



THE EFFECT OF SERVICE QUALITY AND MARKETING MIX ON AIRPORT TRAIN CUSTOMER LOYALTY AT BNI CITY STATION MEDIATED BY CUSTOMER VALUE

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ABSTRACT

KEYWORDS

Service Quality,
Marketing Mix,
Customer Loyalty,
Customer Value

This research aims to analyze the mediating role of customer value on the influence of service quality and marketing mix on Soekarno-Hatta International Airport train customer loyalty. This research was carried out from March to May 2021 at BNI City Station. The population in this study were passengers who had used the airport train at BNI City Station. The sample method uses random samples. The data analysis method in this research uses Structural Equation Model Partial Least Square (SEM-PLS) with the help of SmartPLS 3.2.9. The results in this study show that service quality has a positive effect on customer loyalty, service quality has a positive effect on customer value, marketing mix has a positive effect on customer loyalty, marketing mix has a positive effect on customer value, customer value has a positive effect on customer loyalty, service quality has a positive effect on customer loyalty with the mediation of customer value, the marketing mix has a positive effect on customer loyalty with the mediation of customer value for the Soekarno-Hatta International International Airport train at BNI City Railway Station.

INTRODUCTION

Transportation plays a vital role in modern life, especially in urban centers such as Jakarta. One of the important innovations in the transportation system in Jakarta is the airport train named KAI Bandara, which connects Soekarno-Hatta International International Airport with the city center. KAI Bandara offers faster and more efficient transportation solutions, especially in the midst of frequent traffic jams.

The Covid-19 pandemic that has hit the world since the beginning of 2020 has had a significant impact on various sectors, one of which is the transportation sector. Travel restrictions and social distancing policies implemented by the government to reduce the spread of the virus have affected people's mobility patterns (Abouk & Heydari, 2021; Munawar et al., 2021; Shahzad et al., 2021; Wang et al., 2020), including the use of public transportation such as KAI Bandara.

The KAI that Soekarno-Hatta International Airport used is a train made by Bombardier Transportation from Sweden and PT. INKA (Persero), the current fare for the Manggarai Railway Station/BNI City Railway Station – Soekarno-Hatta International Airport Railway Station route is priced at Rp. 70,000,-. With a speed of 80 km/h, it is hoped that the train can transport passengers to the airport within 46 minutes from the center of Jakarta with a departure headway provided in 30 minutes. The train has six carriages with a capacity of 272 per train set. The KAI Bandara service has 10 train sets (with many seats of 272 per train set) so that the number of seats is 21,760 seats. But in reality, since its launch, trains from and to Soekarno Hatta Airport have been used as a source of controversy that has not ended. The fact that the train referred to as an offer to solve the problem of traffic jams often has no passengers and has never reached an average of passengers per day for a year above 50%.

The KAI Bandara, which operates from BNI City Railway Station to Soekarno-Hatta International Airport Railway Station, experienced a significant decrease in the number of passengers during the pandemic. Therefore, it is important to understand the factors that affect customer loyalty in such situations.

Service quality is one of the key factors that can affect customer loyalty. Service quality can be measured through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy (Laisak et al., 2021; Ngo et al., 2020). In the context of the pandemic, these dimensions have received more attention from consumers who want guarantees of safety and comfort when using public transportation services. For example, the cleanliness of the train, the certainty of the departure schedule, as well as the friendliness and quick response from the officers in handling passenger complaints or problems are important elements.

In addition to service quality, the marketing mix is also considered to be an important determining factor in building customer loyalty (Krystallis & Chrysochou, 2010; Simanjuntak et al., 2020; Tjan, 2015). Elements of the marketing mix such as products, prices, promotions, and places can affect customer perception of a service (Al-Fadly, 2020; Darmawan & Grenier, 2021; Hidayat, 2021). During the pandemic, ticket price adjustments, attractive promotions, and strategic locations that are easily accessible to prospective passengers are factors that need to be considered by KAI Bandara management.

