

THE EFFECT OF SERVICE QUALITY AND FACILITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION OF KRL (COMMUTER LINE) JABODETABEK AS A MODERATOR

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Abstract

This research ensures the influence of service quality and facility on customer loyalty. Then look again at the customer satisfaction relationship in strengthening the service quality and facility variables. Current research provides a comprehensive explanation that to see loyal customers to Electric Rail Train (KRL) services, companies must focus on providing high-quality services, covering all aspects of customer interaction with the services provided. This study uses a sample of 150 student and community respondents. The structural equation model analysis method was used in this study. The research design is causal and aims to test the direct influence and moderation effect between variables. The software used is SmartPLS (Partial Least Square). The results of the study show First, Service Quality has a positive effect on Customer Loyalty, the hypothesis is accepted. Second, Facility does not have a positive effect on Customer Loyalty, the hypothesis is rejected. Third, customer satisfaction has a significant effect on customer loyalty, the hypothesis is accepted. Fourth, customer satisfaction moderates service quality to customer loyalty, the hypothesis is accepted. Fifth, customer satisfaction cannot moderate between facilities and customer loyalty, the hypothesis is rejected. The implication of the results of this research is that KRL companies must focus on improving the quality of services and facilities to increase customer satisfaction and customer loyalty. This can be done by updating and developing facilities, such as trains and stations, cleanliness and punctuality.

Keywords: *Service Quality, Facility, Customer Loyalty, Customer Satisfaction*

INTRODUCTION

Electric rail train transportation (KRL) in Greater Jakarta has become the backbone of mobility in Indonesia's largest metropolitan area. In recent years, the development and modernization of KRL services has shown significant results (Kita, 2023). Rahayu (2024) One of the latest phenomena that should be highlighted is the increase in the number of passengers. In the first semester of 2024, the total volume of Jabodetabek KRL users was recorded at 156,816,151 people KCI recorded the highest volume in the first semester of 2024, which was 1,042,066 people on April 1, 2024, on July 1, 2024, which reached 1,149,417 passengers per day. On weekdays at the beginning of the second semester of 2024 (July 1-12), an average user volume of 1,054,600 people was recorded per day. For daily services, KAI Commuter operates as many as 1,048 commuter line trips from 04.00-24.00 WIB. The peak hours occur in the morning at 05.30-09.00 WIB and in the afternoon at 16.00-19.00 WIB. Meanwhile, for the Basoetta Commuter Line service, at the beginning of semester 2, the average number of users on weekends was 5,437 people and on weekdays as many as 6,761 people with the highest user volume of 7,368 people on July 12 yesterday. By operating 56 trips to and from Manggarai-Soekarno Hatta PP Airport, plus user boarding and drop-off services at Batu Ceper Station, Rawabuaya Station, Duri Station and BNI City Station, it is hoped that the Basoetta Commuter Line can become an alternative to public transportation today. Akbar (2024) This not only reflects the trend of increasing public trust in public transportation, but also affirms the vital role of the KRL in meeting the increasing mobility needs of the population. This increase in the number of passengers can also be linked to various government and operator initiatives to improve the quality of KRL services, including infrastructure improvements, the addition

of new fleets, and the introduction of electronic ticketing technology that facilitates the process of purchasing and validating tickets. The varied user experience, from the cleanliness of the train, the comfort of the facilities at the station, to the efficiency of the trip, is often a viral topic on social media. KRL users, through various platforms, share their experiences, both positive and those that need improvement, which ultimately affect public perception. In addition, the progress of the KRL also supports the government's efforts to reduce traffic congestion and reduce air pollution levels in urban areas. As more people switch to public transport, greenhouse gas emissions from private vehicles can be minimized, which contributes positively to the environment (Aulia & Tjahjani, 2022). The main factor of this phenomenon shows that KRL transportation is not only important for daily mobility, but also plays a crucial role in supporting the welfare and quality of life of the people of Greater Jakarta. Furthermore, increasing public awareness about the benefits of using public transportation such as KRL also contributes to the creation of a cleaner and healthier environment, while supporting urban sustainability. Thus, KRL transportation is an important element in a more sustainable and inclusive urban development strategy (Safar et al., 2024).

