, and unsafe stations can affect passengers' perceptions of safety when using transportation services.
3. Passengers feel disappointed because they do not get a fast and effective response.

According to previous research, passenger loyalty is positively influenced by service quality carried out in the context of Mega Syariah Bengkulu bank[1]; conducted in the context of the Banda Aceh Mandiri Syariah bank[2]; F. Anggraini and Budiarti (2020) which was carried out in the context of GOJEK passengers[3]; Subekti (2019) which was carried out in the context of Garuda Indonesia airline[4]; conducted in the context of Lion Airline in Indonesia[5]; which was carried out in the context of PT. Sriwijaya Airlines Kendari Regency[6]. However, it also contradicts previous research findings which found a negative correlation between service quality and passenger loyalty, such as: which was carried out in the context of Mie Liho Mie Kiro[7]; which was carried out in the context of the Elmonsu Online Broiler Chicken MSME[8]; conducted in the context of Lion Airlines in Indonesia[5]; which was carried out in the context of the outpatient unit of Mampang Prapatan Regional Hospital[9]; conducted in the context of Indomaret Point Colombo Yogyakarta[10]. Adestyan and Rapida (2022); Aini Agustina, Pradikto, and Sobakh (2023); Dewi, Wardani, and Fahlefi (2022); Hendri (2020); Suma Putra, Lukitaningsih, and Cahyani (2022); Wahyuningsih and Nirawati (2022) argue that security has a positive effect on loyalty [11], [12], [13], [14], [15], [16]. (Hidayanti 2022; Letsoin and Ratnasari 2020; Manikotama et al. 2022; Sevia 2023) argue that perceived involvement has a positive effect on loyalty [17], [18], [19], [20], [21].

Passenger loyalty is the ability of passengers to reuse services in the long term and recommend them to others[22]. Loyal passengers are passengers who are satisfied and will continue to use a company's services. If passengers are satisfied with the service, the company will be the first choice when considering public transport services and increase their chances of using it again. Therefore, it is necessary to conduct research on passenger loyalty at PT. Puspa Jaya to find out the loyalty of PT passengers. Puspa Jaya.

The main objective of this research is to ascertain how service quality, safety, Involvement and satisfaction influence PT passenger loyalty. Puspa Jaya. This research will help PT. Puspa Jaya in improving their marketing strategy and service management better. This research can also help other land transportation companies in Bandar Lampung. Thus, research on service quality, safety, Involvement and passenger loyalty satisfaction at PT. Puspa Jaya is a valuable contribution in supporting the growth and development of the transportation industry in this region. This research was conducted in Bandar Lampung on passengers of PT. Puspa Jaya uses the Linear Regression Method in SPSS[23]. Previous research was conducted by Su in 2019 in Danang City, Vietnam, regarding Taxi Ride Sourcing Services with the title The Influence of Perceptions of Safety, Involvement, and Perceptions of Service Quality on Loyalty Among Passengers using the Partial Least Squares Structural Equation Modeling Method[23].

Service quality is defined as the extent to which the results obtained meet or exceed passenger expectations. When assessing the quality of a service there are five factors that must be considered, namely[24]:

1. Reliability, refers to an organization's capacity to provide services in a timely and accurate manner when they are first available.
2. Responsiveness or responsiveness means that the company is able to help consumers, answer their requests, let them know when they expect help, and then provide it promptly.
3. Guarantee, a situation where the company promises that staff will act well to create trust in the Company and provide a feeling of comfort and security.
4. Empathy, the company's efforts to understand passengers and behave in the interests of passengers, besides being able to provide personal attention to passengers and maintain comfortable working hours.

5. Physical evidence, which can be in the form of company equipment and materials, as well as employee appearance.

Thus, the hypothesis is proposed as follows:

- H1. Service quality influences security positively and significantly.
- H2. Service quality influences passenger Involvement positively and significantly.
- H3. Service quality influences passenger satisfaction positively and significantly.
- H4. Service quality influences passenger loyalty positively and significantly.

Security is improving health, reducing fear, and increasing safety in activities[12]. Physical security is the state of being free from accidents or bad things[12]. Safe transportation must have adequate infrastructure and facilities, as well as transportation services that guarantee safety for travelers or goods owners[25]. The things that public transport must pay attention to are divided into several categories[26]:

- 1. Path for movement.
- 2. Departure and arrival terminals.
- 3. Means of transportation.
- 4. Person in charge and staff.