Customer value functions as a mediating variable in this study. Customer value is defined as the customer's perception of the benefits received compared to the sacrifices incurred. In the context of a pandemic, customer value can be affected by aspects such as reasonable prices, adequate service quality, and an effective marketing mix. The value perceived by customers will then contribute to increased customer loyalty.

Customer loyalty is the customer's commitment to continue using a product or service, as well as recommending it to others. Customer loyalty is not only important for maintaining revenue but also for shaping a positive image of the company in the long run. During the pandemic, competition in the transportation industry has become increasingly fierce, so maintaining customer loyalty is the main challenge (Restuputri et al., 2021).

This study aims to analyze the influence of service quality and marketing mix on customer loyalty of KAI Soekarno-Hatta International Airport, with customer value as a mediating variable. By understanding these factors, it is hoped that KAI Bandara management can design effective strategies to increase customer loyalty even in crisis situations. Overall, the research is expected to contribute both theoretically and practically. From an academic perspective, this research provides new insights into how service quality, marketing mix, and customer value can shape customer loyalty in pandemic conditions. Meanwhile, from a practical perspective, the results of the research can be a guide for KAI Bandara management in designing a more effective marketing strategy and service quality to face future challenges.

RESEARCH METHOD

This research was carried out in the BNI City Airport Railway Station, which is a class II Railway Station located on Jalan Tanjung Karang No.1, Kebon Melati, Tanah Abang, Central Jakarta. In this study, due to the limitation of time and survey personnel, the research was carried out within three months from March to May 2021 with a questionnaire distribution method.

The target population taken for this research is KAI Bandara service users at BNI City railway station. Based on information from PT. Railink, the passenger population of KAI Bandara in July 2020 was 18,786 people. The technique used for the determination of samples in this study is by the Random Sampling method with a target of 100 KAI Bandara service users.

In this study, the survey method was used by collecting data through questionnaires distributed to passengers. The results of the questionnaire were processed using the SmartPLS 3.2.9 software to identify relationships between variables, both bound and free. This study adopts a quantitative descriptive approach, using descriptive statistics to describe the data studied and analyze the influence of independent variables on bound variables.

Data collection was carried out through two techniques, namely questionnaires and literature research. The questionnaire was compiled based on the guidance of Sugiyono (2017), consisting of a letter of introduction and questions on a Likert scale to measure respondents' attitudes. Respondents chose from five alternative answers to obtain primary data related to the service quality, marketing mix, customer value and customer loyalty of The KAI Bandara at BNI City Railway Station. Data during the Covid-19 pandemic was collected through online questionnaires using social media. Another approach is literature research, where data is obtained by analyzing journals, books, and written sources that are relevant to the research topic.