The results of previous research showed that there was a relationship between variables that would be used as a consideration in comparing a variable to become a more accurate study. Irwansyah & Mappadeceng (2018) stated that Service Quality has a positive effect on Customer Loyalty. Febrianti & Keni (2021) Service quality does not have a positive effect on customer loyalty. (Rizky et al., 2024) stating that the facility has a significant positive effect on customer loyalty. Then (Afikhah & Sunarta, 2024) stating that facilities have a positive effect on customer loyalty. Customer satisfaction has a positive effect on customer loyalty (Andini et al., 2024). Rachmawati et al. (2024) stating that customer satisfaction has a positive effect on customer loyalty. Based on the results of the research gap above, there are differences in the variables that are used as research, so the current research reaffirms the influence of service quality and facility on customer loyalty with customer satisfaction as a moderator. This provides its own unique research, then the difference between research and Carlianti et al. (2024) which does not place the customer loyalty variable as a dependent variable, and does not place the customer satisfaction variable as a moderation variable.

This research aims to re-determine the influence of service quality and facility on customer loyalty. Then look again at the customer satisfaction relationship in strengthening the service quality and facility variables. This research provides a comprehensive explanation that to see loyal customers to Electric Rail Train (KRL) services, companies must focus on providing high-quality services, covering all aspects of customer interaction with the services provided. In addition, it is important to ensure that the facilities available to consumers are complete and in accordance with their needs, ranging from cleanliness and seating comfort, accessibility, to completeness of information and ease of transactions. When a company is able to provide quality services and adequate facilities, consumers will feel satisfied with the services they receive. This satisfaction, in turn, will drive customer loyalty, where they are likely to continue using KRL services in the future, recommending them to others, and ignoring any negative influences that may arise. Thus, ensuring the quality of service and completeness of facilities not only increases consumer satisfaction, but is also a key strategy to build and maintain customer loyalty in the long term.

LITERATURE REVIEW

The grand theory used in this study is the Social Exchange Theory proposed by (Blau, 1964) Social Exchange Theory describes social relations as the result of an exchange of resources that involves costs and benefits, assuming that individuals act to maximize profits and minimize losses in social interaction. Developed by George C. Homans and expanded by Peter Blau and Richard Emerson, the theory includes the exchange of material and non-material resources, such as money, goods, love, and support. A fair and balanced relationship, where both parties feel they are receiving a fair reward, tends to be more stable and lasts longer. This theory also highlights the importance of social norms and values, such as reciprocal norms. In a business context, this theory helps to understand the relationship between the company and the customer, where the company provides value for maintaining customer loyalty, while the customer provides support in exchange for quality service. This theory is relevant to current research involving service quality and facility on customer loyalty and moderated with customer satisfaction.

Service Quality

Service quality is the level of excellence or reliability of services provided by an organization or company to its customers. It covers various aspects such as speed of service, staff politeness, ease of access, accuracy of service, and the ability to meet or exceed customer expectations. High service quality is usually measured by several indicators, such as customer satisfaction, customer loyalty, and a positive influence on brand perception (Fahlevi et al., 2024). In business, good service quality is essential to retain and increase the customer base, as satisfied

customers tend to be more loyal and are more likely to recommend the service to others. The model that is often used to measure service quality is the SERVQUAL model, which includes five main indicators: tangibles, reliability, responsiveness, assurance, and empathy (Ahadi & Sudaryana, 2024).

Facility

Al Hidayat et al. (2024) Facilities are everything that is provided to facilitate or support a certain activity or purpose, whether in the form of objects, places, or services designed to meet the needs or desires of a person or group. Good facility management is very important, especially in the context of a service business, because facilities are physical resources that must be available before services are offered to consumers. Facilities that match consumers' expectations can grab their attention and help companies win business competition (IPQI). Facilities include various facilities and infrastructure needed to carry out or facilitate an activity, both in the form of objects, such as equipment and infrastructure, and money needed to support operations. Good facility management not only ensures the availability and quality of facilities and infrastructure, but also pays attention to aspects that can improve consumer experience and satisfaction, such as cleanliness, comfort, and ease of access. Thus, well-managed facilities can be a determining factor in increasing the competitiveness and success of a business in a competitive market (Gamatri et al., 2024).

Customer Loyalty

Customer loyalty is customer loyalty to a product, service, or brand that is demonstrated through repeat purchases, preference for certain brands over competitors, and positive recommendations to others. Customer loyalty is not only about the frequency of purchases, but also about emotional engagement and a deep sense of satisfaction with the overall experience provided by the company (Setiadi et al., 2024). Loyal customers tend to have long-term relationships with brands, demonstrate high trust, and often become influential advocates, sharing their positive experiences with friends, family, and coworkers. Factors that contribute to customer loyalty include consistent product or service quality, a satisfactory customer experience, responsive and empathetic customer service, and added value provided by the company, such as loyalty programs, discounts, and exclusive offers (Suryawan et al., 2024). Thus, companies that successfully build and maintain customer loyalty usually enjoy more stable profits, a better reputation in the market, and higher competitiveness. Strong customer loyalty also helps companies to reduce the cost of acquiring new customers, increase customer retention, and create positive cycles that support long-term business growth.

