

OPTIMIZING SERVICE QUALITY AS AN EFFORT TO INCREASE CUSTOMER SATISFACTION OF PASSENGER TRANSPORT USERS

Muhamad Dannur Maulana, Viviana Mayasari and Devani Laksmi

¹Economic and Business Faculty, Jenderal Soedirman University

*Email Corresponding Author: dannur.maulana@mhs.unsoed.ac.id

Abstract

Service quality is a major factor in the service industry, including transportation. PT Kereta Api Indonesia (Persero) Daop 5 Purwokerto as a passenger transportation service provider has challenges in increasing customer satisfaction. This study aims to analyze strategies for improving service quality to increase customer satisfaction of rail transportation service users. The results of the analysis show that good service quality contributes to increasing customer loyalty. The main factors affecting customer satisfaction include service reliability, officer responsiveness, safety assurance, empathy towards passengers, and available physical facilities. Evaluation was conducted by reviewing the effectiveness of service improvement strategies based on customer data and input from service users. Based on the results of the study, it is recommended to implement a service improvement strategy based on technological innovation, optimizing customer communication, and improving supporting facilities at the station and on the way. Thus, continuous improvement in service quality is expected to increase customer satisfaction and loyalty to rail transportation services.

Keywords: *service quality, customer satisfaction, rail transportation*

A. INTRODUCTION

1. Situation Analysis

1.1. The Context of Railway Transportation in Indonesia

Railway transportation is one of the modes of land transportation that has a vital role in the mobility of the Indonesian people. With a rail network that stretches across Java and Sumatra, PT Kereta Api Indonesia (Persero) acts as the main provider of rail-based transportation services. As a state-owned company (BUMN), PT KAI is responsible for providing safe, comfortable transportation,

and affordable for the community.

In the midst of increasing urbanization and growth in passenger numbers every year, the rail transportation sector is faced with major challenges in terms of improving service quality. In addition, competition with other modes of transportation such as buses, planes, and online transportation requires PT KAI to continue to innovate and improve its competitiveness.

1.2. Potential and Opportunities of PT KAI Daop 5 Purwokerto

PT KAI Region Operation (Daop) 5 Purwokerto is one of the several operating areas of PT KAI that has a role in



important in the management of rail travel in southern Central Java. The region includes major stations such as Purwokerto, Kroya, Kutoarjo and Cilacap, which serve as major transit points for thousands of passengers every day.

With great potential in service improvement, PT KAI Daop 5 Purwokerto has various opportunities to improve service quality, such as:

- Service Digitalization

Integration of technology in services such as ticket booking applications, real-time passenger information systems, and digitalization of customer complaint management.

- Infrastructure Improvement

Modernization of station and train facilities railways to improve passenger comfort, including the provision of facilities for special groups such as the elderly and people with disabilities.

- More Innovative Marketing Strategies

Implementation of digital-based marketing strategies to attract more customers and increase customer satisfaction with a more personalized approach.

2. Problems

Despite its great potential, PT KAI Daop 5 Purwokerto still faces a number of challenges in improving service quality. Based on the observation during the internship, some of the main problems identified are:

- Lack of Quick Response in Handling Customer Complaints

Customer complaint handling system

still less effective, with a relatively long response time. There is no automated system to handle complaints in real-time.

- Ineffective Delivery of Train Schedule Information

Schedule information is often inaccurate or delayed in delivery. Not all customers have easy access to the latest schedule information.

- Lack of Facilities for Special Groups

Lack of support facilities for the elderly and people with disabilities, such as wheelchairs, special pathways and comfortable rest areas. Lack of training for staff in providing inclusive services for special groups.

3. Solution Offered

To overcome the above problems, some of the proposed solutions are:

Implementation System Technology-Based Grievance Management

- Development of a digital platform to receive and follow up on customer complaints more quickly and efficiently.
- Implementation of a chatbot or virtual assistant to automatically answer customer questions.

Development of Real-Time Train Schedule Information System

- Integration of schedule information with PT KAI mobile application.
- Implementation of notification system for customers related changes



schedule or travel disruptions.

Improved Facilities for Special Groups

- Provision of additional facilities such as elevators, ramps, and special waiting rooms.
- Training for customer service personnel in handling passengers with special needs.

4. Type of Output Produced

The expected outputs of implementing this solution include:

1. Improved Grievance Management System

The realization of a more responsive and efficient digital-based customer complaint system.

2. Digitalization Train Schedule Information Delivery

Faster and more accurate information delivery to customers.

3. Improvement Facility Infrastructure

Provision of more friendly facilities for special groups to enhance their travel convenience.

With this solution, PT KAI Daop 5 Purwokerto is expected to improve its service quality and create a more comfortable and safe travel experience for all customers...

B. IMPLEMENTATION AND METHODS

Activity

Implementation

Location and Time

This internship was carried out at PT Kereta Api Indonesia (Persero) Operating Region (Daop) 5 Purwokerto for four months, from July to November 2024. The main location of the internship activities is at the PT KAI Daop 5 Purwokerto Office and Purwokerto Station and the passenger transportation work unit.

