

# The Factors Influence Intention Reuse Train Transportation Service In Indonesia

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## ABSTRACT

This study aims that service quality and customer experience have an intention to reuse Indonesian train transportation services. The method of this research is data analysis using quantitative methods including validity and reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing tested with SPSS25 software. In the results of the services provided by Tanjungbalai train station employees have met the quality standards expected by passengers as evidenced by the results above which state that Service Quality has an effect on passenger reuse intentions. The opinions conveyed by economy class train passengers at Tanjungbalai station through questionnaires distributed on their assessment of the Customer Experience variable are correct that the experience of individuals and others will affect their intention to reuse the same service.

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## 1. INTRODUCTION

Nowadays, industry has an important function in national development supported by the presence of rapidly advancing technology. This affects the lifestyle of people who have very high mobility and increasingly want convenience, practicality, automation, and comfort and instant in carrying out all daily activities. To be able to meet and ensure the implementation of community mobility, the national transportation system plays an important role in it. The current transportation system has provided many choices of transportation modes, namely land, sea and air, as well as several types of

facilities and comforts presented and different travel times, namely economy, business and executive with varied prices.

Lately, the quality of service has become a researcher's glance, a lot of empirical research discusses consumer perceptions of consumer perceptions of service quality. research that empirically discusses consumer perceptions of the quality of a service causes this variable to be highly guarded by the company because it has a positive impact on satisfaction, which in turn has a positive impact on satisfaction. companies because it has a positive impact on satisfaction which in the end will form the intention to reuse (Ariyanto 2006). Likewise, Customer Experience, if the company is able to form a pleasant experience for consumers by influencing their emotional feelings, a good image of the company will be formed company. Consumer dissatisfaction will be a bad impact if it does not pay attention to service quality and maintaining and shaping the customer experience. pay attention to service quality and maintain and form a memorable experience.

In this study that the criteria have used economy class train transportation services at Tanjungbalai Station more than twice shows the results that: On economy class trains at Tanjungbalai station there are several problems with Customer Experience variables that are less pleasant for previous service use such as the noise of the train engine and frequent loud shocks, this causes a decrease in the level of passenger comfort while traveling and not a few who feel anxious that something bad will happen and Service Quality, passengers agree that the facilities on the train do not make it easier for passengers to use them starting from the ticket purchase process to the boarding process, for some beginners who use train services find it difficult to find the train number and seat number that matches the ticket, not a few passengers are often wrong in finding their seats, also passengers feel the low level of friendliness and sensitivity of employees, especially for people with disabilities. In this problem, there are many factors that affect railroad services in Indonesia.

## **2. METHODS**

In this study, a quantitative descriptive research method was used where this method has the meaning of research that is evidentiary in nature, proof is intended that everything contained in the formulation of the problem and what is hypothesized must be tested based on the data from the research conducted. A quantitative study that will describe the results through a description in the

form of numbers (statistics). This research method uses a population where all individuals in the research area are the object / subject of research where each individual has similar characteristics between one another in accordance with the research topic as a data source that will become a reference material in proving the formulation of the problem that has been made. In this study, the population is all passengers of Indonesian Railway (KAI) transportation services. The sample is a small part taken from a population where the sample must be representative (representative) and based on the characteristics in this study. This study uses primary data where data is taken from sources that have characteristics. The primary data generated in this study include direct interviews with several passengers, observation of the surrounding area and the place that is the location of the research, and distributing questionnaires to passengers who have used train services more than twice in order to obtain source responses which will be data related to the variables to be tested in this study. Data Collection Techniques in this study will include several ways, namely:

1. Interview, which is the process of question and answer; conversation; chat between two or more people against the owner or respondent to obtain information related to the research variables.
2. Observation, which is obtaining data only by making observations related to the environmental situation around the research location.
3. Questionnaire (questionnaire), which is a data collection model that is carried out by giving several written questions to respondents.

In this study using a measurement scale where the form of measurement used as a reference to determine the weight of the measured variables so that the results of the measurement data will be presented in quantitative form. The data measurement scale in this study uses a Likert scale where this scale measures the attitudes, opinions, perceptions of the entire population regarding the phenomenon that is the variable in this study.

### **3. FINDINGS AND DISCUSSION**

This research was conducted with the aim of testing the relationship between the independent variables Service Quality and Customer Experience on the dependent variable Reuse Intention partially and simultaneously, so several tests have been carried out through the SPSS

version 25.00 software using data obtained directly from related respondents to prove the truth of the hypothesis that has been made.