Thus the hypothesis proposed is as follows:

- H5. Security influences passenger Involvement positively and significantly.
- H6. Security influences passenger satisfaction positively and significantly.
- H7. Security influences passenger loyalty positively and significantly.

Passenger Involvement involves the Company's interactions with repeat passengers[17]. There are four dimensions that influence consumer involvement in making purchases, namely[27]:

- 1. Maturity of a product.
- 2. Consistency of service use.
- 3. Give advice to others.
- 4. Return to using the service.

So, the eighth hypothesis is:

- H8. Involvement influences passenger loyalty positively and significantly.

Satisfied passengers will be loyal to the product and will buy again from the same manufacturer[28]. There are 5 things that encourage passenger satisfaction as follows[29]:

- 1. Product quality, passengers are satisfied if it meets or exceeds expectations.
- 2. Quality of service, having good service will make passengers happy.
- 3. Emotions, such as feelings of pride and confidence that other people will admire them if they use a brand with a high level of satisfaction.
- 4. Price, meaning that buyers will like products that have the same quality but are cheaper.
- 5. Cost, that is, clients do not need to pay more or lose time to receive a product or service more happily.

So, the hypothesis is:

- H9. Passenger satisfaction influences passenger Involvement positively and significantly.

H10. Passenger satisfaction influences passenger loyalty positively and significantly.

Passenger loyalty describes how loyal passengers are to a transportation company and how likely they are to continue doing business with that company. Passenger loyalty is a key strategy for transportation companies because it represents the ongoing protection of passengers' choices and competitive efforts to undermine the Company's sustainability [30]. How often passengers utilize and recommend a transportation service shows loyalty. Therefore, transportation service providers must understand the above criteria to increase passenger loyalty. Kotler and Keller list three indicators of client loyalty[28]:

1. Repeat Purchase, is loyalty to purchasing services.
2. Retention, resilience to avoid company losses.
3. Referrals, recommending the company's image.

Based on several explanations mentioned previously, the following is a conceptual framework which can be seen in Figure 1.

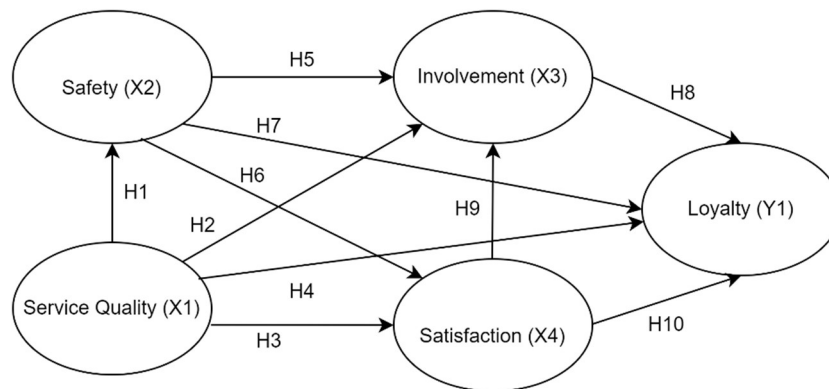


Figure 1. Research Conceptual Framework

II. RESEARCH METHODS

The average one-month passenger for the Puspa Jaya Bus on the Rajabasa-Metro route is the population used in this research. This research collects data through an online questionnaire with the link <https://forms.gle/1sussqmarCfWPAVRA>. Purposive sampling technique was used for multistage cluster sampling. The stages of this research include 1) Conducting a literature review by looking for previous research to be able to determine the research topic and become a reference in conducting research; 2) Conduct interviews with the Puspa Jaya Bus crew to find out the total passenger population of the Puspa Jaya Bus for the Rajabasa-Metro route is 450 passengers; 3) Using purposive sampling to find respondents who meet the requirements, including passengers who have used the Puspa Jaya Bus service for the Rajabasa-Metro route with the assumption that passengers who have used this service are expected to understand better and be able to provide an objective assessment of how the operations and services are. PT. Puspa Jaya based on passenger experience.

$$n = \frac{N}{1+N(e)^2} \tag{1}$$

Information

N = Number of population; n = Number of samples; e = Percentage error value (0.05)

Data analysis was carried out using the regression method using the Statistical Package for the Social Sciences (SPSS) with validity, reliability and regression testing. SPSS is software for analyzing statistics, including regression analysis. Validity testing is carried out by comparing the calculated R and table R values to determine whether the data status is valid or not. Reliability testing uses Cronbach Alpha. Cronbach Alpha values below 0.50 indicate low reliability; values of 0.50 to 0.70 indicate moderate reliability; Cronbach Alpha values above 0.70 indicate sufficient reliability; and a Cronbach Alpha value above 0.80 indicates strong reliability. With a high reliability value, the measurement tool shows good consistency.