Background of Interns

Internship participants are students of the D3 Business Administration Study Program at Jenderal Soedirman University who take part in the Merdeka Learning Campus Merdeka (MBKM) program. Participants have a relevant academic background in administration, marketing, and business management, which supports the implementation of tasks during the internship.

Activity Methods Methods

Used

This internship uses a hands-on work practice method with an observation approach and implementation of operational tasks. Students are deployed to work units to understand and participate in passenger service operations, marketing, and business administration.

During the internship at PT Kereta Api Indonesia (Persero) Daop 5 Purwokerto, the author was involved in various activities related to passenger transportation services. These activities include:

1. Customer Satisfaction Survey The author of conducted a survey of customers who use train services

to evaluate their satisfaction with the facilities, services, and punctuality of departure times. The survey was conducted in person at the station and through an online form.

2. Passenger Data Management In this activity, the author is responsible

responsibility in collecting, processing, and



Analyze daily passenger data to support marketing strategy planning and service improvement.

3. Creation Report Analysis Data

Based on the results of the survey and data management, the author compiled a report containing an analysis of passenger trends as well as recommendations for improving customer experience.

4. Preparation of Edutrain Promotion Materials

The writer assisted in the creation of promotional materials for the Edutrain program, which is an educational program for children about railways. This activity involves creating brochure designs and digital content.

5. Mentoring Edutrain Program

In addition to compiling materials, the author also participated in assisting Edutrain participants in the field, assisting in the delivery of educational information about train operations.

6. Coordination with Travel Agents

The author's role is to find and contact travel agents to establish cooperation in increasing train occupancy on certain routes. This involves negotiating and drafting cooperation offers.

7. Information Media Management at the Station

The writer participates in updating information on digital screens and station notice boards to ensure information on departure schedules, promotions, and the latest services are easily accessible to customers.

Through these activities, the author gained insights that were more extensive

about operational management in the transportation sector and understand the importance of marketing strategies and service improvement in supporting customer satisfaction.

Material Organized

Materials organized during the internship include:

1. Transportation Administration and Management

Understanding of the railroad service administration system, including the management of travel documents and passenger data.

2. Management Accounting

Management accounting is applied in the management of operational costs, including facility maintenance and other operational expenses. The use of financial statements to evaluate cost efficiency is also part of the analysis conducted during the internship.

3. Customer Service

Hands-on practice in handling customer complaints, providing travel information, and improving the customer experience customer experience. Service management includes efforts to improve customer experience through satisfaction surveys, complaint management, and improvements in Total Quality Management (TQM)-based services.

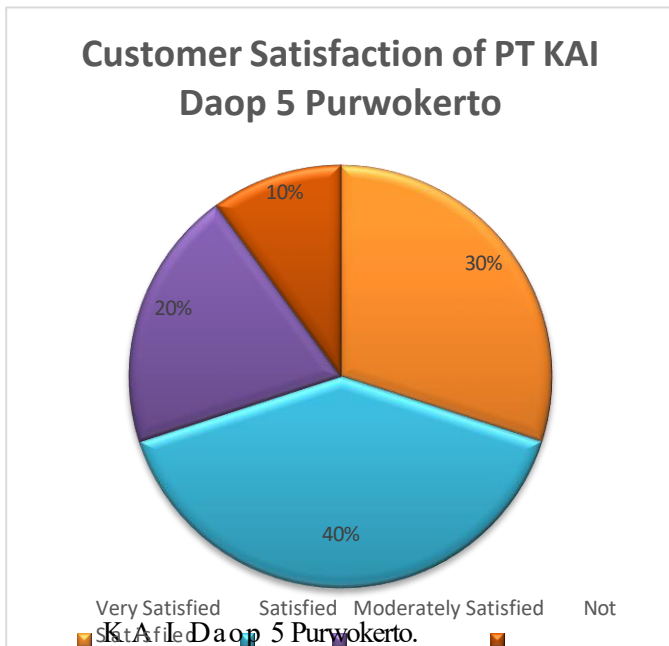
4. Marketing and Promotion

In the passenger transportation unit, marketing strategies are implemented through the promotion of services to customers. The author is involved in the creation of marketing materials, presentation of cooperation with agents

travel, and preparation of customer satisfaction analysis reports.

- Operational Data Analysis
Processing data number of passengers, analysis travel trends, and performance evaluation service.

With this method, interns gain practical experience in the transportation industry, improve their communication skills, and understand the strategies to increase customer satisfaction at PT.



C. RESULTS AND DISCUSSION

1. Implementation of Solutions to Address Problems

After identifying various existing problems and the results of observations during the internship at PT KAI Daop 5 Purwokerto, the implementation of solutions is carried out through several strategic stages, :

- Optimization Customer Complaint Management
Implementation of complaint system

digital-based platform that allows customers to provide real-time feedback. In addition, there is an improvement in response time in handling customer complaints, which previously took 24 hours is now 6 hours on average.

