

The Effects of the Quality of Service and Social Media on the Interests of Argo Parahyangan Train Passengers on Bandung-Jakarta

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Argo Parahyangan Railway Transports Passengers is currently one of the best choices in traveling the Bandung-Jakarta and Jakarta-Bandung route. The purpose of this study was to find out how much influence the quality of services provided to passengers in traveling, and promotional activities through social media are used to interest passengers to use the Argo Parahyangan Railway. This research involved descriptive verification with a total sample of 100 Bandung people who conduct activities in Jakarta. Results of the study indicated that 44.89% of Purchase interest is contributed by the quality of service and 51.84% is contributed by promotional activities through Social media.

Key words: *Service Quality, Social Media, Buying Interest.*

Introduction

Argo Parahyangan Railway is a train operated by PT Kereta Api Indonesia (Persero) which serves Bandung-Gambir return routes (regular / additional) and Gambir / Pasar Senen-Bandung / Kiaracondong (additional) routes and vice versa. Argo Parahyangan Railway is the only train serving this route. The advantage of a service product depends on the quality of the services provided to consumers, whether it is in accordance with the expectations and desires of consumers.

Efforts towards quality services can be made, according to Parasuraman, et. al., as quoted by Fandy Tjiptono (2014: 268), by including 5 dimensions of service, namely: Tangibles, Empathy, Reliability, Responsiveness and Assurance. To find out the quality of services that

already exist on the Argo Parahyangan Railway Department in Bandung - Jakarta, the authors conducted a pre-survey using a questionnaire distributed to 30 respondents with the following results:

Table 1: Pre-Survey Results Regarding The Dimensions Of Physical Evidence (Tangible)

No	Item Pernyataan	YES	NO
	<i>Tangible</i>		
1	Interior planning of the KA Argo Parahyangan Bandung-Jakarta Department is good	24	6
2	Seating in KA Argo Parahyangan Bandung-Jakarta Department is comfortable	27	3
3	Train Argo Parahyangan Bandung-Jakarta Department is clean	20	10
4	Toilet KA Argo Parahyangan Bandung-Jakarta Department is clean	18	12
5	The facilities in the KA Argo Parahyangan railroad in Bandung-Jakarta Department are quite complete	22	8

Source: Data processed, 2019

Based on the table above, from the 5 statements examined, it can be concluded that service quality measured through tangible dimensions consisting of Interior, Seating, Carriage, Toilet and Facilities in KA Argo Parahyangan Bandung-Jakarta Department showed good results. Furthermore, for the second dimension, Empathy shows the following results were obtained:

Table 2: Pre-Survey Results on the Dimensions of Empathy

No	Statement item	YES	NO
	<i>Emphaty</i>		
1	I can communicate well with officers in KA Argo Parahyangan, Bandung-Jakarta Department	28	2
2	I received friendly service from the officer at KA Argo Parahyangan, Bandung-Jakarta Department	28	2
3	Officer in KA Argo Parahyangan Bandung-Jakarta Department in response to requests and complaints from customers very well	27	3
4	I received polite service from the KA Argo Parahyangan officer at the Bandung-Jakarta Department	28	2

Source: Data processed, 2019

Based on the table above, from the 4 statements examined it can be concluded that service quality measured through the dimensions of empathy (empathy) showed good results. Three (3) of the 4 statements submitted showed the same results, with as many as 28 respondents agreeing that officers in KA Argo Parahyangan Department of Bandung - Jakarta could communicate well, were friendly, and could serve passengers politely. Thus, it can be seen as a whole that the majority of respondents indicated that the dimension of empathy in KA Argo Parahyangan Department of Bandung – Jakarta, was good.

