

Evaluation of Service Quality, Customer Trust, and Perceived Value in Building Customer Loyalty Among Public Transportation Users

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Abstract

This study aims to investigate in detail the effects of perceived value, customer trust, and service quality on customer satisfaction in shaping customer loyalty among users of the Transjakarta public bus service. Using a quantitative research design, this survey targets active Transjakarta users who use the service at least three times a week and are aged 17 and above, residing in the Jakarta area. Data collection is conducted through an online survey using a questionnaire designed with a 6-point Likert scale. The non-probability sampling method will aim for at least 250 respondents. With the aid of AMOS software, structural equation modeling (SEM) will be utilized for data analysis in order to give a thorough grasp of the connections between the variables in this investigation. The research findings are expected to reveal the interconnections between these variables and provide a thorough overview of the elements influencing Transjakarta customers' loyalty. The results of this study have both academic relevance and practical value for improving public transportation quality in Jakarta. The recommendations derived will serve as a basis for Transjakarta management to formulate more effective strategies in enhancing service quality, strengthening customer trust, and providing perceived benefits, ultimately creating a safer, more comfortable, and reliable transportation experience.

Keyword: Service Quality; Customer Trust; Customer Loyalty; Transjakarta; Jakarta

1. Introduction

Traffic congestion in Jakarta is a major issue that the city continues to face. Jakarta's congestion ranking was 46th in 2021, rising to 29th in 2022, and in 2023, the congestion ranking slightly improved to 30th (MRT Jakarta, 2021).

Various policies and projects have been implemented by the government to reduce congestion, such as road improvements, the development of the Mass Rapid Transit (MRT) project, renovation of bus terminals and stations, and the expansion of the Transjakarta fleet. These are steps taken by the government to improve the transportation system and reduce traffic congestion.

According to data from the Statistics Indonesia (BPS) DKI Jakarta Province (2024), the number of Transjakarta users saw a significant increase in January 2024, rising by 54.66% compared to January 2023. This increase in public transportation users indicates a shift in travel patterns, with the public increasingly relying on public transport.

Therefore, the government needs to make efforts in building customer loyalty by focusing on improving service quality, customer trust, and perceived value of public transportation services. This study is expected to provide strategic recommendations related to the management of public transportation services in the future, including the development of service improvement programs, staff training, and more sustainable transportation policies, in order to reduce congestion and support environmental improvements in Jakarta.

Given the foregoing context, the study's goals are to investigate the following: 1) how customer satisfaction is impacted by service quality; 2) how customer trust affects customer satisfaction; 3) how perceived value affects customer satisfaction; 4) how service quality affects customer loyalty; 5) how customer trust affects customer loyalty; 6) how perceived value affects customer loyalty; and 7) how customer satisfaction affects customer loyalty.

2. Literature Review

2.1 Service Quality

The degree to which client expectations or wants differ from their impressions of the service they received is what Cnosta et al. (2024) define as service quality, with a focus on efforts to accurately meet customer needs and wants, and involving all aspects of the product or service, especially in terms of its ability to meet the standards and requirements set by the customers. Fakhrudin et al. (2022) further add that Service Quality is a key factor in building and maintaining a positive and lasting relationship with customers.

Dewa (2020) proposes five dimensions for measuring Service Quality. First, tangible includes the appearance of facilities, equipment, and employees that influence customer perceptions, such as neat uniforms and clean equipment in a restaurant. Second, reliability refers to the company's ability to deliver services consistently as promised. Third, responsiveness is the company's willingness to respond quickly to customer requests, inquiries, and complaints. Fourth, assurance creates customer trust through employees' politeness, knowledge, and skills. Fifth, empathy is the attention given to the service provided to customers.

2.2 Customer Trust

Trust, according to Wahyuni dan Yunensi (2022), is the consumer's willingness to trust a brand with the expectation that the brand will meet their needs, ultimately building loyalty. When customers trust a company or product, they are more likely to feel satisfied because they believe the product or service can meet their expectations (Torrão dan Teixeira, 2023).

