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Improving Customer Satisfaction Through Service Quality and Facilities: Insights from PT. KAI Regional Division II West Sumatera

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Abstract

Abstract- Rail transportation in Padang, a city known for its economic activity, has emerged as a key mode of travel for individuals commuting beyond its borders. This research aims to investigate how service quality and facilities impact the satisfaction levels of rail service users within PT. KAI (Indonesian Railway Company) Regional Division II West Sumatera. Quantitative primary data was collected using a questionnaire distributed to 100 respondents. Partial test findings indicate a significant relationship between service quality and facilities, and the satisfaction of rail service users at PT. KAI Regional Division II West Sumatera. Furthermore, simultaneous test results demonstrate that both service quality and facilities collectively influence the satisfaction of rail service users at PT.

Key Words: Service Quality, Facilities, Service User Satisfaction

INTRODUCTION

Train transportation in the city of Padang has become an economical option for people who want to travel outside the city. In an effort to maintain customer convenience, it is important to maintain a balance between the level of demand and the availability of transportation services that are friendly, safe, fast, smooth, orderly, orderly, comfortable, safe and efficient.

Service quality can be interpreted as a comparison between consumer expectations of services with actual experience received. Kotler and Keller (2016) define quality as a combination of features and characteristics of a product or service that affect the ability to meet needs that are directly or indirectly stated. The

quality of this service will affect the level of customer satisfaction or dissatisfaction with the services provided.

Service has a very important role in a company because it can form a positive view of consumers towards the company. According to Assauri (2017), service can be defined as a form of service provided by producers, both for the goods produced and the services offered, with the aim of attracting consumer interest. In this case, service has an influence on consumer interest in a product or service offered by the company. If the services provided by the company are in accordance with the wishes of consumers, then the product or service is likely to be purchased by consumers. However, if the services provided do not meet consumer

expectations, it is certain that the product or service will be less attractive to consumers.

According to Lupiyoadi and Hamdani (2013), service quality refers to an activity or series of interactions that are invisible between consumers and employees, as well as the elements provided by service-providing companies. The purpose of this interaction is to solve consumer and customer problems. Based on this explanation, it can be concluded that the main factors that influence service quality are service expectations and perceived experience, so that good or bad service quality depends on the ability of service providers to consistently meet customer expectations.

Facilities, as quoted from Putranto (2016) based on Tjiptono (2001), refer to physical resources that must exist before a service can be offered to consumers or customers. These facilities can also play a role in facilitating consumers in achieving satisfaction. In the context of PT. KAI Regional Division II West Sumatera, the better the facilities provided, it can affect the level of satisfaction of service users.

Based on the background, the formulation of the research problem can be formulated as follows:

1. How does the influence of service quality on service user satisfaction at PT. KAI Regional Division II West Sumatera?
2. How does the influence of facilities on service user satisfaction at PT. KAI Regional Division II West Sumatera?

LITERATURE REVIEW

According to Cahyani (2016), service quality is a dynamic condition involving three orientations, namely customer perception, product or service, and process. In service, customer satisfaction is a factor that determines quality, so that every company or agency must be able to provide the expected service and be able to meet customer satisfaction.

This research uses several commonly used variables such as service quality, facilities and customer satisfaction as dependent variables.

Service Quality

Rahmayanty (2010) in Arianty (2016) identifies several service quality indicators, including:

1. Tangibles (physical form) Namely the ability of a company to show its extensions to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers. Which includes physical facilities such as the atmosphere of the office space, equipment and tools used (technology) and the appearance of employees. The questions on the Tangibles indicator (physical form) in the questionnaire are as follows:
 - The cleanliness of the rooms in each train car makes passengers very comfortable
 - The availability and cleanliness of facilities at the train station such as waiting rooms, prayer rooms, toilets and parking lots are very good
 - The officers in the train carriages serve passengers in a friendly and patient manner
2. Reliability. It's the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with expectations, which means timeliness, the

same service for all customers without errors, a sympathetic attitude and with high accuracy. The questions on the Reliability indicator in the questionnaire are as follows:

- Departure time and time until destination is in accordance with the specified schedule
 - Ticket prices offered are relatively cheap and affordable
 - Purchasing train tickets online makes it very easy for passengers or prospective passengers
3. Responsiveness, a willingness to help and provide fast (responsive) and appropriate services to consumers, by delivering clear information. The questions on the Responsiveness indicator in the questionnaire are as follows:
 - The speed and alertness of the officers in serving the passengers to completion was very good
 - Security (security guard) at the train station is very swift in carrying out their duties
 - Customer Service at the train station very friendly in answering questions and responding to the passengers
 4. Assurance (guarantee and certainty). Its knowledge, correspondence, and the ability of company employees to foster consumer confidence in the company. The questions on the Assurance indicator (guarantee and certainty) in the questionnaire are as follows:
 - The security of the train station in guarding the passengers' vehicles in the parking lot is very good.
 - Security and comfort at the station and in the train cars are very good.
 - The friendliness and patience of officers in serving train passengers.
 5. Empathy (sincere attention). Its giving sincere and individual or personal attention given to consumers in the form of understanding consumer desires, where a company is expected to have understanding and knowledge about consumers, understand comfortable operating times for consumers. The questions on the Empathy indicator (sincere concern) on the questionnaire are as follows:
 - Officers have a good ability to provide information that is easy to understand and clear to passengers.

Facility

According to Srijani and Hidayat (2017), Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities, so that needs can be met.

According to Tjiptono (2001) in Putranto (2016), the following are the facility indicators:

a. Spatial considerations/planning

Aspects such as proportion, texture, color and others are considered, combined and developed to provoke an intellectual and emotional response from the wearer or those who see it. The questions on the spatial considerations/planning indicators on the questionnaire are as follows:

- This train has comfortable seats with excellent and beautiful color combinations
- The color of the seats in the train carriage room can cause comfort for passengers

b. Space planning

This element includes interior and architectural planning, such as the placement of furniture and fixtures in the room, design of circulation flows, and so on. For example, the placement of the waiting room needs to be considered apart from its capacity, it is

also necessary to pay attention to the placement of additional furniture or equipment. The questions on spatial planning indicators on the questionnaire are as follows:

- The waiting room at the train station is very comfortable for passengers

c. Equipment/furniture

Equipment/furniture functions as a means of providing comfort, as a display or as supporting infrastructure for the use of goods by customers. What is meant by equipment in this study such as: the availability of electricity, tables or chairs, internet hot spot areas, paintings or reading materials, writing equipment and others. The questions on the equipment/furniture indicators in the questionnaire are as follows:

- There are safe seating facilities for passengers on the train
- The complete facilities on the train provided function properly

d. Lighting and color

The lighting in question is the color of the type of room coloring and lighting settings according to the nature of the activities carried out in the room and the desired atmosphere. Color can be used to increase efficiency, create a relaxed impression, and reduce accident rates. The color used for the interior of the service facility needs to be linked to the emotional effect of the chosen color. The questions on the lighting and color indicators in the questionnaire are as follows:

- The lighting from outside the train windows does not dazzle the eyes during the day

e. Supporting Elements

The existence of main facilities will not be complete without other supporting facilities, such as: places of worship, toilets, parking lots, places to eat and drink, listen to music or watch television in the waiting room, large internet areas whose security levels are always considered. The questions on the supporting element indicators on the questionnaire are as follows:

- The parking lot at the train station is very wide and safe for passengers

Customer Satisfaction (Service User)

According to Tjiptono (2019) consumer satisfaction is satisfying the fulfillment of consumer needs and desires. Satisfied consumers have the potential to be loyal to brands, products or services. In addition, the willingness to pay a premium price is also formed. Consumers will not be easily tempted to switch to other products or services. The end result, the company's sales will grow in accordance with the company's goals can be realized.