RESULTS AND DISCUSSION

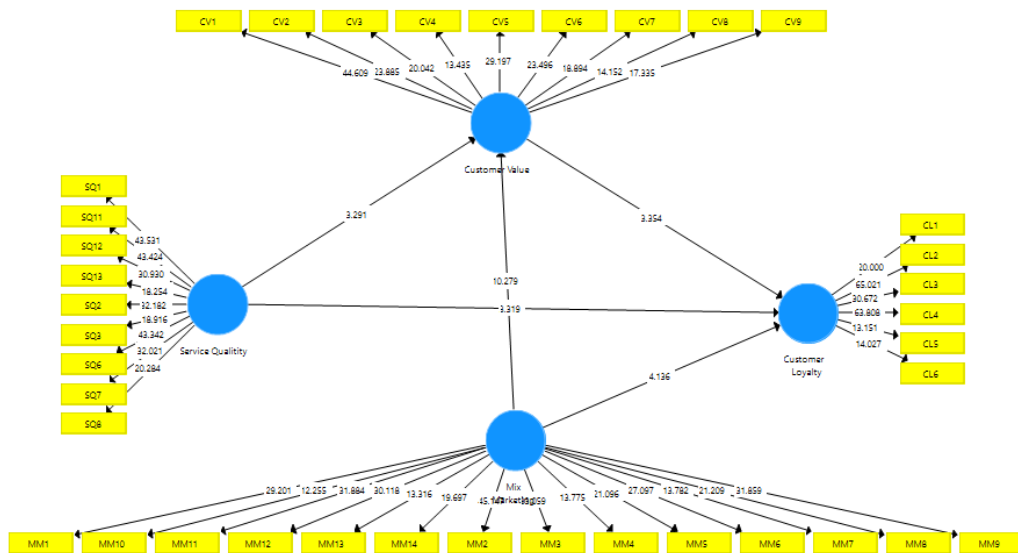


Figure 1. Outer Bootstrapping Value
 Source: Results of analysis using SmartPLS 3.2.9 (2021)

Table 1. Path Coefficient Value

Relationships Between Constructs	Original Sample (O)	T Statistics (O/STDEV)	P Values
<i>Direct</i>			
Service Quality (SQ) -> Customer Loyalty (CL)	0.228	3.202	0.001
Service Quality (SQ) -> Customer Value (CV)	0.251	3.193	0.001
Marketing Mix (MM) -> Customer Loyalty (CL)	0.382	4.234	0.000
Marketing Mix (MM) -> Customer Value (CV)	0.635	10.228	0.000
Customer Value (CV) -> Customer Loyalty (CL)	0.316	3.388	0.001

<i>Indirect</i>			
Service Quality (SQ) -> Customer Value (CV) -> Customer Loyalty (CL)	0.079	2.424	0.016
Marketing Mix (MM) -> Customer Value (CV) -> Customer Loyalty (CL)	0.200	3.142	0.002
Total			
Service Quality (SQ) -> Customer Loyalty (CL)	0.307	4.433	0.001
Marketing Mix (MM) -> Customer Loyalty (CL)	0.583	9.808	0.000

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Figure 2 and Table 1 can be illustrated using the path analysis approach as follows:

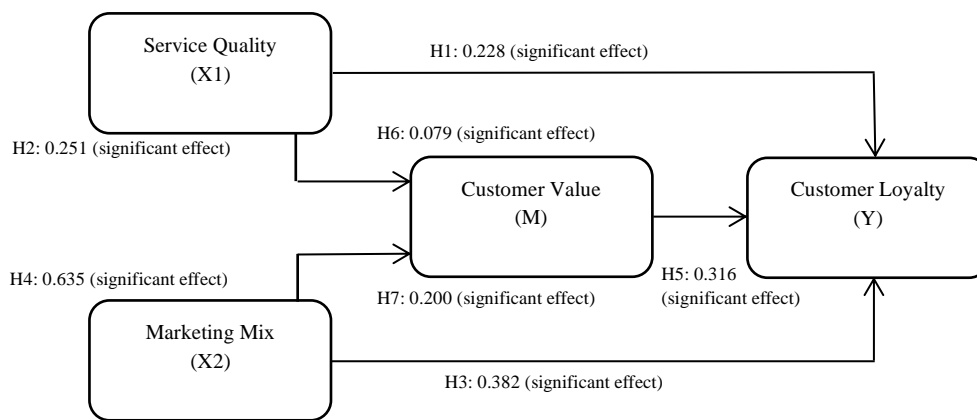


Figure 2. Relationships Between Constructs

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Direct Influence

Service Quality

- 1) Towards Customer Loyalty: Based on Table 1, it is known that the statistical t-value is 3,202 > 1.96 with a P-Value of 0.001 < alpha 0.05. This means that the Service Quality has an influence on customer loyalty. The value of the coefficient is 0.228 which means that the influence is positive. This means that the Service Quality has a positive and significant influence on KAI Bandara customer loyalty.
- 2) Regarding Customer Value: Based on Table 1, it is known that the statistical t-value is 3,193 > 1.96 with a P-Value of 0.001 < alpha 0.05. This means that service quality has an influence on customer value. The value of the coefficient is 0.251 which means that the influence is positive. This means that the Service Quality has a positive and significant influence on the customer value of KAI Bandara.