Customer Satisfaction

Aprina & Hadi (2024) Customer satisfaction is the level of satisfaction felt by customers after they receive a product or service from a company, which reflects the extent to which the product or service meets or even exceeds customer expectations. Customer satisfaction is a key indicator of business success, as satisfied customers tend to show higher loyalty, make repeat purchases, and make positive recommendations to others, thus contributing to the improvement of the company's image and reputation. This level of satisfaction is influenced by a variety of factors, including the quality of the product or service, competitive prices, the overall customer experience, and the service provided by the staff. Measuring customer satisfaction can be done through a variety of methods such as surveys, questionnaires, interviews, and feedback analysis, the results of which can be used to identify areas for improvement and design better strategies to improve customer satisfaction in the future (Sakinah & Heruwasto, 2024). Thus, high customer satisfaction not only helps companies retain existing customers but also attracts new ones, creating a positive cycle that supports the overall growth and sustainability of the business.

HIPOTESIS

The Influence of Service Quality on Customer Loyalty

Service quality is the extent to which the services provided can meet or exceed customer expectations, including aspects of reliability, responsiveness, assurance, empathy, and service facilities and environment. This relationship is very important in the sustainability of the business world (Ravelby et al., 2024). High quality makes customers satisfied not only with the product or service but also with the service process, including interaction with staff and quick resolution of problems. This satisfaction has a direct impact on customer loyalty, which is demonstrated through repeated use of a service or product despite the existence of other alternatives. Loyal customers are also more likely to recommend services or products to others, leave positive reviews, and remain loyal despite

minor interruptions. Therefore, improving the quality of service is a key strategy to build and maintain customer loyalty, which supports the company's long-term growth and success (Ibrahim et al., 2023).

The Effect of Facility on Customer Loyalty

The facilities provided by a company have a significant influence on customer *loyalty*. Facilities cover various physical and environmental aspects that support the customer experience, such as cleanliness, comfort, accessibility, and safety. When the facilities provided are of high quality and adequate, customers feel more comfortable and appreciated, which increases their satisfaction with the services provided. For example, well-equipped and well-maintained facilities, such as a large parking area, comfortable waiting room, Wi-Fi access, and recreational facilities, can create a positive experience for customers (Widiyastuti & Widianari, 2024). This satisfaction then has an impact on customer loyalty, which is characterized by their tendency to return to using services or products from the same company, even if there are other alternatives available. Additionally, customers who are satisfied with the facilities are more likely to recommend the company to others, leave positive reviews, and remain loyal even when facing minor issues or temporary interruptions. Therefore, investing in facility upgrades and maintenance is a key strategy for companies to build and maintain customer loyalty, ultimately supporting long-term business growth and sustainability (Setianingsih & Hastuti, 2024).

The Effect of Customer Satisfaction on Customer Loyalty

Prayoga & Ginting (2024) Customer satisfaction has a significant and close influence on customer loyalty, where the level of satisfaction felt by customers after receiving a product or service indicates that their expectations have been met or even exceeded, which then affects customer loyalty by creating a strong and sustainable desire to continue using products or services from the same company, despite the various alternatives in the market, which ultimately makes satisfied customers more likely to make consistent repeat purchases, provide positive reviews that can influence other potential customers, as well as recommend the company to their friends, family and colleagues, while at the same time showing a higher tolerance for minor mistakes or problems that may arise during the use of the product or service, where a strong and deep emotional connection with the brand is created The reluctance to switch to competitors, thus maintaining a high level of customer satisfaction through quality products, continuous excellent service, and a pleasant and unforgettable experience is a key strategy that is very important to build and maintain customer loyalty and has a positive impact on the growth and success of the company (Lestari, 2023).

Customer Satisfaction Strengthens the Relationship Between Service Quality and Customer Loyalty

Customer satisfaction is the key to achieving customer loyalty. By providing high-quality services that meet or exceed customer expectations, companies can build strong, long-term relationships. Satisfied customers are more likely to make repeat purchases, provide positive recommendations, and be more tolerant of minor mistakes. This will ultimately drive sustainable business growth (Gede et al., 2024). Good service quality creates an unforgettable customer experience. When customers feel valued and cared for, they will develop a strong emotional bond with the brand. These bonds encourage loyalty, increase the likelihood of repurchases, and create strong brand advocates. Zahro (2024) Focusing on customer satisfaction, the company not only retains existing customers, but also attracts new customers through positive recommendations. Maintaining consistently high quality of service is a very valuable investment, as satisfied customers today will become loyal customers in the future.