Tjiptono (2010) in Kasinem (2020) said indicators of consumer satisfaction consist of:

1. Conformity of expectations

Conformity of expectations or discrepancies between consumer expectations and product or service performance (results). The questions on the indicator of suitability of expectations on the questionnaire are as follows:

- I am satisfied with the service from the officers at the train station

f. Make repeat purchases

Customers who have purchased a product twice more regularly. The questions on the indicator of making repeat purchases on the questionnaire are as follows:

- I will reuse this train as a comfortable and good means of transportation in West sumatera

g. Availability Recommend

If the customer is satisfied or happy with the service, the customer will be willing to recommend it to others. The questions on the availability indicators recommend the questionnaire as follows:

- I recommend this train to others as a good and comfortable means of transportation

The following studies are some researches related to the satisfaction of train service users that have been conducted by previous studies.

Kasinem (2020) conducted a study on trust and service quality towards hotel users. By utilizing a questionnaire as a tool to gather primary data, it was found that Trust significantly positively influences Consumer Satisfaction. Meanwhile, Service Quality has a negative impact on consumer satisfaction. This indicates that for the hotel users under study, trust in the hotel plays a significant role in their decision to use the services. Conversely, service quality according to users is not as significant.

Fajri and Armida (2022) conducted a study on service quality analysis using train services by using matrix analysis method. By utilizing 5 dimensions of service quality, namely 1) tangibles 2) reliability 3) responsiveness 4) assurance 5) empathy, the results show that the perceived service provided to train users meets the standard, although not yet optimal. This service includes the courteous appearance of officers, responsiveness to passenger complaints with positive responses, and explanation of train routes. However, the seating facilities have not been fully met. Train service users also perceive unequal treatment among passengers regarding the transparency of ticket sales information.

Dian and Triyono (2023) stated that punctuality, facilities used, and ticket prices significantly influence the satisfaction of train service users from Joglosemarkerto Semarang Tawang – Solo. This indicates that these three variables are decisive factors for users' decisions to use this service.

RESEARCH METHODS

Type of data

The data used in this research is primary data. According to Sugiyono (2019) primary data is a data source that directly provides data to data collectors. Primary data in this study were obtained from filling out questions and statements by respondents who had been distributed through questionnaires, then the data that had been obtained by researchers would be processed by the authors into data that could be understood and understood.

Data collection technique

That the primary data to be used is collected through a questionnaire. According to Sugiyono (2019) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The instrument of this research is a questionnaire distributed online using Google Form. The questionnaire was distributed using the Google Form link via WhatsApp Group or Private Chat, in this case the sample was asked to fill in the questions and statements required by the research.

Population and Sample

The population of this study are all users of rail transportation services at PT. KAI Regional Division II West Sumatera. The sampling technique used in this study is Non Probability Sampling. According to Sugiyono (2019) Non-probability sampling is a sampling technique which does not provide equal opportunities or opportunities for each member of the population to be selected as a sample. Meanwhile, according to Sugiyono (2019), the sample is part of the number and characteristics of a population. The sample is part of the population using the respondent method, clear and complete which is taken to represent the population. The sample in this study is the people of West Sumatera who use rail transportation at PT. KAI Regional Division II West Sumatera. The following Lemeshow formula show how much the sample used in this study. The following Lemeshow formula is:

$$n = \frac{(Z\alpha/2)^2 \cdot P(1-P)}{d^2}$$

Information :

- n = Number of Samples
- Z = Z Score Degree of Trust
- α = Significance Level
- P = Variable Proposition
- d = Sampling Error

Data analysis method

This research was processed using multiple linear regression analysis. The multiple linear regression analysis method is used to predict the dependent variable, namely Service User Satisfaction (Y1) with the independent variables namely Service Quality (X1) and Facilities (X2). Assisted by using IBM SPSS statistics 19. The multiple linear regression equation model according to (Sugiyono, 2019) is as follows:

$$Y = \alpha + b_1(X_1) + b_2(X_2) + e$$

Information :

