

The Relationship Between Service Quality and Student Satisfaction of Campus Bus Transportation Service Users of University of Musamus Merauke

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Abstract— *This study aims to determine the significance of the relationship between service quality and student satisfaction of campus bus transportation service users. Based on the explanation, this research is an associative type of research. Service Quality Variables have indicators: reliability, responsiveness, empathy, assurance, and tangible. For student variable satisfaction has indicators: service quality, and emotional. The data analysis method used in this study is a simple regression analysis and continued with several tests such as correlation, determination and significance tests. The data collection techniques with interviews, questionnaires, and literature study. The populations in this study were all students of the Faculty of Economics and Business academic year 2016, 2017 and 2018 who were users of the campus bus transportation service at University of Musamus Merauke. The sampling technique used was incidental sampling. The results of this study indicate that there is a strong relationship between the quality of service and satisfaction of students of campus bus transportation service users, University of Musamus Merauke, then the results of the determination test are known that the influence given by the quality of service on student satisfaction of campus bus transportation service users University of Musamus Merauke is 76.90 and the results of the significance test show that the relationship between service quality and student satisfaction of campus bus transportation service users in the University of Musamus Merauke is significant. With the results of this significance test, the hypothesis of the author propose that there is a significant relationship between service quality and student satisfaction of campus bus transportation service users can be accepted to be correct.*

Keywords—*service quality; student satisfaction; campus bus*

I. INTRODUCTION

Transportation is a very important means in supporting the fluency of human activities and activities every day. Therefore transportation is expected to be in good condition and ready to be used whenever needed. So many kinds of transportation both land, sea and air.

A bus is a vehicle that can carry quite a number of passengers who will usually pick up their passengers at each stop that has been set by each bus with their respective destinations that have been determined time. Such is the case with the University of Musamus which provides free bus

facilities that are used specifically to pick up and drop off Musamus University students who do not have vehicles for college purposes. Musamus University provides 4 units of Bus consisting of 1 unit of old buses and 3 units of new buses. 2 of them are used by the campus to pick up and take students home. Buses used for students are Bus 02 and 03, while Bus 01 is rarely used to pick up students because this bus is used if there is a guest pick-up or other activities related to campus, so that the condition of the bus is still in good condition and looks like new while the old bus is no longer in use because of the state of the bus which is quite old. These 02 and 03 buses have drivers who are each responsible for the feasibility of the buses such as cleanliness and arriving at the feasibility of the bus engine.

The buses that are provided by the campus must be in good condition and ready to operate, both interior and exterior buses are in good condition, because the buses will be used every day to pick up and bring back students to go home so bus drivers must be ready and standby. The problem that occurs here is that there are still many students who use other transportation such as taxis and also students rarely use campus buses, even though campus bus facilities have been prepared for students free of charge. This facility is made with the aim that students are facilitated for the fluency transportation of their lectures, but students actually do not take advantage of the facilities of this campus.

As for several reasons students rarely use campus buses and choose other transportation such as taxis because lecture hours are not compatible with campus bus operating hours. Sometimes students experience delays in class during class hours because of waiting for a bus that is not on time to pick them up. The campus buses in operation to mobilize students are not on time from the schedule that has been arranged and also there are no places that are made to wait for the bus at certain points aimed at making it easier for students to wait for the bus. Based on the description above, the writer is interested in conducting research with the title "The Relationship of Service Quality and Student Satisfaction of Campus Bus Transportation Service Users.

A. Formulation Of The Problem

Based on the background description of the problem above, the formulation of the problem in this study is: "Is there a positive and significant relationship between Service Quality and Student Satisfaction of Campus Bus Transportation Service Users"?

B. Research Purposes

To find out how much a positive and significant relationship between Service Quality and Student Satisfaction of Campus Bus Transportation Service Users.

C. Benefits Of Research

The benefits of this research are:

1. For Campus Bus Managers

This research can be used as consideration and contribution of thoughts for campus bus managers in determining policies, especially those related to service quality in increasing student satisfaction of campus bus transportation service users.

2. For the Author

This research can provide additional knowledge of scientific research mindsets and increase knowledge about marketing knowledge and its application to the business world and how to improve service quality to provide satisfaction to campus bus transportation service users.

3. For the Library

To enrich the collection of writing in the campus library and also be a reference material for further researchers who want to research in the same field.

II. LITERATURE REVIEW

A. Transportation

The notion of transportation comes from the Latin word, namely "transportare", where trans means the opposite or the other side of the porter means transporting or carrying (something) to another person or one place to another [1].