Marketing Mix

- 1) Towards Customer Loyalty: Based on Table 1, it is known that the statistical t-value is 4,234 > 1.96 with a P-Value of 0.000 < alpha 0.05. This means that the marketing mix has an influence on customer loyalty. The value of the coefficient is 0.382 which means that the influence is positive. This means that the marketing mix has a positive and significant influence on KAI Bandara customer loyalty.

- 2) Regarding Customer Value: Based on Table 1, it is known that the statistical t-value is $10,228 > 1.96$ with a P-Value of $0.000 < \alpha 0.05$. This means that the marketing mix has an influence on customer value. The value of the coefficient is 0.635 which means that the influence is positive. This means that the marketing mix has a positive and significant influence on the customer value of KAI Bandara.

Customer Value

- 1) Towards Customer Loyalty: Based on Table 1, it is known that the statistical t-value is $3,388 > 1.96$ with a P-Value of $0.001 < \alpha 0.05$. This means that customer value has an influence on customer loyalty. The value of the coefficient is 0.316 which means that the influence is positive. This means that customer value has a positive and significant influence on KAI Bandara customer loyalty.

Indirect Influence

Service Quality

Based on Table 1, it is known that the statistical t-value is $2.424 > 1.96$ with a P-Value of $0.016 < \alpha 0.05$. This means that service quality has an influence on customer loyalty by being mediated by customer value. The value of the coefficient is 0.079 which means that the influence is positive. This means that the Service Quality has a positive and significant influence on customer loyalty by being mediated by the value of KAI Bandara customers.

Marketing Mix

Based on Table 1, it is known that the statistical t-value is $3.142 > 1.96$ with a P-Value of $0.002 < \alpha 0.05$. This means that the marketing mix has an influence on customer loyalty by being mediated by customer value. The value of the coefficient is 0.200 which means that the influence is positive. This means that the Service Quality has a positive and significant influence on customer loyalty by being mediated by the value of KAI Bandara customers.

Total Influence

Service Quality

The direct influence of service quality on customer loyalty is 0.228 and the indirect influence of service quality mediated by customer value is 0.307 so that the total effect of service quality on customer loyalty is 0.307. This means that customer value greatly strengthens the Service Quality to loyalty.

Marketing Mix

The direct influence of the marketing mix on customer loyalty is 0.382 and the indirect influence of the marketing mix mediated by customer value is 0.583 so that the total influence of the marketing mix on customer loyalty is 0.583. This means that customer value greatly strengthens the marketing mix towards customer loyalty.

The Loading Factor Analysis (LF)

This study uses SmartPLS 3.2.9, where to see the level of relationship between variables and their indicators using a reflexive model. The reflexive model assumes that a construct or latent variable affects the indicator (the direction of the causal relationship from the construct to the indicator or manifest).

In SmartPLS 3.2.9 to see the size of the relationship using Loading Factor Analysis (LF). The LF analysis aims to see the level of relationship between variables in influencing the indicators based on the loading factor model in bootstrapping.

Table 2. Results of Loading Factor (LF) of Service Quality

Dimension	Correlation	LF
Tangible	SQ1 <- Service Quality	0.908
	SQ2 <- Service Quality	0.872
	SQ3 <- Service Quality	0.816
Reliability	SQ6 <- Service Quality	0.907
	SQ7 <- Service Quality	0.872
Responsiveness	SQ8 <- Service Quality	0.830
Assurance	SQ11 <- Service Quality	0.900
	SQ12 <- Service Quality	0.870
	SQ13 <- Service Quality	0.797

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Based on Table 2, the majority of the dimensions with high LF values are the tangibles dimensions where the construct has a very strong influence on the SQ1, SQ2 and SQ3 indicators with LF results of 0.908, 0.872 and 0.816 respectively. The highest LF value is in the SQ1 indicator, which is the information screen in the train that displays the information needed by passengers.