Svare et al. (2020) identify three dimensions of Trust. First, ability refers to the company's skills, knowledge, and competence in achieving the desired results. Second, benevolence refers to the company's goodwill to help others, not just focusing on personal

gain. Finally, integrity is related to the belief that the company adheres to principles that are considered right and fair, and consistency between words and actions.

2.3 Perceived Value

Perceived value, according to Salim dan Setiobudi (2024), is the perspective of the client while weighing the advantages of a product or service against the expenses involved. It is how the consumer feels about the trade-off between the advantages and the expenses of purchasing a good or service. Companies need to pay attention to this value as it serves as a reference for customers in evaluating the quality of a product or service (Chang, 2023). (Hapsari dan Yoestini (2020) add that Perceived value provides important insights for companies regarding consumer needs and desires.

Indrawan (2019) states that value is a multidimensional concept consisting of four sub-dimensions. First, emotional value refers to the benefits gained from the emotional experience perceived by the customer. Second, social value is related to the benefits that enhance a person's social image. Third, quality/performance value reflects the benefits based on the perceived quality and performance of the product or service. Lastly, price/value for money refers to the benefits derived from cost efficiency, including both price and savings in time and effort.

2.4 Customer Satisfaction

Customer satisfaction is measured based on their feelings after receiving a product or service from the company (Sebastian dan Pramono, 2021). Satisfaction is not only dependent on the quality of the product but also on the overall customer experience Aisy dan Windiarti (2022). To maintain long-term satisfaction, companies must consistently meet customer expectations (Naini et al., 2022). Service quality must be supported by an effective system, employees, and management (Yani dan Sugiyanto 2022).

According to Prabantari (2020) a number of things affect customer happiness. First, product quality: if the product lives up to expectations, customers are happy. Second, service quality, where good and friendly service enhances satisfaction. Third, emotions, which refer to the sense of pride and confidence when using a particular brand, which can increase customers' social satisfaction and self-esteem. Fourth, price, where products with similar quality but more affordable prices provide greater value. Lastly, additional costs, where customers are more satisfied if the purchasing process is free from extra costs or time barriers.

2.5 Customer Loyalty

Dewi et al. (2023) state that customer loyalty is the commitment to continue purchasing a certain product/service despite the influence of situations and marketing that may change behavior. Loyalty is created through satisfaction, which strengthens the relationship between the company and customers, encouraging repeat purchases and positive recommendations (Trilaksono dan Prabowo, 2022).

Resika et al. (2019) identify several indicators for measuring customer loyalty. First, cognitive loyalty reflects customers' perceptions and beliefs about a brand or service, which strengthens trust and long-term commitment. Second, affective loyalty is related to the emotional bond customers have with the brand, such as excitement and pleasure. Third, conative loyalty indicates customers' intention to continue using the brand, even if it has not yet been reflected in actual behavior. Lastly, action loyalty is seen in consistent repeat purchasing behavior and brand recommendations to others.

2.6 Development Hypothesis

The influence of service quality on customer loyalty

A study by Kolonio dan Soepeno (2019) client loyalty is highly impacted by service quality. Good service makes customers satisfied and encourages them to continue purchasing products, turning them into loyal customers. A similar finding was reported in the study by Fransisca dan Yenita (2023), which states that high service quality increases the likelihood of customer loyalty forming.

H1. Service quality has a significant impact on customer loyalty.

The influence of service quality on customer satisfaction

According to Hapsari dan Yoestini (2020) customer satisfaction impacted by service quality. Similar findings were also observed in a study conducted by Aisy dan Windiarti (2022) on the e-commerce site Shopee, which demonstrated that consumer satisfaction is positively impacted by service quality. According to Cahyani et al. (2022), consumer satisfaction with Gojek in Surabaya is highly impacted by service quality, underscoring the need of enhancing service quality in transportation applications.