Furthermore, for the third dimension, namely reliability, the results are as follows:

Table 3: Pre-Survey Results on Reliability Dimensions

No	Statement item	YES	NIO
	<i>Reliability</i>		
1	I am quite satisfied with the quality of the KA Argo Parahyangan KA Bandung-Jakarta Department	26	4
2	I get the same service as other passengers in KA Argo Parahyangan, Bandung-Jakarta Department	29	1
3	Argo Parahyangan Railroad Officer Bandung-Jakarta Department provides accurate information	30	0

Source: Data processed, 2019

Based on the table above, from the 3 statements examined it can be concluded that service quality measured through the dimensions of reliability shows good results. The highest result was indicated for the statement item "Argo Parahyangan Railroad Officer, Bandung-Jakarta Department provides accurate information," with as many as 30 respondents agreeing that officers can provide accurate information about matters around KA Argo Parahyangan Bandung-Jakarta. Thus, it can be seen as a whole that the majority of respondents indicated that the reliability dimension in KA Argo Parahyangan Department of Bandung - Jakarta was good.

Furthermore, for the fourth dimension, responsiveness the results are as follows:

Table 4: Pre-Survey Results Regarding Responsiveness

No	Item Pernyataan	YES	NO
	Daya Tanggap (<i>Responsiveness</i>)		
1	Officers at KA Argo Parahyangan Bandung-Jakarta Department were quick to respond to complaints	27	3
2	PT Kereta Api Indonesia (Persero) provides clear information about the delay in the departure of the Railway	28	2
3	Officers at KA Argo Parahyangan Department of Bandung-Jakarta have good skills in providing information about services.	30	0

Sumber: Data diolah, 2019

Based on the table above, from the 3 statements examined it can be concluded that service quality, measured through responsiveness dimensions, showed good results. The highest result is indicated for the item stating "Officer in KA Argo Parahyangan Department of Bandung-Jakarta have good skills in providing answers and information about services," with as many as 30 respondents agreeing that officers were capable of answering questions raised by passengers. Thus, it can be seen as a whole the majority of respondents indicated that the responsiveness dimension in KA Argo Parahyangan Bandung - Jakarta Department was good.

Furthermore, for the fifth dimension, namely assurance, the results are as follows:

Table 5: Pre-Survey Results regarding Dimensions of Assurance (Assurance)

No	Statement item	YES	NO
	<i>Assurance</i>		
1	Officers at KA Argo Parahyangan Department of Bandung-Jakarta have high initiatives in providing services	23	7
2	KA Argo Parahyangan Bandung-Jakarta Department departs on time	26	4
3	KA Argo Parahyangan Department of Bandung-Jakarta provides good security during the trip	20	10
4	KA Argo Parahyangan Department of Bandung-Jakarta guarantees the safety of passengers during the trip	25	5
5	I always sit in a seat that matches the ticket I have bought	27	3
6	KA Argo Parahyangan Bandung-Jakarta Department makes me believe the quality provided is good	26	4

Source: Data processed, 2019

Based on the table above, from the 6 statements examined it can be concluded that service quality, as measured through assurance dimensions, showed good results. The highest result was indicated by the item statement "I always sit on the seat that matches the ticket I have bought." That is, as many as 27 respondents agreed that passengers always get seats that match the tickets they have purchased. Thus, it can be seen overall that the majority of respondents indicated that the assurance dimension in KA Argo Parahyangan Department of Bandung - Jakarta was good.

PT KAI has carried out various strategies to make the number of passenger's expected stable. One such strategy involves using social media as a means to market products and to promote the Argo Parahyangan Train so that it is in demand by consumers. One such social media platform that has been used is Instagram. Instagram, as a social media platform, is popular with 22 million users, second to Facebook (<https://cnnindonesia.co.id/teknologi>, 2016). PT KAI in marketing its products through Instagram, as a social media platform, aims to attract consumers buying interest. Here's one example of an ad shared by PT KAI on Instagram:

Image 1. Argo Parahyangan KA Ads on Instagram Social Media



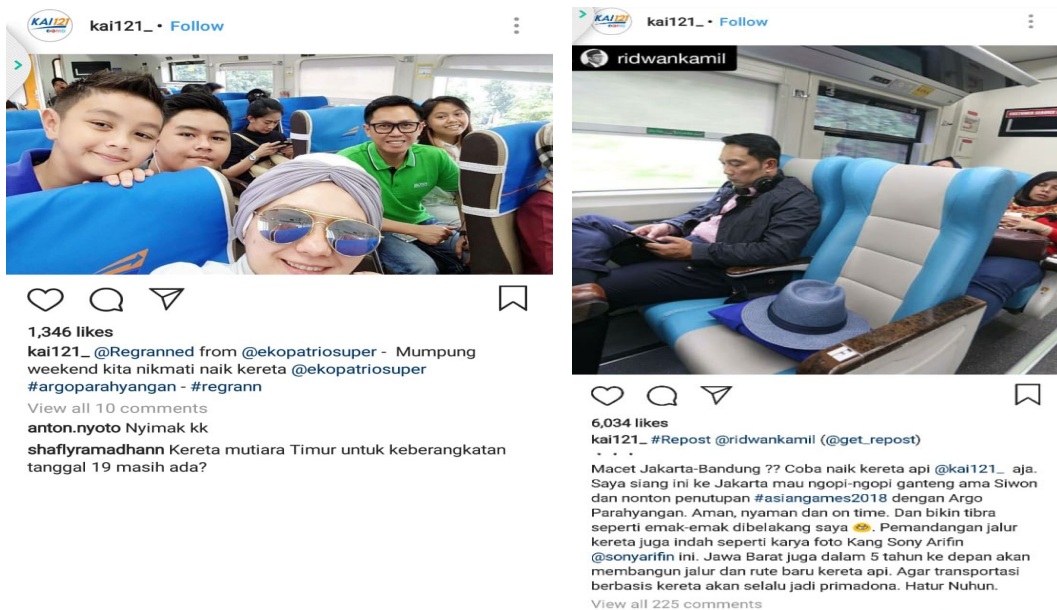
Source: Instagram @ kai121_

Figure 1 above shows an advertisement shared by PT KAI in marketing KA Argo Parahyangan of Bandung-Jakarta. Argo Parahyangan New Image KA now has a new look,

which includes a more comfortable seat equipped with a table to eat at each seat, there are also plugs for each passenger placed next to the seat, as well as a new interior and exterior. This approach was taken by PT KAI in order to fulfill customer satisfaction and increase the number of passengers at KA Argo Parahyangan, Bandung-Jakarta Department.

PT KAI's Instagram account also displayed posts by the Governor of West Java along with Artists who ride KA Argo Parahyangan, as shown in the following pictures:

Image 2. Argo Parahyangan KA Ads on Instagram Social Media



Source: Instagram @kai121_

Based on figure 2 above, PT KAI is trying to use Public Figures for promotion, as it is known that Public Figures have quite a lot of followers on social media so their activities will gain attention on these platforms. This situation was exploited by PT KAI who attempted to attract consumers to take part in using the Argo Parahyangan Train Department in Bandung-Jakarta by sharing the Public Figure post while on a trip using KA Argo Parahyangan Bandung-Jakarta Department.

Various methods have been used by PT KAI to attract passengers and increase the number of passengers, however, the volume of ticket sales for KA Argo Parahyangan Department of Bandung - Jakarta in 2018, shows fluctuating results. These results can be seen in the following table:

Table 6: Amount of Passenger Volume of Argo Parahyangan Train, Bandung-Jakarta 2016-2018

<i>Months / Years</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>
<i>January</i>	210,919	176,281	225,227
<i>February</i>	192,294	146,536	209,124
<i>March</i>	164,212	161,218	229,928
<i>April</i>	178,134	181,352	221,628
<i>Mei</i>	207,872	198,076	213,144
<i>June</i>	225,568	176,721	224,708
<i>July</i>	216,975	224,820	247,009
<i>Augustus</i>	208,114	227,957	263,074
<i>September</i>	216,787	217,063	250,737
<i>October</i>	215,755	225,329	256,684
<i>November</i>	215,077	217,834	262,411
<i>December</i>	217,344	235,233	271,033
<i>Total</i>	2,469,051	2,388,420	2,874,707