- Y = Satisfaction
- α = Constant
- b1 (X1) = Coefficient Regression (X1)
- b2 (X2) = Regression Coefficient (X2)
- e = error

RESULT AND DISCUSSION

a. Validity test

According to Ghazali (2018) the validity test is used to measure the legitimacy or validity of a questionnaire. The concept of validity refers to the feasibility, significance and usefulness of a test result score conclusion. A questionnaire is said to be valid or valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The significance test was carried out by comparing the calculated r value with the r table value for degree of freedom (df) = n - 2 (n is the number of samples). With the number of samples (n) = 100 - 2 = 98 and a significant level of 5% or 0.05, the r table in this study is 0.1966. By using the help of SPSS (Statistical Package For The Social Science) version 19, the validity value of each question can be obtained as follows:

Table 1 Validity Test Results

Dimensions	Items	r Count	r Table	Information
Service Quality (X1)	1	0.537	0.1966	Valid
	2	0.637	0.1966	Valid

	3	0.741	0.1966	Valid	
	4	0.597	0.1966	Valid	
	5	0.515	0.1966	Valid	
	6	0.381	0.1966	Valid	
	7	0.701	0.1966	Valid	
	8	0.782	0.1966	Valid	
	9	0.784	0.1966	Valid	
	10	0.702	0.1966	Valid	
	11	0.699	0.1966	Valid	
	12	0.757	0.1966	Valid	
	13	.680	0.1966	Valid	
	Facility (X2)	1	0.778	0.1966	Valid
		2	0.669	0.1966	Valid
3		0.749	0.1966	Valid	
4		.780	0.1966	Valid	
5		0.666	0.1966	Valid	
6		0.569	0.1966	Valid	
7		0.693	0.1966	Valid	
Service User Satisfaction (Y)	1	0.764	0.1966	Valid	
	2	0.818	0.1966	Valid	
	3	0.823	0.1966	Valid	

Source: Data processed

Based on table 1 above, it can be seen that the results of the validity test on the variables Service Quality (X1), Facilities (X2) and Service User Satisfaction (Y), all statements in the questionnaire are declared valid because the value of r Count is greater than the value of r Table. So it can be concluded that the 23 statements in the questionnaire can be categorized as valid (proper) as an instrument for measuring this research data.

b. Reliability Test

According to Ghazali (2018) data is said to be reliable or reliable if a person's answers to questionnaire statements are consistent or stable from time to time. According to Ghazali (2018) reliability can be measured using Cronbach's Alpha. A variable can be said to be reliable if the value of Cronbach's Alpha > 0.70. The following is the Cronbach's Alpha value obtained using IBM SPSS statistics 19 which can be seen in table 4.6 as follows:

Table 2 Reliability Test Results for All Variables

Reliability Statistics

Cronbach's Alpha	N of Items
0.923	23

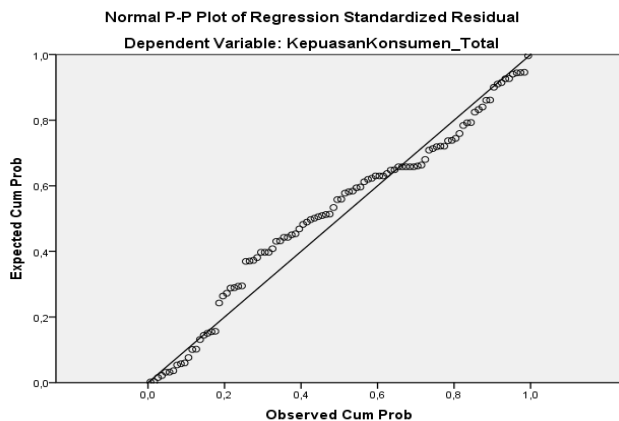
Source: Data processed

The test results for each variable in the questionnaire statement yield a Cronbach's Alpha number of 0.923 > 0.70. So, it can be stated that the questionnaire statements of each variable are tested for reliability so that they are declared reliable.