H2. Service quality has a significant impact on customer satisfaction

The influence of customer trust on customer satisfaction

A study by Purwati et al. (2022) shows that customer trust has a significant impact on customer satisfaction at Indomaret in Madiun City. Devi et al. (2024) also discovered a strong correlation between customer pleasure and trust, which can be attained by providing excellent services that live up to expectations. Furthermore, at Bank Mandiri Alam Sutera in Tangerang found that trust had a major impact on customer satisfaction (Ayuningtyas dan Siregar, 2021).

H3. Customer trust has a significant impact on customer satisfaction

The influence of customer trust on customer loyalty

According to a study by Damayanti (2020) Garuda Indonesia's customer loyalty is positively impacted by customer trust. Purwianti et al. (2023) also found that trust in a brand significantly affects customer loyalty, as seen with the small business Morning Bakery in Batam. Additionally, Agustina dan Samsudin (2024) emphasized that trust has a significant impact on customer loyalty at PT. KAI in Surabaya.

H4. Customer trust has a significant impact on customer loyalty.

The influence of perceived value on customer satisfaction

At PT. Mulia Travel, Ferdinandus dan Gomie (2021) found that customer satisfaction was positively impacted by perceived value, where comfort and price alignment with the service increased satisfaction. Additionally, Theresia dan Briliana (2021) discovered that consumer happiness at KFC in Jakarta is impacted by perceived value, with factors such as fried chicken menu, fast service, discounts, child facilities, and electronic payment systems enhancing customer.

H5. Perceived value has a significant impact on customer satisfaction

The influence of perceived value on customer loyalty

Andianto dan Firdausy (2020) demonstrated that Warunk Upnormal in Jakarta's customer loyalty was positively impacted by perceived value, where products that meet consumer expectations can create a positive perception that supports their loyalty. A study by Pradida dan Suryadi (2022) also found that perceived value of the iPhone in Malang City encourages customer loyalty due to its product quality and features.

H6. Perceived value has a significant impact on customer loyalty.

The influence of customer satisfaction on customer loyalty

Customer loyalty at Sicepat in the Jabodetabek area is positively and significantly impacted by customer satisfaction, according to a study by (Irfansius et al, 2021). This means that the more delighted consumers are, the more devoted they are to the courier service. Violeta dan Farida (2023) also found that customer satisfaction at McDonald's Rungkut enhances customer loyalty, encouraging repeat purchases.

H7. Customer satisfaction has a significant impact on customer loyalty.

3. Material and Method

This study aims to investigate the effects of service quality, customer trust, and perceived value on customer satisfaction, as well as to understand the role of these factors in shaping user loyalty. In this study, a non-probability sampling technique called purposeful sampling is employed. A minimum of 250 responders is required for the sample size, selected to represent the population of active users of Transjakarta bus services, who use the service at least three times a month, are 17 years or older, and reside in Jakarta. A 6-point Likert scale will be used to gauge respondents' agreement with the research variables in the questionnaire, which will be disseminated via social media and Google Form.

3.1 Design Study

In this study, a quantitative method is used to collect a large amount of data from Transjakarta bus users, with the aim of making the research results more reflective of real-world conditions. The quantitative method also allows the researcher to test hypotheses involving service quality, customer trust, and perceived value as independent variables, with customer loyalty as the dependent variable, while customer satisfaction serves as both an independent and dependent variable. Appropriate statistical analysis will provide strong empirical evidence regarding the relationships between the variables under investigation.

3.2 Data Analysis

In this study, the data is processed and analyzed using SPSS and AMOS software. SPSS is used for preliminary analysis, including validity and reliability testing, whereas Structural Equation Modeling (SEM) uses AMOS to more thoroughly examine the correlations between variables.