The statistical regression method is used to calculate how variable X, or the independent variable, is related to variable Y, or the dependent variable which aims to find out how changes in variable t test and F table. To determine the effect of variable x on variable y, it is designated by the R square value. The equation used to calculate the t table and F table values is as follows:

$$T \text{ tabel} = t (\alpha / 2 ; n - k - 1)$$

$$F \text{ tabel} = F (k ; n - k)$$

Where n is the number of people who answered and k is the number of X variables. After the t test, F test, and coefficient of determination values were carried out, an analysis was carried out to compare the t test values, F test, and significance values. A hypothesis can be accepted if:

The calculated t value > t table and the calculated significance value < 0.05.

The calculated F value > F table and the calculated significance value < 0.05.

The research was conducted for approximately three months, to be precise from November 2023 to January 2024.

III. RESULTS AND DISCUSSION

3.1. Validity test

The number of respondents in this study was 216. The R table value of 0.133 was obtained from the results of SPSS data processing. The calculated R value and table R value are compared to determine the influence of variable X. The results of the validity test can be seen in table 1.

TABLE 1. VALIDITY TEST

Variable	Indikator	Calculated R value	Table R value	Information
Service Quality (X1)	X1.1	0,725	0,133	Valid
	X1.2	0,825	0,133	Valid
	X1.3	0,838	0,133	Valid
	X1.4	0,828	0,133	Valid
	X1.5	0,788	0,133	Valid
Safety (X2)	X2.1	0,829	0,133	Valid
	X2.2	0,894	0,133	Valid
	X2.3	0,788	0,133	Valid
	X2.4	0,842	0,133	Valid
	X2.5	0,907	0,133	Valid
Involvement (X3)	X3.1	0,619	0,133	Valid
	X3.2	0,622	0,133	Valid
	X3.3	0,607	0,133	Valid
	X3.4	0,742	0,133	Valid
	X3.5	0,777	0,133	Valid
Satisfaction (X4)	X4.1	0,898	0,133	Valid
	X4.2	0,923	0,133	Valid

	X4.3	0,823	0,133	Valid
	X4.4	0,874	0,133	Valid
	X4.5	0,876	0,133	Valid
Loyalty (Y1)	Y1.1	0,833	0,133	Valid
	Y1.2	0,919	0,133	Valid
	Y1.3	0,908	0,133	Valid
	Y1.4	0,884	0,133	Valid
	Y1.5	0,894	0,133	Valid

3.2. Reliability Test

Gradually, each indicator is tested for reliability, producing a Cronbach Alpha calculated value. Cronbach Alpha values below 0.50 indicate low reliability; values of 0.50 to 0.70 indicate moderate reliability; Cronbach Alpha values above 0.70 indicate sufficient reliability; and a Cronbach Alpha value above 0.80 indicates strong reliability. The calculation results show that the reliability value is between 0.859 and 0.936.

TABLE 2. RELIABILITY TEST

Variabel	Cronbach's Alpha	Batas Cronbach's Alpha	Keterangan
Service Quality	0,859	Alpha > 0,80	Strong reliability
Security	0,905	Alpha > 0,90	Perfect reliability
Involvement	0,896	Alpha > 0,80	Strong reliability
Satisfaction	0,926	Alpha > 0,90	Perfect reliability
Loyalty	0,932	Alpha > 0,90	Perfect reliability

3.3. Regression Test

In the regression test, the coefficient of determination, t test, and F test were used to compare 216 valid respondents. This research uses 4 X variables, the t table value is 1.97, the F table value is 2.41 and the research significance level is 0.05. Following are the results of the regression test:

TABLE 3. REGRESSION TEST

Variabel	Uji t			Uji F			R Square
	T count	T table	Sign	F count	F table	Sign	
Quality of Service - Security	13,990	1,97	0,000	195,723	2,41	0,000	0,707
Quality of Service - Involvement	12,159	1,97	0,000	147,836	2,41	0,000	0,646
Service Quality - Satisfaction	15,763	1,97	0,000	248,473	2,41	0,000	0,754
Service Quality - Loyalty	12,623	1,97	0,000	159,349	2,41	0,000	0,663
Security - Involvement	11,123	1,97	0,000	123,716	2,41	0,000	0,604

Security - Satisfaction	17,571	1,97	0,000	308,730	2,41	0,000	0,792
Security - Loyalty	12,081	1,97	0,000	145,940	2,41	0,000	0,643
Involvement - Loyalty	13,186	1,97	0,000	173,871	2,41	0,000	0,682
Satisfaction - Involvement	13,174	1,97	0,000	173,550	2,41	0,000	0,682
Satisfaction - Loyalty	17,253	1,97	0,000	297,675	2,41	0,000	0,786

From the experimental results it is clear that:

Service quality influences security positively and significantly.

