



**Journal of Enterprise and Development (JED)**

Vol. 3, No. 2, December 2021

ISSN (PRINT): 2715-3118, ISSN (ONLINE): 2685-8258

DOI: 10.20414/jed.v3i2.3841

Homepage: <https://journal.uinmataram.ac.id/index.php/jed>

## **EFFECT OF SERVICE QUALITY PT. CROSS MARGA SEDAYA ON CONSUMER SATISFACTION IN USE E-TOLL CARD ON CIPALI TOLL ROAD**

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### **ABSTRACT**

*This research is motivated by the finding when the toll gates on the Cipali toll road do not provide transaction service satisfaction and services that are not in accordance with customer expectations such as the availability of substations at the gate which in reality cannot meet the surge in customers, especially during working hours and on holidays. In addition, the availability of ramps is also not proportional to the number of vehicles exiting the Cipali toll gate. This shows that there are problems regarding transaction services which have implications for the low transaction speed of toll road customers. To test these variables, researchers used hypothesis testing using simple regression and quantitative methods using correlational techniques. The data analysis technique uses a simple regression technique. The results showed that the influence of PT.Lintas Marga Sedaya's service quality on consumer satisfaction in using the E-Toll Card on the Cipali toll road was in the very strong category. This is based on the value of  $r_{count} = 0.937$  which is in the correlation interval 0.800–1,000 with a very strong category. In order to determine the significance level at = 0.05 (5%) the value of  $t_{count} = 26,216$  and  $t_{table} = 1.66105$ . Thus,  $t_{count} > t_{table}$ , which means that there is a significant effect between variable X on variable Y, where the contribution of service quality to satisfaction is large. consumers by 87.9% and the remaining 12.1% is influenced by other factors not examined in this study.*

**Keywords:** Service Quality, Consumer Satisfaction, Toll Road

**submitted:** August 29, 2021

**accepted:** October 20, 2021

**published:** December 1, 2021

### **INTRODUCTION**

The E - toll card service along the Cipali toll road operated by PT Lintas Marga Sedaya is considered good, but to better satisfy Cipali toll road users, PT Lintas Marga Sedaya continues to improve its service quality. . This fact can be seen

in several things that can provide customer satisfaction. That is, total customer value includes product value, service value, personal value and customer value image, and total customer cost includes monetary costs, time costs, and customer value and the price to be paid for thinking (Kotler, 2015). Service quality consists of meeting consumer expectations or needs, comparing results with expectations, and determining whether consumers will receive high-quality service.

Providing the best service to consumers is one measure of business success. Companies that successfully market their products/services to consumers with good service get a good brand reputation among consumers. The services referred to include services in providing products/services, services in providing services, services for the risks posed in providing services, and others. (Yamit, 2015).

One of the toll roads of PT Lintas Marga Sedaya that provides toll road services is the Cipali toll road (Cirebon-Bandung-Jakarta), where this toll road has the aim of shortening the distance between Cirebon, Jakarta and Bandung. Where the construction of this toll road passes through 65 villages in 5 regencies, the intensity of the growth in average traffic volume per day is quite high. For this reason, in the operation of the Cipali toll road service, PT Lintas Marga Sedaya must demonstrate the quality of service to its customers, including the aspects of road quality up to the speed of transaction services at toll gates on the Cipali segment. The provisions for transaction services at toll gates as disclosed by Aziz (Tirto.id, 2017) explained that "Transaction speed is determined by the number of substations (capacity) at each gate, the number of ramps, and the experience of the substation/gate officers. In this regard, it can be seen that toll road trading services have a strategic value in providing quality services that can meet the expectations of toll road customers.

Consumer satisfaction is the attitude of consumers when they are satisfied with the products and services they get. You will continue to use the product or service after experiencing the satisfaction you get from using the product. Customer satisfaction is an estimate when the estimated performance of a product matches the buyer's expectations (Kotler and Armstrong, 2016). The implementation of the e-Toll card program cannot be separated from customer satisfaction or in this case the community because this program was formed to provide services and is designed to meet the needs of the community, especially in cases of congestion that occur at toll road gates. Customer satisfaction is formed when customer expectations for services are in accordance with the reality received from the services provided to customers (Panjaitan, 2016 Management Journal).