c. Classic assumption test

3.a. Normality test

According to Priyatno (2018) the residual normality test uses the graphical method, namely by looking at the distribution of data on diagonal sources on the PP Plot regression standardized residual graph. According to Priyatno (2018) if the points spread around the diagonal line, then the residual values are normal. The results of the normality test using the graphical method can be seen in Figure 1 below:



Source: Data processed

Figure 1 Graph of PP Plot regression standardized residuals

Based on Figure 1 above, it can be seen that the distribution of the dots in the image PP Plot regression standardized residuals relatively close to the diagonal line, so it can be concluded that the residual data is normally distributed.

3.b. Heteroscedasticity Test

According to Priyatno (2018) this method is carried out by looking at the spread of scatterplot points, if the points of spread form a certain pattern (wavy, widened, then narrowed), then heteroscedasticity occurs. And if there is no clear pattern, such as the point distribution is above and below the number 0 on the y axis, then heteroscedasticity does not occur. The scatterplot graph in this study can be seen in the graphic image as follows:

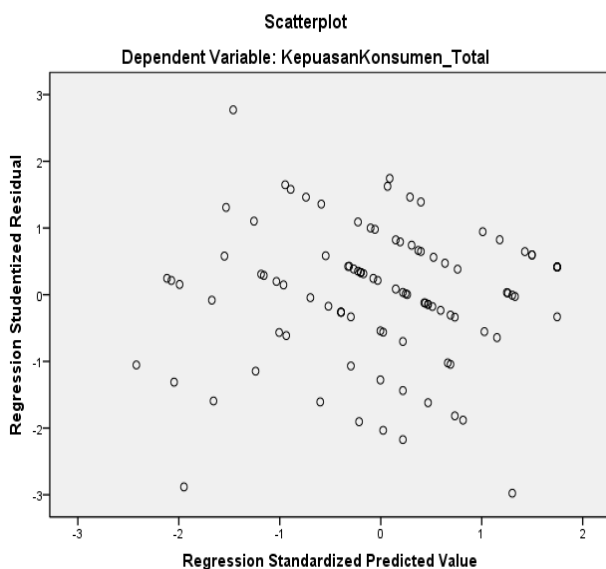


Figure 2 The results of the Scatterplot Approach

Based on Figure 2 above, it can be seen that the dots spread randomly and do not form a clear pattern, and are spread both above and below the zeros on the y-axis. So it can be concluded that this regression model is feasible to use, because there are no symptoms heteroscedasticity.

3.c. Multicollinearity Test

According to Priyatno (2018) the multicollinearity test is carried out by looking at the VIF (Varian Inflation Factor) value of less than 10 and having a tolerance number of more than 0.1. This is in line with Ghozali (2018) the value commonly used to indicate the presence of multicollinearity is a tolerance value > 0.10 or the same as a VIF value < 10 . The multicollinearity test results can be seen in table 3 below.

Table 3 Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	tolerance	VIF	
Service quality	0.462	2.165	Multicollinearity Free
Facility	0.462	2.165	Multicollinearity Free

Source: Data processed

From the results of the multicollinearity test in table 3 above, it can be seen that the tolerance value for all service quality and facilities variables is greater than 0.10, which means there is no correlation between the independent variables. VIF calculation results (Varian Inflation Factor) also shows the same thing, that is, there are no independent variables that have a VIF value greater than 10.

h. Multiple Linear Regression Analysis

According to Ghozali (2018), multiple linear regression analysis is essentially a study of the dependence of a dependent variable on one or more independent variables, with the aim of estimating or predicting the population mean or average value of the dependent variable based on known values of the independent variables.