Customer Satisfaction Strengthens the Relationship Between Facilities and Customer Loyalty

Kadek et al (2024) Customer satisfaction plays an important role in strengthening the relationship between facilities and customer loyalty. Facilities cover various physical and environmental aspects that support the customer experience, such as cleanliness, comfort, accessibility, safety, and completeness of the facilities provided. When the facilities provided are of high quality and adequate, customers feel more comfortable and appreciated, which increases their satisfaction with the services provided. Customer satisfaction is the result of a positive experience that includes their interaction with the facilities provided. When customers are satisfied with the facilities available, it shows that the company has managed to meet or even exceed their expectations. This satisfaction creates a strong emotional bond between the customer and the company, which then increases their likelihood of remaining loyal, making repeat purchases, and recommending the company to others (Lasmini et al., 2024). Quality facilities are not only about meeting basic needs, but also creating an unforgettable experience for customers. When customers feel comfortable and impressed with the facilities provided, they tend to become more loyal to the business. Clean, comfortable, and well-equipped facilities make customers feel valued and more likely to return, which ultimately

increases their satisfaction. This satisfaction binds customers to the business, encouraging them to make a repeat purchase and providing positive recommendations. In addition to increasing customer satisfaction today, good facilities also contribute to the long-term reputation of the business. Satisfied customers become effective brand ambassadors, attracting new customers through their recommendations. Ensuring facilities are quality and meet customer expectations is key to building strong loyalty. By understanding the relationship between facilities, customer satisfaction, and customer loyalty, companies can develop effective strategies to improve their business performance in the long run, making customer loyalty the foundation of sustainable growth (Rizky et al., 2024).

METHOD

This research is a quantitative research with a structural equation modeling analysis method. The research design uses causality which aims to test the direct effect and moderating effect between variables. This research has the first four variables, independent variables, namely Service Quality which is the level of excellence or reliability of services provided by an organization or company to its customers. This covers various aspects such as speed of service, staff politeness, ease of access, accuracy of service, and the ability to meet or exceed customer expectations (Fahlevi et al., 2024). The Service Quality variable has four indicators, namely tangibles, responsiveness, assurance, and empathy (Ahadi & Sudaryana, 2024). Kedua, variabel fasilitas menurut Al Hidayat et al. (2024) Fasilitas adalah segala sesuatu yang disediakan untuk memfasilitasi atau mendukung suatu aktivitas atau tujuan, baik dalam bentuk objek, tempat, atau layanan yang dirancang untuk memenuhi kebutuhan atau keinginan seseorang atau kelompok. Indikator fasilitas yang dikombinasikan dari sumber (Maulidiah et al., 2023) dan (Nanda & Wangdra, 2023) yaitu kondisi fasilitas, ketersediaan fasilitas, dukungan fasilitas, aksesibilitas, dan kelengkapan fasilitas. Ketiga, variabel dependen yaitu Loyalitas pelanggan adalah loyalitas terhadap suatu produk, layanan, atau merek yang ditunjukkan melalui pembelian berulang, preferensi terhadap merek tertentu dibandingkan pesaing, dan rekomendasi positif kepada orang lain. Loyalitas pelanggan tidak hanya tentang frekuensi pembelian, tetapi juga tentang keterlibatan emosional dan perasaan mendalam yang dimiliki pelanggan terhadap pengalaman yang diberikan oleh perusahaan (Setiadji et al., 2024).

Customer loyalty variable indicators according to (Sari & Siregar, 2019) and Tjiptono, (2002) loyalty to the purchase of the product, Repurchase, Habit of consuming the brand, Always liking the brand, Sticking to the brand, Believing that the brand is the best, Recommending the brand to others. The four variables of customer satisfaction moderation, Aprina & Hadi (2024) Customer satisfaction is the level of satisfaction felt by customers after they receive a product or service from a company, which reflects the extent to which the product or service meets or even exceeds customer expectations. Customer satisfaction is a key indicator of business success, as satisfied customers tend to show higher loyalty, make repeat purchases, and make positive recommendations to others, thus contributing to the improvement of the company's image and reputation. The latest Customer Satisfaction indicators combined from (Tjiptono 2008) in the (Ningsih & Sutedjo, 2024); Tjiptono (2015) dalam (Lutfia & Nidia Wulansari, 2024) namely: Satisfaction with the service, Emotional factors, Quality service/product value, Cost of getting the product or service, Suitability of expectations, Interest in making a return visit.