Source: Unit CPM PT KAI

Based on the sales volume table, the ticket sales of Railway Argo Parahyangan Department of Bandung - Jakarta fluctuations tend to decrease. Towards the beginning of 2017 ticket sales decreased, while in 2018 they increased again. This is because there was an additional number of departures of KA Argo Parahyangan Departement of Bandung-Jakarta. Based on an interview with one of the staff of PT KAI Commercial Unit, the addition of the number of carriages was not optimal because when the carriages are added, not all seats were filled so that the level of efficiency was sub-optimal. This significant increase could also be a boomerang for companies because the increase in passengers resulted in poor service. For instance, there is often a queue in front of the train boarding pass. This long queue makes consumers uncomfortable. Such conditions are not in line with company expectations, because the company had hoped to be able to seize the target market to create high sales volumes.

Theoretical Background

Effects of Service Quality on Buying Interests

Basically, quality has a close relationship with buying interest. Quality gives an impetus to customers to run a strong relationship with the company, allowing companies to understand the customer expectations scheme and their needs, thus the company can generate buying interest, where the company maximizes the unpleasant customer experience. Kotler (2016) states that consumer buying interest must begin with customer needs and end with customer perceptions. Consumer needs are very diverse, one of which is the quality of services

provided. If the quality provided is good, it will affect the customer's perception of buying a product / service.

Service quality is a powerful weapon in the excellence of companies, especially service companies. Therefore, quality services must be given continuously so that the company becomes strong in competing and generating consumer buying interest. Research conducted by Hendra Fure (2013) shows that service quality has a significant and positive effect on buying interest. The results of this study support Kotler's opinion that states that the quality of service must start from customer needs and end at the customer.

Promotion through Social Media against Buying Interests

Interest arises in individuals because of the influence from inside and outside themselves, namely the environment in which the individual is. In this era of globalization, technology is increasingly advanced. It cannot be denied that the presence of the internet is increasingly needed in everyday life; in socialization activities, education, and business. This technological advance was used by PT KAI to promote its products through social media. With the progress of the internet, social media is also growing rapidly. Social media is a site where someone can create a personal web page and connect with everyone who is a members of the same social media, to share information and communicate.

The impact of the emergence of social media is that it provides a place for companies to promote their products attractively in order to foster consumer buying interest. Consumer behavior is analyzed by buying interest before making a purchasing decision process. Consumers will gather more information about a product based on personal experience or information initially from other environments (Yeni Febriana, 2017). One source of information is social media.

Kotler and Keller (2016: 9) state that buying interest is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even in wanting a product. Without the promotion of the existence of the product, less attention from consumers is achieve, or, even customers are completely unaware of the product. Customers not knowing about a product minimizes or eliminates the possibility of their interest in buying the product.

Hypothesis Formulation

Based on the description above, the hypothesis that can be taken in this study are:

- H1: Service Quality has a positive effect on Buying Interest
- H2: Social Media has a positive effect on Buying Interests.

Research methods

The methods used in this study were descriptive, verification and testing hypotheses. The population sample used in this study were Argo Parahyangan Railway Passenger. The analytical methods used were descriptive analysis, Spearman Rank correlation, coefficient of determination, and t test with a significance level of five percent using the help of IBM Statistics 22 SPSS software.

Results and Discussion

The Effects of Service Quality on Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department. From the results of calculations using SPSS, the Rank Spearman correlation coefficient is obtained as follows:

Table 7:

			Kualitas Pelayanan (X1)	Minat Beli (Y)
Spearman's rho	Kualitas Pelayanan (X1)	Correlation Coefficient	1,000	,670**
		Sig. (1-tailed)	.	,000
		N	120	120
	Minat Beli (Y)	Correlation Coefficient	,670**	1,000
		Sig. (1-tailed)	,000	.
		N	120	120

** . Correlation is significant at the 0.01 level (1-tailed).

From the output table above, it can be seen that the value of the correlation coefficient (R) is 0.670. This value indicates a strong relationship between Service Quality and Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department.