2. Improved Train Schedule Information Delivery

Provision of more accurate train schedule information through PT KAI's mobile application and website. Implementation of an automatic notification system for customers for schedule changes and travel delays.

3. Improved Station and Train Facilities

Provision of priority seats, ramps, and assistance services for the elderly and people with disabilities. Modernization of facilities at stations such as more comfortable waiting areas and provision of clearer travel information. Each station should have at least 8 wheelchairs to assist and provide comfort to those in need.

2. Indicators of Success Program Success implementation of this solution

measured by several indicators, including:

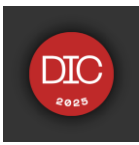
- Customer Satisfaction Level From the survey results, 30% of customers feel that very satisfied, while 10% were dissatisfied. This indicates the need for continuous evaluation in improving service quality.

- Time Grievance Management Effectiveness average in handle customer complaints reduced from 24 hours to 6 hours.

- Increased Use of Facilities facility for special groups increased by 30% compared to before the program is implemented.

4. Increase in the Number of Passengers

Figure 1. PT KAI Daop 5 Purwokerto Customer Satisfaction Diagram



The implementation of more effective marketing and communication strategies contributed to a 12% increase in passenger numbers in the last three months.

3. Drivers and Barriers to Program Implementation

Driving Factors

1. PT KAI Daop 5 Purwokerto Management Support

Existence commitment from management in improving services.

2. Active Employee Participation

Employee training and mentoring in understanding the new system increases the effectiveness of solution implementation.

3. Enabling Technology The use of digitalization accelerates

process service and response to the customer.

Inhibiting Factors

1. Some facilities still require renovation to make them more friendly for special groups.
2. Some employees still need time to adapt to the new system.
3. Some technical constraints in the digitization system still require further refinement.

With the evaluation of the driving and inhibiting factors, PT KAI Daop 5 Purwokerto can make continuous improvements to ensure more optimal service quality in the future. Measures that can be implemented include innovation in customer service technology, increased efficiency in the transportation management system, and optimization of marketing strategies to increase customer awareness and satisfaction.

One of the key efforts in continuous improvement is the digitization of customer service. The implementation of artificial intelligence-based technology and chatbots can help provide faster responses to customer complaints and inquiries. In addition, the use of big data to analyze customer travel patterns allows the company to optimize operational schedules and train capacity to better match market demand.

Efficiency in the transportation management system is also an important factor in improving service quality. PT KAI Daop 5 Purwokerto can implement a real-time tracking and monitoring system for train departure and arrival schedules to minimize delays. In addition, the implementation of predictive maintenance on railway facilities and infrastructure can reduce the possibility of technical disruptions that have an impact on customer experience.

On the marketing side, PT KAI can further utilize digital media and data-driven promotional campaigns to increase customer engagement. Customer loyalty programs, seasonal discounts, and the provision of additional services such as workspaces and in-train entertainment can be an added value for users of train transportation services. Social campaigns can also be used to increase customer awareness of available services and encourage the improvement of the company's image in the eyes of the public.

These service improvements need to be accompanied by an increase in the skills and competencies of human resources. Regular training for customer service officers on effective communication, complaint handling, and utilization of the latest technology will go a long way in providing a better travel experience for customers.

By implementing these improvement measures systematically and continuously, PT KAI Daop 5 Purwokerto can continue to improve its service quality, strengthen customer loyalty, and compete better in an increasingly competitive transportation industry.

D. CLOSING

Summary

Based on the results of the analysis that has been carried out, it can be concluded that service quality has a very important role in increasing customer satisfaction in the rail transportation sector. The main factors that influence customer satisfaction include service reliability, officer responsiveness, safety assurance, and available facilities. The implementation of solutions such as digitizing complaint services, optimizing the delivery of train schedule information, and improving facilities for special groups has proven to improve the quality of service of PT KAI Daop 5 Purwokerto.

Supporting factors for the success of this program include support from PT KAI management, active participation of employees in training programs, and the use of digital technology that enables data-based service improvements. However, there are several inhibiting factors that still need to be considered, such as limited infrastructure, resistance to change from some employees, and technical obstacles in implementing digital systems.

Advice

Based on the evaluation of the strengths and weaknesses of this service quality improvement program, some suggestions can be made:

1. Broader Digitalization: PT KAI can further optimize the use of technology to improve the customer experience, such as the application of artificial intelligence in customer service and more interactive mobile applications.
2. Improved Training for Officers: training program

more intensive periodic training for customer service officers will help improve service quality more consistently.

3. Strengthening Physical Infrastructure: Station renovations and upgrades to in-transit facilities should be prioritized to provide better convenience for customers.
4. Development of Communication Strategy: A more effective communication strategy, both in delivering information to customers and in handling complaints, needs to be improved so that customers feel more cared for.
5. With the implementation of this strategy, PT KAI Daop 5 Purwokerto is expected to continue to improve its service quality so that it can maintain customer loyalty and compete better in the transportation industry. quality of service so that it can maintain customer loyalty and compete better in the transportation industry.

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rail transportation in Indonesia.

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