This stage of analysis is carried out in several stages. First, presenting demographic data of respondents, including the number of respondents based on gender, the number of respondents based on education level, the number of respondents based on age group, domicile and so on. Second, descriptive statistics that contain minimum data information, maximum data, and mean data. Third, the validity test and the reliability test of the data which aims to see the feasibility of the research instrument and the consistency of the answers from the respondents (Heryanto et al., 2023). Fourth, test the strength of the model with the r square test, the f square test, and the q square test, as well as the goodness of fit test by looking at the SRMR and NFI scores or looking at the score from the root mean square theta (Ghozali & Latan, 2015). Fifth, hypothesis tests and regression equations formed, along with their explanations (Lo et al., 2020). Sixth, the discussion of research results consisting of interpretation and comparison with previous research results. The research data was processed using Smart PLS software.

RESULTS AND DISCUSSION

This study uses a sample of 150 respondents who use the Greater Jakarta KRL (commuterline) with 85 male respondents (56.7%), 65 female respondents (43.3%). The age of the respondents in this study was based on 4 age groups, namely <20 years old as many as 20 people (13.3%), 20-25 years old as many as 92 people (61.3%), 25-30 years old as many as 35 people (23.3%) and >30 years old as many as 3 people (2%). The education of high school/vocational school respondents was 30 people (20%), D3 students/D3 graduates as many as 13 people (8.7%), S1 students/S1 graduates as many as 77 people (51.3%), S2 as many as 8 people (5.3%), and Others as many as 22 people (14.7%). The domicile of respondents was 41 people (27.3%), Bogor as many as 21 people (14%), Depok as

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many as 26 people (17.3%), Tangerang as many as 35 people (23.3%), and Bekasi as many as 27 people (18%). The data quality test in this study uses partial least square (pls) analysis, which is a structural equation model (SEM) with an approach based on variance or component based structural equation modeling. The software used is SmartPLS (Partial Least Square).

SmartPLS Descriptive Statistical Test

According to Ghozali (2018) Descriptive statistics is an analysis technique that describes or describes research data through minimum, maximum, average, standard deviation, sum, range, curtosis, and distribution accuracy. The descriptive analysis techniques used in this study are the minimum, maximum, mean, and standard deviation values of each variable.

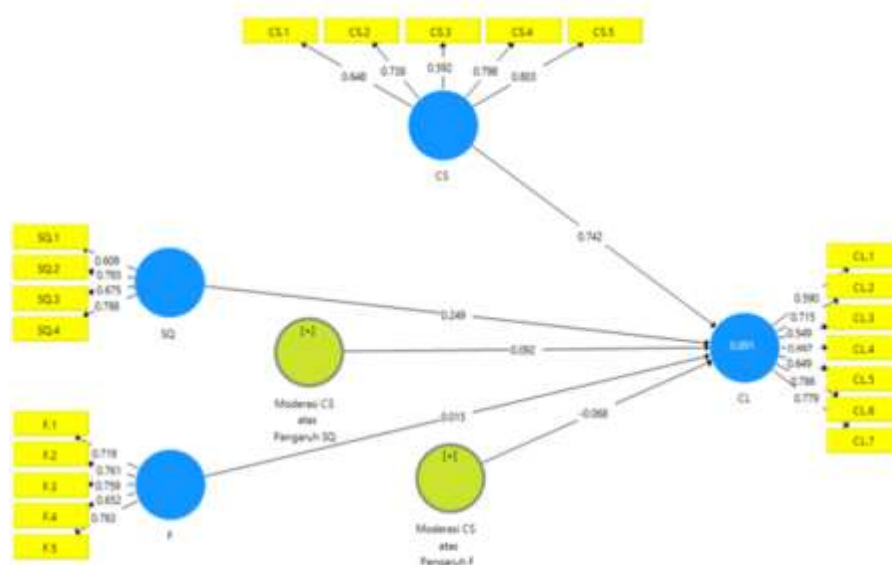
Table 1. Descriptive Statistics

Variabel	N	Minimum	Maximum	Mean
Service Quality	150	1	5	4.34
Facility	150	1	5	4.33
Customer Loyalty	150	1	5	4.33
Customer Satisfaction	150	1	5	4.36
Valid N	150			

Source: SmartPLS Data Processing Results, 2025

Based on the results of the descriptive statistical test above, the distribution of data can be described as follows: Service Quality based on the data above is described as a minimum value of 1 while the maximum value is 5, the average value of 4.34 is equivalent to 0.868 or 86.8% of the maximum value. The Facility variable from the data above is described as a minimum value of 1 while the maximum value is 5, the average value of 4.33 is equivalent to 0.866 or 86.6% of the maximum value. The Customer Loyalty variable from the above data is described as a minimum value of 1 while the maximum value is 5, the average value of 4,335 is equivalent to 0.867 or 86.7% of the maximum value. The customer satisfaction variable from the above data is described as a minimum value of 1 while the maximum value is 5, the average value of 4.36 is equivalent to 0.873 or 87.3% of the maximum value.

