

## THE EFFECTS OF SERVICE QUALITY, AND CUSTOMER SATISFACTION TOWARDS BUS TICKET PRICES OF PT. CHANDRA

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### Abstract

*The purpose of this study was to determine the effect of service quality and price on ticket purchasing decisions at PT. Chandra Medan. The technique used in sampling is accidental sampling with a total of 50 respondents. Sources of data using primary data in the form of questionnaires/questions and secondary data obtained from literature, documents and the internet. The data was processed using SPSS version 21. The data analysis technique used was multiple linear regression with the formula  $Y = a + b_1 X_1 + b_2 X_2 + e$  and to find out how much influence service quality and price have on purchasing decisions for passenger tickets on PT. Chandra Medan uses a comparison technique  $t$  test and  $F$  test. The results of the validity test and reliability test of the questionnaire, each question item is declared valid and reliable where if the value of  $R_{count} > R_{table}$  with the value of all items is above the value of 0.729 and the regression equation  $Y = 4.253 + 0.178X_1 + 0.375X_2$  means that every increase by one unit will cause an increase in customer satisfaction by 0.178 and 0.375. To know whether the hypothesis in this study is accepted or not, the  $t$ -count test technique is used.  $F_{count}$  obtained  $t_{count}$  value of service quality of 2.331 and  $t_{count}$  price value of 3.603 and  $t_{table}$  2.012 and obtained  $F_{count}$  value of 15.988, while  $F_{table}$  3.90 and the level of significance ( $0.000 < 0.005$ ) indicates that service quality ( $X_1$ ) and price ( $X_2$ ) collectively have a significant effect on purchasing decisions.*

Keywords: *Quality of Service, Price, Purchase Decision*

### 1. INTRODUCTION

Transportation is one of the important means of daily community activities. The many types of transportation services cause people to be selective in choosing what suits their needs and good quality. There are several factors that influence purchasing decisions in the field of transportation services including the quality of service, ticket prices. Good quality will affect the feelings or emotions of consumers. Consumer decision is an important aspect for marketers. In the consumer decision-making process, the influence of the consumer's situation gives a different end result. The company's success in influencing consumers in making decisions by trying to build a brand image to consumers with good service quality. the quality of service received is good or the same as imagined, it can be said that the quality of service is quality and consumers tend to try again. Meanwhile, if the quality of service received is not good or not as imagined, then the quality of the service is not of good quality so that consumers are disappointed and do not try again. For consumers, price is one of the considerations in choosing the service to be used, the more appropriate the price is, the consumer will use the service in the long term.

PT. Chandra is a company engaged in inter-city and inter-provincial transportation services (AKAP) covering the regions of North Sumatra and Riau. Chandra buses serve trips from Medan with the following routes: Medan – Range – Rantau Prapat – Aek Nabara – Ajamu – Kotapinang – Cikampak – Bagan Batu. The competition between bus or transportation companies with these tracks is very competitive. This does not allow the number of passengers to decrease with the threat of other bus companies or newcomers who could threaten the business. PT. Chandra must pay more serious attention to the issue of service quality and balanced pricing in order to maintain the market from other competitors.

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## 2. LITERATURE REVIEW

### Service quality

Quality of service is an action taken by the company in the form of things that are intangible but can be felt by consumers. Service quality can be seen from a service received by consumers to meet their needs or desires according to their expectations.

### Price

Price is a product value because the product affects the producer's profit. Price is a consideration for consumers to buy a product or service.

### Buying decision

Purchasing decision is a consumer decision-making process to purchase a product. Purchasing decisions are taken after several calculations and alternative considerations.

## 3. IMPLEMENTATION METHOD

In this study the population to be studied is consumers or customers who use PT. Chandra Medan in the last 6 months. the samples of the research are customers or consumers who use the bus services of PT. Chandra Medan with a total sample of 50 respondents.

The technique used in sampling is Accidental Sampling. Accidental Sampling is a method of determining a sample by taking respondents who happen to be available or available somewhere according to the research context. The method adopted by researchers where they collect market research data from the available set of respondents.