Table 3. Loading Factor (LF) Results of Marketing Mix

Dimension	Correlation	LF
Promotion	MM1 <- Marketing Mix	0.863
	MM2 <- Marketing Mix	0.904
	MM3 <- Marketing Mix	0.841
	MM4 <- Marketing Mix	0.705
	MM5 <- Marketing Mix	0.837
	MM6 <- Marketing Mix	0.873
Price	MM7 <- Marketing Mix	0.791
	MM8 <- Marketing Mix	0.852
	MM9 <- Marketing Mix	0.834
	MM10 <- Marketing Mix	0.768
Place	MM11 <- Marketing Mix	0.879
	MM12 <- Marketing Mix	0.837
	MM13 <- Marketing Mix	0.718
	MM14 <- Marketing Mix	0.752

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Based on Table 3, the dimension that the majority have a high LF value is the promotion dimension where the construct has a very strong influence on the indicators of MM1 to MM6. The highest LF value is in the MM2 indicator, namely Discount advertising is very effective in attracting consumers' daily lives.

Table 4. Customer Value Loading Factor (LF) Results

Dimension	Correlation	LF
Emotional Value	CV1 <- Customer Value	0.892
	CV2 <- Customer Value	0.840
	CV3 <- Customer Value	0.769
Social Value	CV4 <- Customer Value	0.731

	CV5 <- Customer Value	0.869
	CV6 <- Customer Value	0.839
Performance Value	CV7 <- Customer Value	0.757
	CV8 <- Customer Value	0.744
	CV9 <- Customer Value	0.741

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Based on Table 5, the dimension that the majority have a high LF value is the *emotional value* dimension where the construct has a very strong influence on the indicators of CV1, CV2, and CV3 with LF results of 0.892, 0.840 and 0.769 respectively. The highest LF value is in the CV1 indicator, namely Feeling proud to use KAI Bandara services.

Table 5. Customer Loyalty Loading Factor (LF) Results

Dimension	Correlation	LF
Repeat Purchase	CL1 <- Customer Loyalty	0.837
	CL2 <- Customer Loyalty	0.920
Referalls	CL3 <- Customer Loyalty	0.880
Retention	CL4 <- Customer Loyalty	0.916
	CL5 <- Customer Loyalty	0.737
Purchases Accros Product and Service Linies	CL6 <- Customer Loyalty	0.701

Source : Results of analysis using SmartPLS 3.2.9 (2021)

Based on Table 5, the dimension that the majority has a high LF value is the Repeat Purchase dimension, where the construct has a very strong influence on the CL1 and CL2 indicators with LF results of 0.837 and 0.920 respectively. The highest LF value is in the CL2 indicator, namely Recommending to others to use the Airport KAI.

Service Quality Affects Customer Loyalty (H1)

The first hypothesis shows that service quality affects customer loyalty at KAI Bandara. The results of this study are in line with the research conducted by Sandada & Matibiri (2016), Agistia & Nurcaya (2019), Yuliana & Purnama (2021), and Dhirtya & Warmika (2022). They found that the Service Quality affects customer loyalty, meaning that the better the implementation of service quality results in an increase in customer loyalty. This result suggests that PT. Railink to always maintain the Service Quality both from travel time, supporting facilities and competent officers to ensure customer satisfaction so that the loyalty of KAI Bandara customers is maintained.