Figure 1. Loading Factor Results



Based on the results of the loading factor above, it shows that all numbers are above 0.5 This shows that all of these indicators are valid. It was concluded that all the variable indicators of this study were valid. Furthermore, a useful reality test was carried out to determine the consistency of the research respondents.

Validation and Reliability Tests

The processing of research data begins with testing the validity of the research reliability data. The validity test is to see the research instrument, especially the statement of the question in the research questionnaire whether it is feasible or not to represent the variable being studied, while the reliability test is to see the consistency of the answers from the respondents, serious or not in answering the research questionnaire. A reality test is a measurement that shows the extent to which the measurement is unbiased (error-free) and therefore ensures consistent measurement across time and across various items in the indicator. In PLS this test can be done using the following methods, namely:

- Cronch's Alpha: measures the lower limit of a variable's reliability and is acceptable if the tilapia is >0.6
- Composite Realiability: measures the true value of a variable's reliability and is acceptable if it is >0.7
- Average Variance Extracted (AVE) is acceptable if the value is above 0.5.

Table 2. Validation and Reliability

Variable	Cronbach's Alpha	rho A	Reliabilitas Komposit	AVE
SQ	0,698	0,730	0,813	0,523
F	0,782	0,785	0,852	0,536
CL	0,810	0,830	0,860	0,470
CS	0,765	0,783	0,842	0,519
CL*SQ	1,000	1,000	1,000	1,000
CL*F	1,000	1,000	1,000	1,000

Keterangan: Service Quality, Facility, Customer Loyalty, Customer Satisfaction

Based on the data above, the validity test results were carried out by testing the comparison of the square root of AVE with an AVE value greater than 0.5 and the validation test passed correctly. Therefore, the indicators used must

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be valid and show adequate convergent validity. The results obtained also showed an rho-A score and composite reliability greater than 0.7, which means that the reliability test met the criteria. It is concluded that the service quality variable is reliable and reliable where Cronbach's alpha variable value is 0.698, the composite reability value is 0.813 and the average variance extracted (AVE) value is 0.523 which means that this variable is acceptable. Furthermore, Cronbach's facility alpha variables 0.782, composite reability and average variance extrade (AVE) showed values of 0.852 and 0.536 which means that these variables provide consistent results in research and these variables are acceptable. The customer loyalty variables Cronbach's alpha, composite reability and average variance extrade (AVE) show values of 0.810, 0.860 and 0.470 indigo, showing consistent results in the study, which means that these variables can be accepted. Cronbach's alpha, composite reability and average variance extrade (AVE) variables show positive and consistent results showing values of 0.765, 0.783 and 0.519 which means that these variables are acceptable. Then the variable of customer loyalty moderation due to the influence of service quality has the same Cronbach's alpha, composite reability and average variance extrade (AVE) values, which are 1,000, 1,000, 1,000, which means that this variable provides consistent results in research and can be acceptable for this variable. Customer loyalty moderation on the influence of facility has the same Cronbach's alpha, composite reability and average variance extrade (AVE) values of 1,000, 1,000, 1,000, which means that this variable provides consistent results in research and can be acceptable for this variable. The structural model or inner model test shows the relationship or strength of estimation between variables measured using 3 criteria, namely R-square, and estimation for path coeffecient. The following are the results of testing the research hypothesis:

R-square is an index that shows the extent to which a measuring instrument is used to determine how much endogenous variables are affected by other variables. Based on the data presented above, it can be seen that the R-square value for the customer loyalty variable is 0.891 This acquisition explains that the large percentage of employee performance can be explained by the influence of service quality, facility, and customer satisfaction of 89.1% and judging from the R-adjust tilapia because the value is more than 67%, which is 0.887 or 88.7%, the resulting construct is strong. In F-square, there is an influence between variables with the Size effect, the F-square value is 0.02 (small), 0.15 (medium), and 0.35 (large) if the value compared is less than 0.02, it can be ignored or not accepted. So based on the table of F-square values above, which has a large size effect with a criterion of > 0.35, is in the customer satisfaction variable which has a range value greater than 0.35, which is 0.874, so customer satisfaction enters into a large effect.