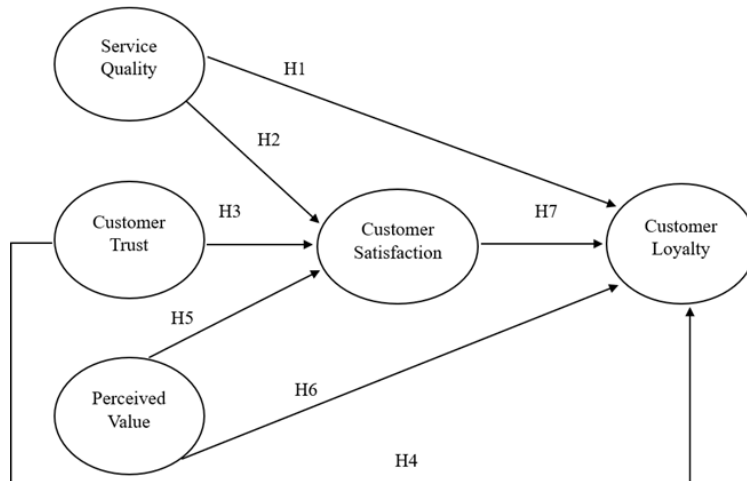


Figure 1. Research Model

4. Result

4.1 Respondents Characteristics

The researcher collected data from 263 respondents, with characteristics including gender, age, domicile, education, and employment status, with the following results:

Table 1. Respondents Characteristics

Qualities of Respondents		Frequency	Percentage (%)
Gender	Male	87	33,1%
	Female	176	66,9%
Total		263	100%
Age	18-25	223	84,8%
	26-35	36	13,7%
	36-45	2	0,8%
	46-55	1	0,4%
	> 55	1	0,4%
Total		263	100%
Domicile	East Jakarta	94	35,7%
	West Jakarta	48	18,3%
	Central Jakarta	47	17,9%
	South Jakarta	56	21,4%
	North Jakarta	18	6,9%
Total		263	100%
Education Level	< High School	6	2,3%

Qualities of Respondents	Frequency	Percentage (%)
High School	172	65,4%
Diploma	18	6,8%
Bachelor's Degree (S1)	63	24%
Master's Degree (S2)	3	1,1%
Doctoral Degree (S3)	1	0,4%
Total	263	100%
Employment Status		
Student/University Student	202	76,8%
Entrepreneur	8	3%
government employees	14	5,3%
Private Employee	35	13,3%
Retired	1	0,4%
Others	3	1,1%
Total	263	100%

Based on the respondent data presented in Table 1, the respondents' gender is divided into two groups: 87 male respondents (33.1%) and 176 female respondents (66.9%). Next, out of the 223 respondents (84.8%) in the age category, the bulk are between the ages of 18 and 25. Regarding domicile, respondents are spread across various administrative cities, with the highest number residing in East Jakarta, totaling 94 respondents (35.7%). In terms of education, most respondents have completed high school, with 172 respondents (65.4%). Lastly, regarding employment status, respondents who are students dominate, with 202 respondents (76.8%).

4.2 Validation and Reliability Tests

Based on the factor loading values, the researcher employed Exploratory Factor Analysis (EFA) with SPSS version 30 to test validity. A factor loading value of less than 0.4 is referred to as "weak," whereas one greater than 0.6 is referred to as "strong." Cronbach's alpha reliability coefficient was then used for reliability testing. A research instrument is considered to have good reliability if its Cronbach's alpha value is greater than 0.7. On the other hand, if the alpha value is less than 0.7, the instrument is considered unreliable.

Table 2. Results of Validity and Reliability Tests

Variables and Indicators	Factor loading	AVE	Cronbach's Alpha
Service Quality		0,731	0,908
SQ1. The facilities and equipment of Transjakarta always meet the standards in providing public transportation services	0,838		