## 4. RESULTS AND DISCUSSION

### Validity and Reliability Test

#### a. Validity test

If the value of R Count > R table then the data is declared valid

If the value of R count < R table then the data is declared invalid

It is known that the R table for N 50 is 0.279

**Table 1.** X1 Validity Test (Quality of Service)

No. Items	R Count	R Table	Information
Quality Peservice 1	0.303	0.279	Valid
Quality Peservice 2	0.733	0.279	Valid
Quality Peservice 3	0.729	0.279	Valid
Quality Peservice 4	0.796	0.279	Valid
Quality Peservice 5	0.602	0.279	Valid
Quality Peservice 6	0.826	0.279	Valid

Quality Peservice 7	0.772	0.279	Valid
Quality Peservice 8	0.803	0.279	Valid
Quality Peservice 9	0.749	0.279	Valid
Quality Peservice 10	0.522	0.279	Valid

Based on the data above, it is known that all items are above the value of 0.279, so all items are declared valid.

**Table 2.** X2 Validity Test (Price)

No. Items	R Count	R Table	Information
Price 1	0.666	0.279	Valid
Price 2	0.568	0.279	Valid
Price 3	0.477	0.279	Valid
Price 4	0.458	0.279	Valid
Price 5	0.462	0.279	Valid
Price 6	0.550	0.279	Valid
Price 7	0.707	0.279	Valid
Price 8	0.542	0.279	Valid

Based on the data above, it is known that all items are above the value of 0.279, so all items are declared valid.

**Table 3.** Y Validity Test (Purchasing Decision)

No. Items	R Count	R Table	Information
Decision Pepurchase 1	0.730	0.279	Valid
Decision Pepurchase 2	0.782	0.279	Valid
Decision Pepurchase 3	0.747	0.279	Valid
Decision Pepurchase 4	0.633	0.279	Valid
Decision Pepurchase 5	0.741	0.279	Valid
Decision Pepurchase 6	0.710	0.279	Valid

Based on the data above, it is known that all items are above the value of 0.279, so all items are declared valid.

#### **b. Reliability Test**

If the alpha value is  $> 0.6$ , the data is said to be reliable

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If the alpha value is  $<0.6$ , the data is said to be unreliable

**Table 4.** X1 Reliability Test (Quality of Service)

Reliability Statistics	
Cronbach's Alpha	N of Items
,865	10

Based on the data above, it is known that the alpha value is  $0.865 > 0.6$ , so the data is declared reliable.

**Table 5.** X2 Reliability Test (Price)

Reliability Statistics	
Cronbach's Alpha	N of Items
,676	8

Based on the data above, it is known that the alpha value is  $0.676 > 0.6$ , so the data is declared reliable.

**Table 6.** Y Reliability Test (Purchasing Decision)

Reliability Statistics	
Cronbach's Alpha	N of Items
,796	6

Based on the data above, it is known that the alpha value is  $0.796 > 0.6$ , so the data is declared reliable.

**Classic assumption test**

**a. Normality test**

If the significant value is  $> 0.05$ , the data is normally distributed

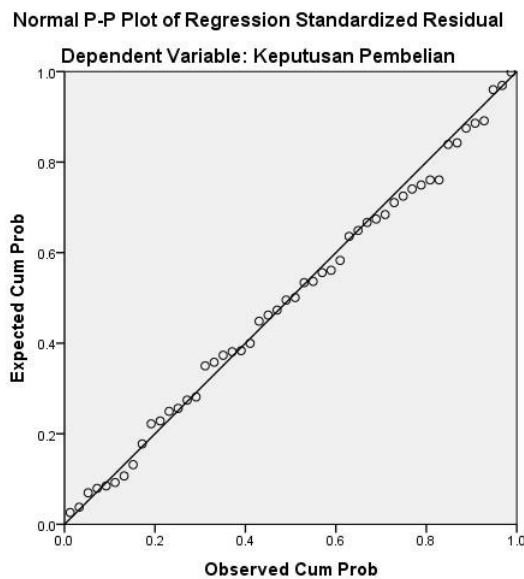
If the significant value  $<0.05$ , the data is not normally distributed

### One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	50
Normal Parameters, b Mean	,0000000
Std. Deviation	2.52873420
Most Extreme Absolute Differences Positive	,075
Negative	,075
Kolmogorov-Smirnov Z	-.047
asymp. Sig. (2-tailed)	,529
	,943