Consumer satisfaction or dissatisfaction can be seen in the compatibility between consumer expectations and the perceptions and services they receive (what they actually experience). The concept of service quality that meets customer expectations has been put forward by Kotler, & Keller (2016) which explains that "Service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer

expectations on a consistent basis". Based on this opinion, it is known that the fulfillment of customer expectations through service quality can certainly enable the creation of satisfaction for toll road customers.

The concept of satisfaction is further explained by the research results of Ivana and Sahetapy, et.al (2019) explaining that "Overall Customer Satisfaction: Customers are immediately asked how satisfied they are with the product or service. Satisfaction is measured for the products or services of the companies involved and compared to overall satisfaction for competitors' products or services. Thus, this explanation of satisfaction shows that PT Lintas Marga Sedaya must strive to improve the quality of transaction services at the Cipali toll booth by increasing customer expectations and satisfaction with service quality. As the main gateway, the demand for quality paid trading services is very important to ensure the satisfaction of paid customers. Problems occur when the toll gates on the Cipali toll road do not provide transaction service satisfaction, as the results of initial observations note that there are several services that are not in accordance with customer expectations such as the availability of substations at each gate which in reality cannot meet the surge in customers, especially during working hours or during working hours. On holidays. In addition, the availability of ramps is also not proportional to the number of vehicles exiting the Cipali toll gate. This shows that there are problems regarding transaction services which have implications for the low transaction speed of toll road customers. The problem regarding the speed of the transaction certainly disturbs Cipali toll gate customers, which continues to increase.

These various problems show that the toll transaction services at the Cipali toll gate still do not provide good service quality, this of course allows a decrease in customer satisfaction. On this side, the tariffs paid by toll customers in reality do not necessarily get good service quality, this shows that the quality of toll transaction services at the Cipali gate does not build customer satisfaction.

The problems above have an impact on the lack of customer interaction with service providers such as PT Lintas Sedaya Marga with its customers, even though as stated by Lehtinen and Lehtinen's (in Parasuraman, et.al, 2016) explains that "Basic premise is that service quality is produced in the interaction between a customer and elements in the service organization". Thus, the basic premise is that the service quality of the Cipali toll transaction is produced in the interaction between the customer and elements in the service organization.

## **LITERATURE REVIEW**

### **Quality of Service**

According to Goeth and Davis in Tjiptono (2016), "Quality is a dynamic condition involving products, services, people, and the environment that meet or exceed expectations". According to Lupiyoadi (2015) that the combination of properties and characteristics to determine a good output can meet the

requirements of customer needs, determine requirements and find out how well these attributes and characteristics meet customer needs.

According to Garvin in Tjiptono (2016) that there are five quality perspectives, one of which is that quality is seen depending on the person who judges it, so that the product that best satisfies one's preferences is the highest quality product.

According to Sutedja (2017), "Service or service can be interpreted as an activity or benefit that can be offered by one party to another".

According to Kotler (2015), "Service is an action or activity that can be provided by one party to another, which is basically invisible and does not include any ownership".

Services can be defined as any type of activity/activity provided by one or more related entities with the aim of satisfying the second stakeholder in goods or services. Service has an understanding, namely the existence of two elements or groups where each needs each other and has a relationship, therefore the roles and functions attached to each of these elements are different. Matters concerning service, namely the human factor that serves, the tools or facilities used to provide services, the working mechanism used and even the attitude of each person who provides services and those who are served.

### **Consumer Satisfaction**

According to Kotler, satisfaction is the extent to which you feel after comparing your perceived performance and results with your expectations (Kotler et al, 2015). While Tse and Wilton in Lupiyadi (Lupiyadi, 2015) Customer satisfaction or dissatisfaction is the customer's response to the perceived gap between previous expectations and the actual perceived performance of the product after use.

Consumers will be dissatisfied if they believe that their expectations are not being met, and conversely, they will be satisfied if their perceptions exceed expectations. Consumer satisfaction, besides being influenced by perceptions of service quality, is also determined by product quality, price, service quality and situational factors (emotional factors).