In the T test, it can be seen that the calculated T value exceeds the t table value, namely $13.990 > 1.97$ and the calculated significance value is below 0.05, namely $0.00 < 0.05$. The sign value in the F test is < 0.05 , namely 0.00, which is indicated by an F value of $123.716 > 2.41$. R square testing shows that involvement influences loyalty by 70.7%. The test results show that service quality influences security positively and significantly in accordance with research by Hdanaruwati (2020); Lisdiani (2021); Ramadhan and Anggraeni (2022); Ramdana Fichan and Tiara Narundana (2022a); Susanto et al. (2021)[13], [31], [32], [33], [34]

Service quality influences passenger Involvement positively and significantly.

In the T test, it can be seen that the calculated T value exceeds the t table value, namely $12.159 > 1.97$ and the calculated significance value is below 0.05, namely $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 which is indicated by an F value of $147.836 > 2.41$. R square testing shows that involvement influences loyalty by 64.6%. The test results show that service quality influences Involvement positively and significantly in accordance with research by Ari Ayu and Syarifuddin (2022); Astari Ristaningrum and Risdanasti (2023); Blessa and Indriani (2022); Firmansyah (2020); Lisabella et al. (2021); Wokas et al. (2022)[35], [36], [37], [38], [39], [40].

Service quality influences passenger satisfaction positively and significantly.

In the T test, it can be seen that the t value exceeds the t table value, namely $15.763 > 1.97$ and the calculated significance value is below 0.05, namely $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 which is indicated by an F value of $248.473 > 2.41$. R square testing shows that involvement influences loyalty by 75.4%. The test results show that service quality influences satisfaction in accordance with research by Gufor (2019); Ibrahim and Thawil (2019); Lesmana and Ratnasari (2019); Mariansyah and Syarif (2020); Setiawan, Qomariah, and Hermawan (2019)[41], [42], [43], [44], [45].

Service quality influences passenger loyalty positively and significantly.

In the T test, it can be seen that the t value exceeds the t table value, namely $12.623 > 1.97$ and the calculated significance value is below 0.05, namely $0.00 < 0.05$. The significance value in the F test is < 0.05 , namely 0.00, which is indicated by an F value of $159.349 > 2.41$. R square testing shows that involvement influences loyalty by 66.3%. The test results show that service quality influences loyalty positively and significantly in accordance with research by Pahlevi, A.F. et al, (2021) which was carried out in the context of the Mega Syariah Bengkulu bank; Raziq Aulia and Hafasnuddin (2021) conducted in the context of the Banda Aceh Mandiri Syariah bank; F. Anggraini and Budiarti (2020) which was carried out in the context of GOJEK passengers; Subekti (2019) which was carried out in the context of Garuda Indonesia; Violin, Hasan, and Sufri (2021) conducted in the context of Lion Airline in Indonesia; Yayuk et al. (2021) which was carried out in the context of PT. Sriwijaya Airlines Kendari Regency[1], [2], [3], [4], [5], [6].

Security influences passenger Involvement positively and significantly.

In the T test, it can be seen that the calculated T value exceeds the t table value, namely $11.123 > 1.97$ and the calculated significance value is below 0.05, namely $0.00 < 0.05$. The significance level of the F test is less than 0.05, namely 0.00, which is indicated by an F value of $123.716 > 2.41$ in the F test. The test results show that security has an influence of 60.4%; The R-square value is 0.604. That is why the fifth hypothesis was accepted: that Involvement is significantly and positively influenced by security perceptions. The findings of this research are in line with previous research by Amalia and Hastriana (2022);

Chusnahh and Indriana Khairunnisa Tri (2020); Ramadhan and Anggraeni (2022); Ramdana Fichan and Tiara Narundana (2022a, 2022b); Suryani and Koranti (2022) [32], [33], [46], [47], [48], [49].

Security influences passenger satisfaction positively and significantly.