With the assistance of SPSS (Statistical Package for the Social Sciences) version 19, the results of multiple linear regression analysis can be obtained as follows:

Table 4 Results of Multiple Linear Regression Analysis

Model	Unstandardize d Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	4,005	1,280		3,128	0,002
Service quality_Tot al	0,095	0,034	0,342	2,820	0,006
Facility_T otal	0,122	0,051	0,286	2,362	0,020

a. Dependent Variable: Service User Satisfaction _Total

Source: Data processed

Based on table 4,

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 4,005 + 0,095X_1 + 0,122X_2$$

The results of the multiple linear regression equation can be interpreted as follows:

- The constant value of the equation in Table 4 is 4.005. This means that if the quality of service and facilities are

considered constant or equal to 0, then the satisfaction value of User is positive at 4.005.

- b. The regression coefficient value for the quality-of-service variable (X1) is positive at 0.095. This indicates that there is a positive relationship between the quality of service variable and the satisfaction value of User. This suggests that the better the quality of service, the more satisfied consumers are with the train service provided by PT. KAI Regional Division II West Sumatra.
- c. The regression coefficient value for the facilities variable (X2) is positive at 0.122. This means that the facilities variable has a positive relationship with the satisfaction value of train service users. This indicates that the more and better facilities provided to consumers, the more satisfied they are with the train service provided by PT. KAI Regional Division II West Sumatra.

The variable with the greatest influence is the facilities variable (X2) at 0.122, while the variable with the smallest influence is the quality of service variable at 0.095.

i. Coefficient of Determination

According to Ghozali (2018) the coefficient of determination (R²) is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. The zero-determination value means that the independent variable has absolutely no effect on the dependent variable. By using the help of SPSS (Statistical Package for The Social Science) version 19, the results of the coefficient of determination can be obtained as follows:

Table 5 Determination Coefficient Results

Based on table 5 it can be seen that the Adjust R Square is 0.329. These results indicate that the effect of service quality variables (X1) and facilities (X2) on service user satisfaction (Y) is 32.9%. While the remaining 67.1% is influenced or explained by factors not examined in this study.

j. t test

According to Ghozali (2018) the t test is used to find out each value of the independent variable on the dependent variable. The t test is used to find out how the level of influence of service quality variables (X1) and facilities (X2) on variable (Y) is satisfaction with service users (consumers). If the significance value is <0.05, it means that the independent variable has a significant effect on the dependent variable and t count > t table (Ghozali, 2018).

How to find the t table is done as follows:

$$\begin{aligned} df &= t(\alpha - nk - 1) \\ &= t(0.025; 100 - 2 - 1) \\ &= t(0.025; 97) \\ &= 1.984 \end{aligned}$$

Information:

- α = Significance value of 5%
- n = Number of respondents
- k = Number of Variables

From the formula above, it is found that the t table value is (0.025; 97) so the t table value in this study is 1.984. The results of the t test can be seen in the following table:

Table 6 Test Results t

Variable	t Count	t Table	Sig	Information
Service quality	2,820	1,984	0.006	Significance
Facility	2,362	1,984	0.020	Significance
Facility	2,362	1,984	0.020	Significance

Source: Data processed

Based on the results of the t test in table 6 it can be concluded as follows:

1. From the calculation results in table 5 the service quality variable (X1) has a significant effect on satisfaction of railroad service users because the t count > t table or 2.820 is greater than 1.984 and the resulting significant value is 0.006 < 0.05 which can be interpreted as a quality variable service has a significant effect on the satisfaction of rail service users with a confidence level of 95%.
2. From the calculation results in table 5, the facility variable (X2) has a significant effect on satisfaction of rail service users because the t count > t table or 2.362 is greater than 1.984 and the resulting significant value is 0.020 < 0.05, which means that the facility variable has an effect significantly to the satisfaction of rail service users with a confidence level of 95%.

k. F test

According to Ghozali (2018) the F test or regression coefficient was tested simultaneously using ANOVA. The F test was carried out to find out whether all the independent variables (X), namely service quality (X1) and facilities (X2) included together have an effect on the satisfaction variable for rail service users (Y).