UJI HYPOTHESIS

Testing the five hypotheses in the study in the table below, based on the data processing carried out, the results can be used to answer the hypotheses in this study. The hypothesis test in this study was carried out by looking at the T-statistics value and the P-value value. The research hypothesis can be declared acceptable if the T-statistics value > 1.96 and the P-Value < 0.05. The following are pictures and tables of research results that have been tested using PLS so that significant data and insignificant data can be seen.

Table. 3 Hypothesis Test

Hypothesis		Nilai koefisien	Sampel Mean	Standard Deviation	T Statistic	P Value	Decision
H1	Service Quality>>Customer Loyalty	0,249	0,246	0,055	4,541	0,000	Accepted
H2	Facility>> Customer Loyalty	0,015	0,013	0,055	0.277	0,782	Rejected
H3	Customer Satisfaction>> Customer Loyalty	0,742	0,739	0,062	11,925	0,000	Accepted
H4	Moderation Customer Satisfaction >> Service Quality >> Customer Loyalty	0,092	0,100	0,046	1,978	0,048	Accepted
H5	Moderation Customer Satisfaction >> Facility >> Customer Loyalty	-0,068	-0,084	0,046	1,473	0,141	Rejected

Source: SmartPLS Data Processing Results, 2025

Based on the results of the data above, it can be concluded that the hypothesis test obtained is that of the 5 hypotheses proposed in this study, 3 hypotheses and variables were accepted, 2 were rejected.

Service Quality has a positive effect on Customer Loyalty

The first hypothesis test was seen from a P-value of 0.000 stating that it was smaller than the significance (0.05) with a T-Statistic value of $4.541 > 1.96$ and the original value of the sample was positive, which was 0.249 which showed that the effect of service quality on customer loyalty was positive. The first hypothesis is accepted or significant, meaning that the better the quality of services provided by the company, the higher the level of loyalty that customers have towards the company. This confirms the importance of continuous efforts in improving service quality as one of the main strategies to maintain and increase customer loyalty, especially in the midst of increasingly fierce competition in various industries. In practice, service quality can be improved through various aspects, such as providing intensive training to employees to improve professionalism, optimizing speed and accuracy in service delivery, and utilizing cutting-edge technology to create a better and more comfortable customer experience. Thus, companies that focus on improving the quality of service will have a greater chance of creating loyal customers, which can ultimately provide long-term benefits through stronger customer relationships and more assured business sustainability. This is in line with the results of research from previous journals conducted by Irwansyah & Mappadeceng (2018); Ravelby et al. (2024)

Facility does not have a positive effect on Customer Loyalty

The second hypothesis test showed that the P-value of 0.782 was greater than the significance (0.05) with a T-Statistic value of $0.277 < 1.96$ smaller and the original value of the sample was 0.015 The results of the study showed that the influence of facilities on customer loyalty was not positive and insignificant. This means that the availability and quality of existing facilities do not have a significant influence on customer loyalty. This means that the second hypothesis is rejected. This shows that companies don't need to focus too much on improving facilities as a strategy to increase customer loyalty. However, that doesn't mean that facilities aren't important at all. Facilities are still one of the important aspects in determining customer satisfaction, but in the context of this study, their effect on customer loyalty is not significant. Therefore, companies need to consider other more effective strategies to increase customer loyalty, such as improving service quality, expanding the variety of products or services, or improving communication with customers. The results of this study are not in line with previous research conducted by (Rizky et al., 2024); (Afikhah & Sunarta, 2024)

Customer Satisfaction has a Positive Effect on Customer Loyalty

Based on the test results on the third hypothesis, it shows that when viewed from the P-value it is smaller by 0.000, it is smaller than the significance of (0.05) T – Statistic $11.925 > 1.96$ which means that based on this, the third hypothesis is accepted. The original value of the sample was positive, which was 0.742 The results of this study showed that customer satisfaction has a positive and significant influence on customer loyalty, which confirms that the higher the level of customer satisfaction with the product or service received, the more likely they are to remain loyal to the company. Customer satisfaction proves to be an important element in building long-term relationships with customers, as satisfied customers will not only be more likely to make a repeat purchase, but also potentially recommend the product or service to others, thus supporting business growth through word-of-mouth promotion. Therefore, efforts to improve customer satisfaction must be a top priority for companies through various comprehensive strategies, such as improving the quality of products or services, optimizing services to meet or even exceed customer expectations, and building more effective and personalized communication with customers. With a consistent focus on improving customer satisfaction, companies can create stronger customer loyalty, which ultimately contributes to the achievement of long-term business goals, including revenue stability and competitive advantage in the market. This is in line with the results of research from previous journals conducted by (Andini et al., 2024); (Rachmawati et al., 2024).