The calculated significance value (0.00) is smaller than the set threshold of 0.05, and the calculated t-value (17.571) is greater than the t-table value (1.97), based on the findings of the T test. The results are considered significantly statistics because the F value is $308.730 > 2.41$ in the F test and the significance level is $0.00 < 0.05$. We know that safety influences passenger satisfaction by 79.2% in this test, with an R-squared value of 0.792. A strong correlation was found between passengers' perceptions of safety and their overall satisfaction, supporting the acceptance of the sixth hypothesis. The findings of this research are in line with previous research by Amalia and Hastriana (2022); Chusnahh and Indriana Khairunnisa Tri (2020); Ramadhan and Anggraeni (2022); Ramanda Fichan and Tiara Narundana (2022a, 2022b); Suryani and Koranti (2022) [32], [33], [46], [47], [48], [49].

Security influences passenger loyalty positively and significantly.

In the T test, the calculated t value exceeds the t table value, namely $12.081 > 1.97$ with a calculated sign value of $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 as indicated by the F value $145.940 > 2.41$. R square testing shows that involvement influences loyalty by 64.3%. The results show that security influences passenger loyalty positively and significantly in accordance with research by Adestyan and Rapida (2022); Aini Agustina, Pradikto, and Sobakh (2023); Dewi, Wardani, and Fahlefi (2022); Hendri (2020); Suma Putra, Lukitaningsih, and Cahyani (2022); Wahyuningsih and Nirawati (2022) [11], [12], [13], [14], [15], [16].

Passenger involvement influences passenger loyalty positively and significantly.

In the T test, the calculated t value exceeds the t table value, namely $13.186 > 1.97$ with a calculated sign value of $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 as indicated by the F value $173.871 > 2.41$. R square testing shows that involvement influences loyalty by 68.2%. The results show that involvement influences passenger loyalty positively and significantly in accordance with Hidayanti's (2022) research; Letsoin and Ratnasari (2020); Manikotama et al. (2022); Sevia (2023) [17], [18], [19], [20], [21].

Passenger satisfaction influences Involvement positively and significantly.

In the T test, the calculated t value exceeds the t table value, namely $13.173 > 1.97$ with a calculated sign value of $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 as indicated by the F value $173.550 > 2.41$. R square testing shows that involvement influences loyalty by 68.2%. The results show that satisfaction influences Involvement positively and significantly in accordance with research by Febrian and Ahluwalia (2020); Fitriadi et al. (2022); Hidayanti (2022); Samud et al. (2021); Setyawan, Rusdianti, and Widhiastuti (2021) [17], [21], [50], [51], [52], [53].

Passenger satisfaction influences passenger loyalty positively and significantly.

In the T test, the calculated t value exceeds the t table value, namely $17.253 > 1.97$ with a calculated sign value of $0.00 < 0.05$. The significance value in the F test < 0.05 is 0.00 as indicated by the F value $297.675 > 2.41$. R square testing shows that involvement influences loyalty by 78.6%. The results show that satisfaction influences passenger loyalty positively and significantly in accordance with research by Fifin Anggraini and Budiarti (2020); Men (2021); Rohana (2020); Supertini, Telagawathi, and Yulianthini (2020) [3], [54], [55], [56], [57]

IV.CONCLUSION

Based on the research results, it can be concluded that:

1. Service quality influences security positively and significantly.
2. Service quality influences passenger Involvement positively and significantly.
3. Service quality influences passenger satisfaction positively and significantly.
4. Service quality influences passenger loyalty positively and significantly.

5. Security influences passenger Involvement positively and significantly.
6. Security influences passenger satisfaction positively and significantly
7. Security influences passenger loyalty positively and significantly.
8. Passenger Involvement influences passenger loyalty positively and significantly.
9. Passenger satisfaction influences passenger Involvement positively and significantly.
10. Passenger satisfaction influences passenger loyalty positively and significantly.

V.RECOMMENDATION

The recommendation that can be given from this research are:

1. On the dimensions of PT service quality. Puspa Jaya can improve services in terms of Puspa Jaya Bus departure schedules and can create new innovations, namely the Ride-Sourcing service.
2. On the security dimension of PT. Puspa Jaya can improve services from a security aspect at the terminal, re-educate bus crews to drive carefully, control ticket brokers, especially at the terminal, and always ensure that the Puspa Jaya Bus is in a suitable condition to operate.
3. On the dimensions of PT involvement. Puspa Jaya can improve services from the social media aspect by creating a discount program for Puspa Jaya Bus passengers which promotes the use of Puspa Jaya Buses on social media within a certain period.
4. On the dimensions of PT satisfaction. Puspa Jaya can maintain the services that have been implemented.

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