According to Priyetno (2017) it is the same as the t test, in the F test you must first find the value of the F table with the formula df 1 (df for the numerator) = Number of variables - 1, and df 2 (df for the denominator) = n - k - 1 k means the number of independent variables, namely 2 variables and n means the number of samples, namely 100 respondents. Then df 1 = 3 - 1 = 2, and df 2 = 100 - 2

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0.585a	0.342	0.329	1.36629

Predictors: (Constant), Facilities_Total, Quality_Total Services
Dependent Variable: Consumer Satisfaction

Source: Data processed

- 1 = 97, so the result is F (2;97). The α value used is 0.05. From table F for F (2;97) it is obtained that the value of F = 3, 09 which can be seen at the distribution point in the appendix. After testing using the SPSS (Statistical Package For The Social Science) application version 19, the results of the F test can be seen in the following table:

Table 7 F Test Results

ANOVA b					
Model	Sum of Squares	df	MeanSquare	F	Sig.

1	Regression	94,166	2	47,083	25,222	,000a
	residual	181,074	97	1,867		
	Total	275,240	99			

a. Predictors: (Constant), Facilities_Total, Quality_Total Services

b. Dependent Variable: Total_Customer Satisfaction

Source: Data processed

Based on table 7 it can be seen that the results of the calculation of F count $25.222 > 3.09$ or sig. F $0.000 < 0.05$. The results of this test prove that there is a significant positive influence between the quality of service and facilities together on the satisfaction of rail service users (consumers). This is because an increase in satisfaction for rail service users (consumers) can be achieved if the better the quality of service and facilities provided to rail service users in PT. KAI Regional Division II West Sumatera

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of research in distributing questionnaires to 100 respondents who use rail transportation services at PT. KAI Regional Division II West Sumatera, in general it can be concluded as follows:

1. From the results of the multiple linear regression equation, it can be concluded that the quality of service and facilities has a positive effect on customer satisfaction for users of rail services at PT. Kereta Api Indonesia (Persero) Regional Division II West Sumatera.
2. From the results of the t test it can be concluded that:

***In the service quality variable**, the t count value is greater than the t table value and is significant. For the service quality variable, the calculated t is 2.820 which is greater than t table, namely 1.984 ($2.820 > 1.984$) with a significant value of 0.006 which is less than 0.05 which means that the service quality variable has a significant effect on satisfaction of train service users fire with a confidence level of 95%. This means that the service quality variable has a positive and significant influence on customer satisfaction in train service users at PT. Kereta Api Indonesia (Persero) Regional Division II West Sumatera.

***In the facility variable**, the t-count value is greater than the t-table value and is significant. For the t-count facility variable, it is 2.362 which is greater than the t-table, namely 1.984 ($2.362 > 1.984$) with a significant value of 0.020 which is smaller than 0.05 which it can be interpreted that the facility variable has a significant effect on the satisfaction of rail service users with a confidence level of 95%. This means that the facility variable has a positive and significant influence on customer satisfaction in train service users at PT. KAI Regional Division II West Sumatera.

3. From the results of the F test it can be concluded that the calculated F obtained is large from the F table. Based on table 4.11 it can be seen that the results of the calculation of F count $25.222 > 3.09$ or sig. F $0.000 < 0.05$. The results of this test prove that there is a significant positive influence between the quality of service and facilities together on the satisfaction of users of rail services at PT. KAI Regional Division II West Sumatera.

4. From the results of the coefficient of determination, the coefficient of determination (Adjusted R Square) is 0.329 or 32.9%. This shows that the satisfaction of rail service users is influenced by the variable quality of service and facilities by 32.9%. While the remaining 67.1% is influenced or explained by factors not examined in this study.

Suggestion

Based on the research that has been done, the suggestions that can be given in this study are:

1. Rail transportation services at PT. KAI Regional Division II West Sumatera is expected to continue to provide good and friendly service to every consumer using rail services in order to increase consumer satisfaction.
2. Rail transportation services at PT. KAI Regional Division II West Sumatera is expected to maintain and increase the availability of facilities in each area at the train station in West Sumatera.

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