Consumer satisfaction is defined as the comparison between consumers' perceptions of the services they receive and their expectations before using the service. Zeithaml and Bitner, (Jasfar, 2019). Kotler and Armstrong (Jasfar, 2019) Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing customer perceptions of the results of a product with their expectations.

Consumer satisfaction is an evaluation of the characteristics of the product or service itself, and provides a level of customer satisfaction related to the satisfaction of consumer needs. If the product quality is lower than expected, the customer will be dissatisfied or disappointed. Conversely, if the quality meets or even exceeds expectations, consumers will be satisfied.

## RESEARCH METHOD

According to Kotler, pleasure is a person's feeling after comparing or the results they feel with their expectations (Kotler et al, 2015). Meanwhile, T and Wilton in Lupiya (Lupiyadi, 2015) differ or differ from the responses from customers to the perceived evaluation between product expectations and perceived performance used.

If consumers think their expectations are not met then consumers will be satisfied, otherwise if their opinion is equal to or higher than expectations, consumers will be satisfied. Consumer expectations, in contrast to perceptions of service quality, are also determined by product quality, price, quality (service quality) and situational factors (emotional factors).

Target consumers are defined as the comparison between consumers' perceptions of the services they receive with their expectations before the service (Zeithaml and Bitner, 2019). Kotler and Armstrong (Jasfar, 2019) state that consumer satisfaction is that consumers feel happy or disappointed after comparing their perceptions of product results with expectations. consumer goals are an evaluation of the characteristics of the product or service itself, and provide a level of customer satisfaction related to the satisfaction of consumer needs. If the product quality is lower than expected, the customer will be dissatisfied or disappointed. Conversely, if the quality meets or even exceeds expectations, consumers will be satisfied.

## Population and Sample

Ferdinand (2015) explains that the population is a combination of all elements in the form of events, things or people who have similar characteristics, which are the focus of researchers because they are considered as a field of research.

The population in this study which was taken from consumers using E-Toll Cards on the Cipali toll road for 3 months of this study amounted to 3,045 people, the average consumer per month was 1,015 people.

In determining the sample to be taken, the researcher did it by accident. Accidental is the selection of respondents by chance on the people the researcher meets. Determination of the number of samples in this study was determined using several methods, in this study the researchers used the Slovin formula. The population (N) in this study was 100. To determine the sample size, the Slovin formula was used. So the sample to be taken in this study is as many as 97 respondents

## Data Analysis Technique

### a. Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the effect of one independent variable on one dependent variable. According to Sugiyono (2018), to test the influence model and the relationship between the

independent variable and the dependent variable, a simple linear regression analysis equation is used.

This analysis is to determine whether the direction of the relationship between the independent variable and the dependent variable is positive or negative. If the value of the independent variable increases or decreases, the value of the dependent variable is predicted. The simple linear regression formula is as follows:

$$Y = a + bX$$

Information:

Y = Subject in the predicted dependent variable.

X = Subject on the independent variable that has a certain value.

a = Price Y when price X = 0 (constant price).

b = Number direction/regression coefficient, showing a decreasing number.

## b. Hypothesis Test

A statistical calculation is said to be statistically significant if the value of the statistical test is in the critical area (the area where H0 is rejected). On the other hand, it is called insignificant if the value of the statistical test is in the area where H0 is accepted. In regression analysis there are 3 types of accuracy criteria that must be carried out, namely:

### 1. Coefficient of Determination Test

The coefficient of determination is to measure how far the model's ability to explain the dependent variables. The value of the coefficient of determination is between zero and one. The small value of R2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables can provide the information needed to predict the dependent variable (Ghozali Imam, 2016).

**Table 1.** Interpretation of Correlation Coefficients

Coefficient Interval	Correlation
0,00-0,199	Very low
0,20-0,399	Low
0,40-0,599	Medium
0,60-0,799	Strong
0,80-1,000	Very strong

### 2. Individual Parameter Significance Test (t Test)

Sugiyono (2018) suggests that, "The hypothesis is a temporary response to the formulation of research questions posed as questions. And to prove the importance of the relationship, that is, if the relationship found

applies to the entire population, it is necessary to prove its importance (Sugiyono, 2018).