Transportation is the activity of moving goods (cargo) and passengers from one place to another. In transportation, there are two important elements, namely: a). transmigration or movement, b). physically changing places from goods and passengers to other places [2]. Defines transportation as the activity of moving passengers and goods from one place to another. There are five main elements in the transportation system, namely: 1). People in need, 2). Goods needed, 3). Vehicles as a conveyance, 4). Roads as transportation infrastructure, 5). Organization is the transport manager [1].

B. External factors that affect transportation

Transportation management, many external factors that can affect the course of company activities include: a). Laws or Government Regulations such as road traffic laws. b). policies or arrangements of parties that influence the government policy regarding the procurement of buses for public (there are brands, certain types determined by the government that can be used for the public) in addition there are laws that govern transportation. c). Influence of service users. In this case the transportation company in the context of meeting the needs of the community for transportation services, in order to provide the best service to service users. For service users, the priority in the matter of transportation is safe, orderly, satisfying, fast, and fun [2].

C. Transportation Service Users

Groups of users of transportation services are spread in the community consisting of: a). industrial companies, trading companies, and so on. b). service users from the government. c). Transportation service users in the general public. In the context of utilizing transportation services, it must be carried out efficiently and provide optimal service to the public of transportation service users [2].

D. Service quality

The notion of service is all actions or performance that can be offered by one party to another party, which is essentially intangible and does not result in any ownership [3]. Another opinion expressed by Koroh services is any action or action that can be given by one party to another party which is essentially intangible and does not give birth to something and the production process may be related or not to the product in the form physical .

From both the above understanding that service is an action given from one party to another party which is essentially intangible, does not provide ownership and the production process may be related to products in physical form such as Campus Bus given from the campus to facilitate students Musamus University for transportation fluency by providing several buses to take and pick up students when going home and go to college. Comparison between perceived service (perception) of consumers and the quality of service expected by consumers. Based on this opinion it can be seen that the quality of service is to provide service excellence to achieve the desires or expectations of consumers [4]. According to Rangkuti states that, "the service quality is influenced by two variables namely perceived service and expected service" [5]. When the perceived service is smaller than expected, consumers become more interested in the service provider concerned. Whereas if the opposite is true (perceived to be greater than expected), there is a possibility that consumers will use the service provider again. From the second understanding above, the writer concludes that there are two things that affect the quality of service, namely service based on perceived and expected service. When a performance result that is used by the consumer is not in accordance with what is expected by the consumer, then the consumer will not use the product or service again because

of disappointment over the service results and expectations that consumers want differ greatly.

E. Service Quality Indicator

Explains that consumers will provide an assessment of each of the goods and services produced by the company [6]. Quality of service can generally be measured based on assessments on the following indicators: a). Reliability, namely the company's ability to provide services in accordance with what was promised accurately and reliably. Reliability, among others, is shown by timeliness, the same service for all consumers without errors, sympathetic attitude, and a high level of accuracy. b). Responsiveness and responsiveness to consumers, with the delivery of clear information. c). Empathy is to give sincere and personal attention given to consumers by trying to understand the desires of consumers, understanding the complaints of each consumer, knowing the personal identity of consumers and using it to provide the best service to satisfy each consumer. d). Assurance, namely the assurance of knowledge, ability, courtesy, and trustworthy attitude that employees have. This includes several components including communication, credibility, security, and competence. e). Tangible, namely the ability of a company to demonstrate the existence of physical evidence to external parties. This physical evidence includes buildings, machinery, equipment, communications, credibility, security, and competence.

F. Customer satisfaction

Consumer satisfaction depends on the perceived performance of the product in providing value in a matter relative to consumer expectations [7]. Satisfaction is someone's happy or disappointed feelings that arise due to comparing the perceived performance of the product (results) against their expectations [3]. If performance fails to meet expectations, consumers will not be satisfied. If performance is in line with expectations, consumers will be very satisfied or happy. Based on the two meanings above, it can be concluded that satisfaction or dissatisfaction is a response given by consumers, namely students of the Faculty of Economics and Business, Musamus University in the form of feeling happy or disappointed with the performance results, namely services provided by campus bus managers. According to Westbrook & Reilly argues that customer satisfaction is an emotional response to experiences relating to certain products or services purchased, retail outlets, or even behavior patterns (shopping behavior, and buyer behavior), as well as the overall market [8].