Service Quality Affects Customer Value (H2)

The second hypothesis shows that service quality affects customer value at KAI Bandara. Based on the results of this study, the Service Quality is able to affect the value of customers at KAI Bandara. The results of this study are in line with the research conducted by Romdonny et al. (2018) and Dhirtya & Warmika (2022) who found that the Service Quality affects customer value, meaning that the better the implementation of service quality results in an increase in customer value. It is recommended to PT. Railink to always pay attention and understand customer tastes for KAI Bandara services in the right way to achieve customer emotions which will have a positive impact on KAI Bandara customer value.

Marketing Mix Affects Customer Loyalty (H3)

The third hypothesis shows that the marketing mix has an effect on KAI Bandara customer loyalty. The results of this study are in line with research conducted by Baig et al. (2020) and Reynaldi & Suprapti (2017) which found that the marketing mix has an effect on customer loyalty, meaning that the better the marketing mix results in an increase in customer loyalty. It is recommended to PT. Railink to always increase promotions that attract customer interest through social media (Facebook, Instagram, Twitter), this is very effective in reflecting the variables of the marketing mix to increase KAI Bandara customer loyalty.

Marketing Mix Affects Customer Value (H4)

The fourth hypothesis shows that the marketing mix affects the customer value at KAI Bandara. Based on the results of this study, the marketing mix is able to increase customer value at KAI Bandara. The results of this study are in line with the research conducted by Sakti (2018) who found that the marketing mix affects customer value, meaning that the better the implementation of the marketing mix results in an increase in customer value. It is recommended to the management to provide customer service needs both at the station and in the Airport Train with a certain value in accordance with the benefits they receive and the costs they have incurred in order to maintain the value of KAI Bandara customers.

Customer Value Affects Customer Loyalty (H5)

The fifth hypothesis shows that customer value affects KAI Bandara customer loyalty. The results of this study are in line with the research conducted by Agistia & Nurcaya (2019), Baig et al. (2020), Yuliana & Purnama (2021), and Dhirtya & Warmika (2022) which found that customer value affects customer loyalty. If customer value increases, it will increase customer loyalty. This result means that by increasing emotional value, customers feel safe and comfortable and even proud to be KAI Bandara customers so that it becomes a positive value that must be maintained to increase customer loyalty.

Service Quality Affects Customer Loyalty Mediated by Customer Value (H6)

The sixth hypothesis shows that service quality affects customer loyalty by being mediated by customer value at KAI Bandara. The results in this study are in line with the findings conducted by Ayu & Sulistyawati (2018) and Dhirtya & Warmika (2022) which state that customer value mediates partially and positively and significantly the relationship between service quality and customer loyalty. This indicates that customer satisfaction with KAI Bandara has an important role in the success of PT. Railink. Good service to customers will be able to create a feeling of wanting to buy back and give recommendations to someone to own or use the service. The role of Service Quality is very important in providing a positive experience to customers so that it can grow customer value and increase customer loyalty.

Marketing Mix affects Customer Loyalty by being mediated by Customer Value (H7)

The seventh hypothesis shows that the marketing mix affects customer loyalty by being mediated by customer value at the KAI Bandara. The results in this study support the results carried out by Desi (2022) which state that there is an influence between marketing mix variables on customer loyalty through customer value. This indicates the need for a marketing mix as something that can be controlled by PT. Railink to achieve the goals of the Company's goals. The marketing mix is expected to be able to provide the best and bring a positive influence to KAI Bandara customers. If the products offered by KAI Bandara are very unique and the marketing mix (promotions, prices and locations) that is carried out is good, it will increase customer value which will further increase the loyalty of KAI Bandara customers.

CONCLUSION

The study reveals that service quality and marketing mix positively impact customer loyalty and value at KAI Bandara. Customer value mediates the relationship between these factors. Improvements in service quality and marketing mix can increase customer loyalty. The researcher suggests further research by expanding independent variables and obtaining comparative results. Practically, PT. Railink should improve service quality by expanding sidewalks, ramps, advanced modes, station accessibility, promotions, and services for pedestrians and the disabled. Integration with the Jabodetabek KRL Commuter Line cross-network is also recommended.

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