- a. Test distribution is Normal.  
b. Calculated from data

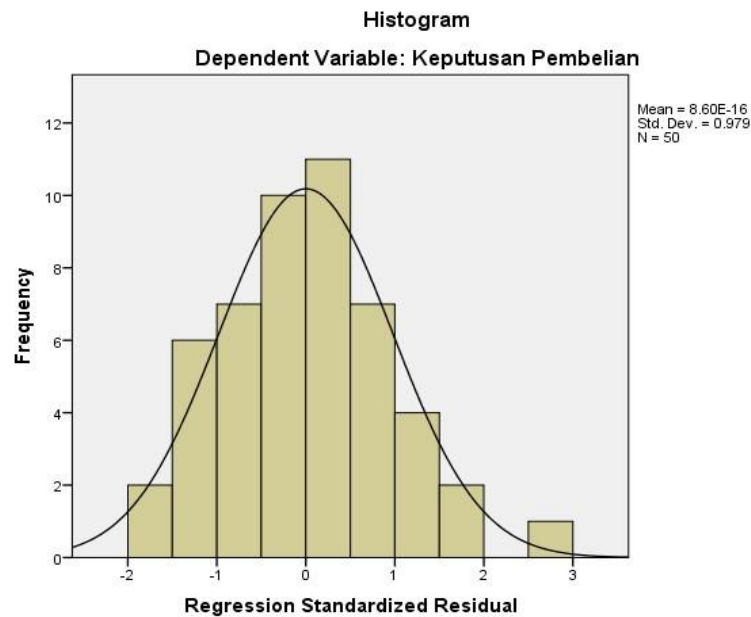
Based on the data above, it is known that the significance value is  $0.943 > 0.05$ , so the data is normally distributed.



Source: Data processed using SPSS 21

The picture above is a probability plot or commonly called a P-Plot which has been tested using SPSS version 21. The decision making guideline for the normality test using the P-Plot technique explains that if the plotting points approach and follow the diagonal line, it is said that the values are normally distributed. Conversely, if the points are far apart and do not follow the line, it indicates that the values are not normally distributed. Based on the plot output above, it can be seen that if the plot points in the image are always close to the diagonal line, it can be concluded that the values are normally distributed.

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Source: Data results from SPSS 21

The image above is a histogram graph. This histogram graph is said to be normal if the data distribution follows a normal curve, forms a bell and is not skewed to the right and not skewed to the left. The histogram graph above can be seen if the data distribution is balanced and the data distribution is close to the midpoint so that the curve forms a bell, therefore the data can be stated to be normally distributed.

**b. Multicollinearity Test**

Based on tolerance value:

If the tolerance value is  $> 0.10$ , there are no multicollinearity symptoms. If the tolerance value is  $< 0.10$ , multicollinearity symptoms will occur. Based on the VIF value:

If the VIF value is  $< 10.00$ , there are no symptoms of multicollinearity

If the VIF value is  $> 10.00$ , there are symptoms of multicollinearity.

**Table 7. Multicollinearity Test**

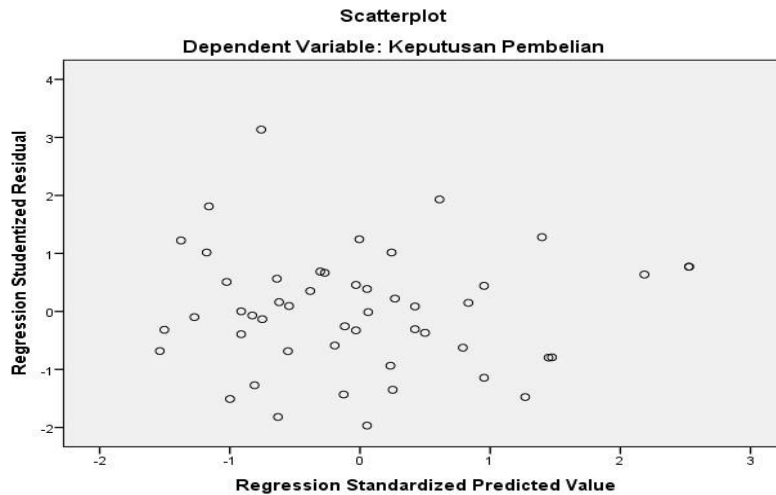
Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF	
	B	Std.						Beta
1 (Constant)	4,253	3,319		1,281	,206			
Price (X2)	,375	,104	,451	3,603	,001	,807	1,240	
Service Quality (X1)	,178	,077	,292	2,331	,024	,807	1,240	

Dependent Variable: Y (Purchase Decision)

Based on the data above, it is known that X1 gets a tolerance value of  $0.807 > 0.10$  and a VIF value of  $1.240 < 10.00$ . While X2 obtained a tolerance value of  $0.807 > 0.10$  and a VIF value of

1.240 < 10.00. So it can be concluded that the two independent variables do not experience symptoms of multicollinearity.