G. Factors that affect Level of Satisfaction

Five main factors that must be considered by companies in determining the level of customer satisfaction: 1). Product quality, i.e. consumers will be satisfied if their evaluation shows that the product or service they are using is quality. 2). Quality of Service, namely consumers will feel satisfied if they get good service or as expected. 3). Emotional, that is, consumers will feel proud and gain confidence that other people will be amazed at him when using products or

services with certain brands. 4). Price, i.e. products that have the same quality but provide relatively cheap prices will provide higher value to consumers. 5). Costs, i.e. consumers do not need to spend additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service [9].

H. Customer Satisfaction Measurement Techniques

The survey method is the most widely used method in measuring customer satisfaction. The customer satisfaction survey method can use measurements with the following characteristics:

1. Measurements can be made directly with statements such as "How satisfied are you with the services of Campus Bus Transportation Services?"
2. Respondents were given a statement about how much they expect a certain attribute and how much they feel (derived dissatisfaction).
3. Respondents were asked to write down the problems they faced relating to the offer from the company. Besides that, respondents are also asked to write down the improvements they suggest (problem analysis).
4. Respondents can be asked to rank various elements (attributes) of the offer based on the degree of questions of each element and how well the company's performance in each element (importance / performance ratings).

I. Service Marketing Mix

In the book Suparyanto and Rosad explained that the service marketing mix contained 7P as follows: 1). Product, which is something that can be offered to the market to satisfy wants and needs. 2). Price, which is the amount of something that has value in general in the form of money, must be sacrificed to get a product. 3). Place, i.e. all organizations that are interrelated in the delivery of products from producers to consumption by end consumers. 4). Promotion, which is a distinctive mix of advertising, personal selling, sales promotion, and publicity of a company that is used to achieve advertising and marketing objectives. 5). People, those who deliver services largely determine the quality of the offer. 6). Process that is, the production and distribution of services so that they reach the target market can be done by different methods. 7). Physical Evidence, that is, products in the form of services cannot be seen and touched so that businesses are deemed necessary to make these services appear to be tangible because this physical form will become one of the target market considerations.

J. Framework for Thinking

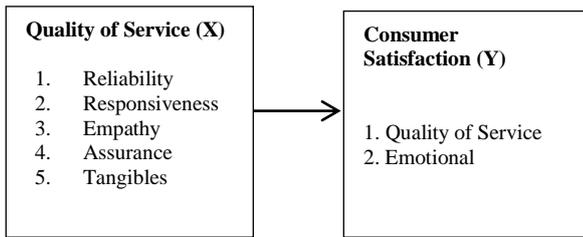


Fig. 1. Framework for thinking

III. METHODS

A. Research location and design

The place of research was conducted at Musamus University which is located at Street of Kamizaun Mopah Lama, Merauke Regency. The time used by researchers in conducting this research is for 3 (three) months, starting from June to August 2019.

B. Population and Sample

1. Population

The population of this study was all students of the Faculty of Economics and Business, Musamus University, 2016, 2017 and 2018, totaling 948 students. The number of students can be seen in table 1 below:

TABLE I. POPULATION

Majors	Force			
	2016	2017	2018	amount
Management	115	159	190	464
Accounting	86	114	160	360
Economic development	31	30	63	124
amount	232	303	413	948

2. Samples

The sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything that exists in the population, for example due to limited funds, manpower and time, then research can use samples taken from the population [10]. The sample used by the author is students who use campus bus transportation services at the Faculty of Economics and Business of Musamus University in 2016, 2017, and 2018, amounting to 100 students. The sampling technique used is incidental sampling. The data analysis method used in this study is a simple regression analysis and continued with several tests such as correlation, determination and significance tests. Data collection techniques with interviews, questionnaires, and

literature study. The sampling technique used was incidental sampling.

IV. RESULT AND DISCUSSION

A. Results Output of Multiple Regression Coefficients

TABLE II. MULTIPLE REGRESSION COEFFICIENTS Coefficients

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
B	Std. Error	Beta			
4.556	.759			6.001	.000
.443	.025	.877		18.044	.000

Dependent Variable: Student User Satisfaction (Y)
Source: Processed Primary Data 2019 (SPSS output version 20)

Based on table 2 above, it can be seen that the regression coefficient value of the independent variable influenced by service user satisfaction (Y) is the service quality variable (X) of 0.443 while the constant parameter value is 4.556. Based on these values, the regression can be formulated in the simple regression equation as follows: $Y = 4,556 + 0,443 (X) + e$

From the regression equation above can be explained as follows:

1. A constant efficiency is 4,556, meaning that if it is not influenced by variable X, then Y variable is 4,556
2. Regression coefficient of service quality of 0.443

From the simple regression results above, the service quality regression coefficient (X) of 0.443 indicates that if service quality increases or increases 1%, customer or service user satisfaction (Y) will increase by 44.3%.