After knowing the value of Rank Spearman's correlation coefficient of 0.670, the t-count formula obtained the following results:

$$t = rs \sqrt{\frac{n-2}{1-rs^2}}$$

$$t = 0,670 \sqrt{\frac{120-2}{1-0,670^2}} = 9,804$$

With $df = 118 (n - 2)$ and $\alpha = 5\%$ for testing one party, the value of the t table = 1.658. Due to t-count (9,804) > t-table (1,658), then H_0 is rejected and H_1 is accepted, meaning that there is a significant relationship between Service Quality and Passenger Interest to Use the Argo Parahyangan Railway Bandung-Jakarta Department.

After obtaining the correlation coefficient and hypothesis test results, then the calculation of the percentage of the influence of Service Quality on Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department, using the formula Coefficient of Determination (KD) is as follows:

$$\begin{aligned} KD &= r_{yx}^2 \times 100\% \\ &= (0,670)^2 \times 100\% \\ &= 44,89\% \end{aligned}$$

From the analysis above, it can be seen that Service Quality has an effect on Passenger Interest to Use Argo Parahyangan Railway, Bandung-Jakarta Department of 44.89%, while the remaining 55.11% is influenced by other factors not observed.

The Influence of Social Media on Passenger Interests to Use the Argo Parahyangan Railway, Bandung-Jakarta Department. From the results of calculations using SPSS, the Rank Spearman correlation coefficient is obtained as follows:

Tabel 8:

Correlations

		Media Sosial (X2)	Minat Beli (Y)
Spearman's rho	Media Sosial (X2)	Correlation Coefficient	,694 **
		Sig. (1-tailed)	,000
		N	120
	Minat Beli (Y)	Correlation Coefficient	,694 **
		Sig. (1-tailed)	,000
		N	120

** . Correlation is significant at the 0.01 level (1-tailed).

From the output table above, it can be seen that the value of the correlation coefficient (R) is 0.694. This value shows a strong relationship between Social Media and Passenger Interests to Use the Argo Parahyangan Railway, Bandung-Jakarta Department.

After knowing the value of Rank Spearman's correlation coefficient of 0.670, the t-count formula obtained the following results:

$$t = rs \sqrt{\frac{n-2}{1-rs^2}}$$

$$t = 0,694 \sqrt{\frac{120-2}{1-0,694^2}} = 10,471$$

With $df = 118 (n - 2)$ and $\alpha = 5\%$ for testing one party, the value of the t-table = 1.658. Because of t-count (10.471) > t-table (1.658), then H_0 is rejected and H_1 is accepted, meaning that there is a significant relationship between Social Media and Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department.

After obtaining the correlation coefficient and hypothesis test results, then the calculation of the percentage of the influence of Social Media on Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department, using the formula of Coefficient of Determination (KD) as follows:

$$\begin{aligned} \text{KD} &= r_{yx}^2 \times 100\% \\ &= (0,694)^2 \times 100\% \\ &= 48,16\% \end{aligned}$$

From the analysis above, it can be seen that Social Media has an effect on Passenger Interests to Use Argo Parahyangan Railways, Bandung-Jakarta Department of 48.16%, while the remaining 51.84% is influenced by other factors not observed.

Conclusion

The Effect of Service Quality on Passenger Interests to Use Argo Parahyangan Railway Bandung-Jakarta Department amounted to 44.89%, while the remaining 55.11% was influenced by other factors not observed. The Effect of Social Media on Passenger Interests to Use the Argo Parahyangan Railway Bandung-Jakarta Department was 48.16%, while the remaining 51.84% was influenced by other factors not observed.

In improving services to passengers, attention needs to be given to service at the point of ticket sales, as it was observed that some stations were not paying enough attention to comfort in the queueing system. Additionally, undersized waiting rooms results in some passengers have to wait outside the station. The comfort in the carriage has increased compared to previous years but the addition of facilities such as wi-fi and more comfortable seats should also be considered.

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