**c. Heteroscedasticity Test**



Source: Data results from SPSS 21

The picture above is a scatterplot obtained from the heteroscedasticity test using SPSS ver 21. If the dots have a wide wave pattern then narrow, then it can be said that there has been heteroscedasticity in the data. However, in the output of the scatterplot above it can be seen clearly that the pattern is messy, has no specific pattern, the pattern spreads above and below the number 0. So it can be concluded that there are no symptoms of heteroscedasticity.

**Hypothesis testing**

**a. Multiple Linear Regression Analysis**

**Table 8.** Multiple Linear Regression Analysis

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,253	3,319		1,281	,206
Price (X2)	,375	,104	,451	3,603	,001
Service Quality (X1)	,178	,077	,292	2,331	,024

From the table above it can be seen that the results of the regression coefficient test were processed using the SPSS program as the following calculations:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information :

- Y = Buying decision
- a = Constant

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- X1 = Service quality
- X2 = Price
- b1 b2 = Regression Coefficient
- e = Standard Error

$$Y = 4.253 + 0.178X1 + 0.375X2$$

From the regression equation above it can be interpreted as follows:

1. The regression coefficient of the purchase decision (Y) is 4.253, which means that if the values of the other variables are constant, then the purchase decision is 4.253 units.
2. The regression coefficient of service quality (X1) is 0.178, which means that for every increase or decrease in the price value by 1 unit and the value of the other variables is constant, the purchase decision will increase or decrease by 0.178 units.
3. The price regression coefficient (X2) is 0.375, which means that for every increase or decrease in the price value of 1 unit and the value of the other variables is constant, the purchase decision will increase or decrease by 0.375 units.

**b. t test (Partial)**

1. If the value of T count > T table then there is the influence of the independent variable on the dependent variable.
2. If the value of T count < T table, then there is no effect of the independent variable on the dependent variable.

It is known that the T table value for df 47 is 2.012

Df 47 is known from the residual table ANOVA row column df (47)

**Table 9.** Table of t test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.			
1 (Constant)	4,253	3,319	Bta	1,281	,206
Price (X2)	,375	,104	,451	3,603	,001
Service Quality (X1)	,178	,077	,292	2,331	,024

a. Dependent Variable: Y (Purchase Decision)

a. X1 variable

Based on the data above, it is known that X1 obtains a calculated T value of 2.331 > 2.012 and a significance value of 0.024 < 0.05, so it can be concluded that there is an effect of X1 on Y.

b. X2 variable

Based on the data above, it is known that X2 obtains a calculated T value of 3.603 > 2.012 and a significance value of 0.001 < 0.05, so it can be concluded that there is an effect of X2 on Y.



**c. F Test (Simultaneous)**

1. If the calculated F value > F table, the independent variable simultaneously influences the dependent variable.

If the calculated F value < F table, the independent variable simultaneously has no effect on the dependent variable.

The F table formula is known as follows:

$$F \text{ table} = (k ; nk)$$

$$F \text{ table} = (2 ; 50-2)$$

$$F \text{ table} = (2 ; 48)$$

$$F \text{ table} = 3.19$$

Information :

k = number of independent variables,

n = number of respondents

**Table 10. Simultaneous Test ANOVA b**

Model	Sum of Squares	Df	Means Square	F	Sig.
1. Regression	213,170	2	106,585	15,988	,000a
Total	313,330	47	6,667		
Error	526,500	49			

a. Predictors: (Constant), X1, X2

b. Dependent Variable: Y

Based on the data above, it is known that the calculated F value is  $15.988 > 3.19$ , so it can be concluded that the variables X1 and X2 simultaneously affect variable Y.

**5. CONCLUSION**

Based on the research results that have been obtained regarding the Influence of Service Quality and Price on PT Chandra Medan Bus Ticket Purchasing Decisions, the following conclusions can be drawn:

1. Service quality has a positive and significant effect on purchasing decisions. That means if the quality of service increases, it will also increase purchasing decisions.
2. Price has a positive and significant effect on purchasing decisions. That means if the price is in accordance with the standards and capabilities of the customer, it will increase the purchasing decision.
3. Service quality and price simultaneously have a positive and significant effect on purchasing decisions. In this way it is interpreted that simultaneously the quality of service and prices that are increased and appropriate will also increase purchasing decisions.

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