### **Effect of Service Quality on Reuse Intention**

The results obtained based on research and tests that have been carried out provide answers that Service Quality partially has an influence on Reuse Intention. This statement is supported by the results in the T test which shows the tcount value of the Service Quality variable, namely 4.604 with a t table value of 1.984 ( $4.604 > 1.984$ ) and a significance value of  $\alpha = 5\%$ , the significance of this variable is  $0.001 < 0.05$ . In accordance with the provisions of the T hypothesis test which reads  $H_a$  is accepted if  $t_{count} > t_{table}$  and significance value  $< 0.05$  with an error rate of  $\alpha = 5\%$ , it means that the independent variable has a positive effect on the dependent variable. So it can be seen that  $H_a$ : "The Effect of Service Quality on Reuse Intention" is accepted. The services provided by Tanjungbalai train station employees have met the quality standards expected by passengers as evidenced by the results above which state that Service Quality has an effect on passenger reuse intentions. In this case the passenger agrees statement that the Tanjungbalai train station can serve passengers reliably, provide a responsive response to passengers, provide guarantees that foster passenger confidence, provide sympathy, and have supporting infrastructure. In accordance with the statement made by Ali et al (2021) in his journal entitled "Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms" said that Service Quality has a focus that tends to focus on what passengers need, their trust and expectations of the services to be used, therefore every service should focus on something that attracts the attention of its users. The results of this study have similar results to research conducted by Fachruddin (2020) in his research entitled "The Effect of Service Quality and Customer Satisfaction on the Intention to Reuse Honda Workshop Services" gave the results that Service Quality in the Hondal workshop has a positive and significant effect on customer satisfaction which also affects the intention to reuse Honda workshop customers. affect the intention of reuse of Honda workshop customers.

### **The Effect of Service Quality and Customer Experience on Reuse Intention**

Through the F hypothesis test that has been carried out, answers have been found that will prove the last hypothesis that has been set in the previous chapter, namely the influence given by the independent variables Service Quality and Customer Experience simultaneously on the dependent variable of reuse intention. In the F test results, it was found that the Fcount value was 61.202 where this value was greater than the Ftable value of 3.09 ( $61.202 > 3.09$ ) and a significance of  $0.001 < 0.05$  ( $\alpha$ ). These results provide evidence that the last hypothesis that has been set finds the correct answer that the independent variables Service Quality and Customer Experience simultaneously have a positive and significant effect on the dependent variable reuse intention, so  $H_a$  is accepted. Then in the coefficient of determination test, the R2 coefficient value of 0.558 was found, which means that this value is the amount that represents the influence given by the independent variables Service Quality and Customer Experience on the dependent variable Intention to Reuse, which is 55.8% and the remaining 44.2% comes from the influence given by other variables outside this study.

### **CONCLUSION**

Based on the problem formulation that has been determined in the previous chapter as well as based on the objectives of this study, namely to examine the relationship between Service Quality and Customer Experience independent variables on the dependent variable Reuse Intention partially and simultaneously, several tests have been carried out through SPSS software using data obtained directly. tests through SPSS software using data obtained directly from related respondents to prove the truth of the hypothesis. from related respondents in order to prove the truth of the hypothesis that has been made. made. From the results of several tests and explanations through SPSS software, the following conclusions were found the following conclusions were found:

a. Service Quality variables partially have a positive and significant effect on Repeat Use Intention. on Reuse Intention. This statement is based on the value tcount of the Service Quality variable, which is 4.604 greater than the ttable value of 1.984 and the significance value  $\alpha = 0.05$  is greater than the significance in this variable, namely 0.001. this variable is 0.001. With the provisions if  $tcount > ttable$  and significance value  $< 0.05$  with an error rate of

$\alpha = 5\%$  means that the independent variable has a positive effect on the dependent variable. independent variable has a positive effect on the dependent variable. Then the hypothesis is accepted.

b. Customer Experience variables partially have a positive and significant on Reuse Intention. This statement has been proven based on the resulting tcount value of  $2.853 > 1.984$  (ttable) and the resulting significance value of  $0.005 < 0.05$  ( $\alpha$ ). (t table) and the resulting significance value is  $0.005 < 0.05$  ( $\alpha$ ).

With the provisions that if tcount > ttable and significance value < 0.05

with an error rate of  $\alpha = 5\%$  means that the independent variable has a positive effect on the dependent variable. Then the second hypothesis is accepted.

c. Service Quality and Customer Experience variables simultaneously have a positive and significant effect on Reuse Intention. Proven based on the Fcount value of 61.202 where this value is greater than the Ftable value, namely 3.09 ( $61.202 > 3.09$ ) and

greater than the Ftable value which is 3.09 ( $61.202 > 3.09$ ) and a significance of  $0.001 < 0.05$  ( $\alpha$ ) in accordance with the interpretation of the F hypothesis test, namely if Fcount > Ftable then the independent variables (X) simultaneously give a positive influence on the dependent variable (Y).

positive influence on the dependent variable (Y) and the value of  $\alpha = 5\%$ . So the third hypothesis is accepted

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