The t-test was conducted to determine whether or not the influence of the independent variable was significant on the dependent variable. If the test results  $t_{count} > t_{table}$ , it means that the variable is significant enough to explain the dependent variable. To find out the value of  $t_{(table)}$  is done by first finding the degree of freedom / df (degree of freedom) by using the formula  $df = n - k$ , where  $n$  is the sample and  $k$  is the number of independent and dependent variables. The level of significance used in this study is 0.05 or 5%.

The product moment correlation significance test formula is shown in the following formula:

$$t_{hitung} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

$t$  = Distribution  $t$ .

$r$  = Correlation coefficient.

$n$  = Number of respondents, (with  $dk = n - 2$ ).

The criteria for testing the  $t$  test are as follows:

- a) If  $t_{count} > t_{table}$ , it means  $H_0$  is rejected and  $H_a$  is accepted.
- b) If  $t_{count} \leq t_{table}$  means  $H_0$  is accepted and  $H_a$  is rejected.

## RESULT AND DISCUSSION

### Quality of Service PT. Lintas Marga Sedaya for E-Toll Card Users on the Cipali Toll Road

Based on the results of the study, it is known that the service quality of PT. Lintas Marga Sedaya for E-Toll Card users on the Cipali toll road is quite good. This statement is based on data obtained by providing questionnaires to 97 consumers, resulting in that the average value of the total average score of respondents is 3.659. Furthermore, to get the percentage value of the service quality variable, the average value is changed to a percentage using the method;  $3.659: 6 \times 100\% = 61.58\%$ . The percentage value when consulted with the standard percentage scale is in the 60%-75% interval with a fairly good category.

### Consumer Satisfaction of PT. Lintas Marga Sedaya in Using the E-Toll Card on the Cipali Toll Road

In connection with this research, based on the results of data analysis from consumer satisfaction PT. Lintas Marga Sedaya in using the E-Toll Card on the Cipali toll road which was obtained by giving a questionnaire to 97 consumers, resulted that the average value of the total average score of respondents was 3,627.

Furthermore, to get the percentage value of the service quality variable, the average value is changed to a percentage using the method;  $3.627: 8 \times 100\% = 60.04\%$ . The percentage value when consulted with the standard percentage scale is in the 60%-75% interval with a fairly good category.

### **Influence of Service Quality PT. Lintas Marga Sedaya on Consumer Satisfaction in Using E-Toll Cards on the Cipali Toll Road**

After knowing that the data obtained from the research sample are in normal conditions and meet all the expected data criteria so that the data can be used as material to test the strength and magnitude of the influence of PT. Lintas Marga Sedaya on consumer satisfaction in using the E-Toll Card on the Cipali toll road. To determine the strength of the influence of the variable X with the variable Y, first, a search for rcount is performed to determine the level of relationship between the two variables. From the results of the correlation test using the PPM formula, the value of rcount = 0.897 and the interpretation of the correlation coefficient of the value of r, then the value of rcount (0.897) is in the correlation interval of 0.800 - 1,000, which means that the level of influence between variable X and variable Y is very strong category. And in order to test the null hypothesis, a test is carried out by calculating tcount.

From the results of the calculation tcount = 26,216 which was then consulted with ttable = 1.66105, then tcount > ttable (26.216 > 1.66105) which means that the effect that occurs between variable X on variable Y is a significant influence. Thus it can be concluded that there is a significant positive effect of the service quality of PT. Lintas Marga Sedaya on consumer satisfaction in the use of E-Toll Cards on the Cipali toll road with an effect of 97.9% and the remaining 12.1% is influenced by other factors not examined in this study.

### **CONCLUSION**

The influence of service quality of PT. Lintas Marga Sedaya on consumer satisfaction in using the E-Toll Card on the Cipali toll road is in the very strong category. This is based on the value of rcount = 0.949 which is in the correlation interval 0.800 – 1,000 with a very strong category. In order to determine the level of significance at = 0.05 (5%) the value of tcount = 20.832 and ttable = 1.684. Thus, tcount > ttable, which means that there is a significant influence between variable X and variable Y, where the contribution of service quality to customer satisfaction is 93.7% and the remaining 12.1% is influenced by other factors not examined in this study.

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