B. Partial Hypothesis Testing (t Test)

T test was conducted to determine whether individually (partial) Service Quality variables had an influence on service user satisfaction (Y). Based on the results of calculations using SPSS version 20, the service quality variable significantly influences the satisfaction of service users. This can be seen from t count 18.044 > t table 1.661 with a significant level of 0.000 < 0.05.

Coefficient of Determination (Adjusted R²). To see the ability of independent variable in explaining the dependent variable. The results of the coefficient of determination can be seen in the following table 4.10:

TABLE III. CORRELATION TEST, DETERMINATION

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877a	.769	.766	2.368

a. Predictors: (Constant), Service quality

b. Dependent Variable: Student User Service Satisfaction

Source: 2016 Primary Data Process (SPSS 20)

Based on table 3 above it can be seen that the magnitude of the determinant coefficient value is shown by R Square which is 0.769, which means that service quality variables affect service user satisfaction by 76.9% while 23.1% is influenced by other factors not examined in this study .

Service quality variables are formed by 5 indicators, namely reliability, responsiveness, assurance, empathy, and tangible evidence. The results of the study indicate the magnitude of the correlation value (R) = 0.877 indicates that the problem of student satisfaction of users of campus bus transportation services has a strong relationship with what happens to the quality of services run by campus bus managers. Thus this is enough to explain that the low interest of students to use campus bus transportation suits is also caused by the lack of quality of services provided by campus bus managers. Circumstances such as the presence of several students who do not use campus buses cannot be separated from the poor quality of services provided by the campus bus management. Based on the determination test it is known that this service quality problem gives an effect of 76.90, of course this value is very large so it needs to be made an effort to improve the quality of campus bus transportation services.

Based on the results of the significance test it is clearly seen that the calculated t value of 18.044 is greater than the t table value of 1.661 which illustrates that the t calculated value is in the H_a reception area. This value answers the hypothesis that the authors propose, that there is a positive and significant relationship between service qualities with student satisfaction of campus bus transportation service users. A positive relationship is shown by the large t value of 18.044 which is not negative. This means that if the service quality is strived to be improved, the satisfaction of students using campus bus services will increase, on the contrary if the quality of service is reduced, the satisfaction of students using campus bus services will decrease.

This study strengthens the theoretical delivered by Ratminto which states that service quality is an invisible activity that occurs as a result of interactions between consumers and employees or other matters provided by the service providers intended to solve the problem consumers or customers [11]. Regarding customer satisfaction, of course it is also closely related to quality service products that have an important role in shaping customer satisfaction [6]. The more quality of the products and services including the quality of services provided, the higher the satisfaction felt by consumers. If customer satisfaction is higher, it can lead to profits for the business entity. Satisfied consumers will continue to make purchases at these business entities. Vice versa the consumers feel dissatisfied can result in consumers moving to other products. The results of this study are in line with previous studies conducted by Wijayanti and Waciko with the title "Effect of Service Quality on Customer Satisfaction (Study at PT. BPR Pasar Raya Kuta Badung)" which shows the results of analysis of service quality significantly influence customer satisfaction at PT. BPR Pasar Raya Kuta Badung [12].

V. CONCLUSIONS AND RECOMMENDATION

Based on the analysis and results of the research that has been done, it can be concluded that: Based on the correlation test with SPSS version 20 it is known that the value of $r = 0.877$ which means there is a strong relationship between service quality and student satisfaction of campus bus transportation service users. Based on the results of the determination test it is known that the effect given by the quality of service on the satisfaction of students using campus bus transportation services is 76.90%. Significance test results indicate that the relationship between service quality and student satisfaction of campus bus transportation service users is significant as indicated by the large t value of 18.044 greater than the t value of table 1.661. Thus proving that the hypothesis mentioned above has been proven. Based on the entire discussion that has been done in the study, the authors provide the following suggestions:

1. The existing bus operating schedule can be added to the stops at certain points so that students do not need to walk on the spot while waiting for the bus to pass.
2. The bus must also be on time when going to pick up students or walk according to the hours that are set according to the schedule.
3. Student pickup routes need to be expanded again to reach all students who need pickup.

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