Customer Satisfaction has a Positive Effect on Moderating the Relationship Between Service Quality and Customer Loyalty

The fourth hypothesis test was seen from the P values of 0.048 stating that it was smaller than the significance (0.05) with a T-Statistic value of $1.978 > 1.96$ and the original sample value of 0.092. The results of the study show that the fourth hypothesis is accepted or significant, which means that customer satisfaction can moderate the

influence of service quality on customer loyalty. This means that customer satisfaction can affect how much the quality of service affects customer loyalty. When customers are satisfied with the quality of services provided, the quality of the service will have a greater influence on customer loyalty. Conversely, if customers are not satisfied with the quality of service, then the effect of service quality on customer loyalty will be reduced. Therefore, companies need to ensure that the quality of services provided can meet customer expectations and needs, so as to increase customer satisfaction and ultimately increase customer loyalty. Supported by research from previous journals conducted by Zahro (2024).

Customer Satisfaction Has No Positive Effect Moderating Relationship Between Facilities On Customer Loyalty

The fifth hypothesis test shows that when viewed from the P values of 0.141, it is greater than the significance (0.05) with a T – Statistic value of $1.473 < 1.96$ and the original value of the sample is negative, which is -0.068 . These results show that customer satisfaction does not have a role as a moderating variable in the relationship between amenities and customer loyalty. This means that customer satisfaction cannot strengthen or weaken the influence of facilities on customer loyalty. Customer facilities and loyalty have independent relationships, and customer satisfaction has no significant influence on moderating those relationships. Therefore, companies don't need to focus too much on customer satisfaction as a moderating variable in their marketing strategy related to permeability and customer loyalty. This is supported by research from previous journals conducted by (Effendi & Yenita, 2023);(Nabila et al., 2022).

CONCLUSIONS AND SUGGESTIONS

The conclusion of this study is the answer to the formulation of the problem that has been formulated previously. Based on statistical tests, the results of this study were obtained. The results of the study show First, *Service Quality* has a positive effect on *Customer Loyalty*, the hypothesis is accepted. Second, *Facility* does not have a positive effect on *Customer Loyalty*, the hypothesis is rejected. Third, *customer satisfaction* has a significant effect on *customer loyalty*, the hypothesis is accepted. Fourth, customer satisfaction moderates *service quality* to *customer loyalty*, the hypothesis is accepted. Fifth, *customer satisfaction* cannot moderate between *facilities* and *customer loyalty*, the hypothesis is rejected. Limitations This research has several limitations that need to be acknowledged. First, the number of samples used in this study is relatively limited, so the results may not be generalized to the entire population of Jabodetabek KRL users. In addition, this study only studies the influence of *service quality* and *facility* on customer loyalty, with *customer satisfaction* as a moderating variable, so there may be other variables that also affect *customer loyalty* that are not studied in this study. The location of the research that is only conducted in the Greater Jakarta area can also limit the generalization of research results. Therefore, follow-up research with a larger sample and broader variables needs to be conducted to strengthen the results of this study.

Berdasarkan penelitian yang telah dijalankan ada beberapa saran yang dapat diajukan, sebagai berikut:

Advice for Academics and Subsequent Researchers

1. Expansion of Variables: Advanced research may consider including other variables that may affect *customer loyalty*, such as price, promotions, and company reputation.
2. Use of Different Research Methods: Advanced research can use different research methods, such as case studies or experiments, to reinforce research results.
3. Development of More Comprehensive Models: Further research can develop more comprehensive models to elucidate the relationship between *service quality*, *facilities*, *customer satisfaction*, and *customer loyalty*.

Advice for Companies

1. Service Quality Improvement: Companies need to continuously improve the quality of services to meet customer expectations and needs.
2. Development of Adequate Facilities: Companies need to develop adequate facilities to support service quality and improve customer satisfaction.
3. Customer Satisfaction Measurement and Evaluation: Companies need to measure and evaluate customer satisfaction regularly to understand customer needs and expectations.
4. Development of Strategies to Increase Customer Loyalty: Companies need to develop strategies to increase customer loyalty, such as effective loyalty programs, promotions, and communications.

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