Variables and Indicators	Factor loading	AVE	Cronbach's Alpha
SQ2. When I encounter a problem with Transjakarta services, Transjakarta shows genuine concern to resolve the issue	0,863		
SQ3. Transjakarta staff are always ready to assist me when I face problems while using Transjakarta	0,854		
SQ4. I feel safe when using Transjakarta services.	0,865		
SQ5. The operating hours of Transjakarta make it easy for me to meet my needs during the journey	0,856		
Customer Trust		0,781	0,930
CT1. I assume that Transjakarta listens to customer feedback	0,889		
CT2. Transjakarta will do its best to support improving its services.	0,876		
CT3. I assume that Transjakarta has comprehensive policies.	0,877		
CT4. Transjakarta makes a strong effort to be fair in providing services to all passengers.	0,895		
CT5. I assume that Transjakarta buses understand their products/services very well.	0,882		
Perceived Value		0,714	0,899
PV1. Transjakarta has products that make me feel comfortable when using them.	0,886		
PV2. Transjakarta will make a good impression on others.	0,868		
PV3. Transjakarta offers affordable prices.	0,812		
PV4. Transjakarta has acceptable quality standards.	0,842		
PV5. Transjakarta has acceptable safety standards.	0,815		
Customer Satisfaction		0,772	0,926
CS1. I am satisfied with the quality of service provided by Transjakarta.	0,893		

Variables and Indicators	Factor loading	AVE	Cronbach's Alpha
CS2. I am happy with the amenities that Transjakarta offers.	0,876		
CS3. I'm happy with the setting that Transjakarta has supplied.	0,877		
CS4. Compared to other public transportation, I am satisfied using Transjakarta.	0,881		
CS5. In general, I am pleased with Transjakarta's services.	0,868		
Customer Loyalty		0,739	0,911
CL1. I am happy to have used Transjakarta services.	0,857		
CL2. It is a good idea to continue using Transjakarta services.	0,857		
CL3. I will say positive things about Transjakarta services.	0,884		
CL4. I will recommend Transjakarta to others.	0,844		
CL5. I will continue using Transjakarta services even if the fare increases	0,857		

The research results in Table 4.19 can be concluded that the EFA test results for all indicators show no items were removed, meaning the indicators for all variables exhibit good values. Furthermore, each variable's Cronbach's Alpha computation yields values higher than 0.7, suggesting that each of these variables is dependable.

4.3 Model Feasibility Test

The researcher used the Structural Equation Modeling (SEM) approach with AMOS to perform a model fit test following validity and reliability tests. The goal was to determine whether all the variables involved in the study meet the suitability criteria for testing the model. The total model test results are displayed in Figure 2, which reveals that the model does not yet meet the requirements because several indices do not match the criteria, as shown by the numbers in Table 3.

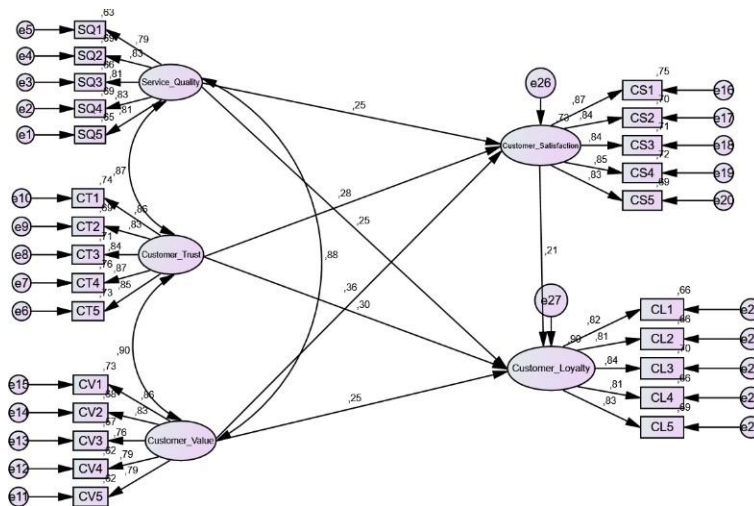


Figure 2. Full SEM AMOS Model

Table 3. Full SEM AMOS Model Results

Index	Cut off Value	Hasil	Evaluasi Model
P	$\geq 0,05$	0	Lack of fit
CMIN/DF	$\leq 2,00$	1,450	Fitted
GFI	$\geq 0,9$	0,897	Lack of fit
RMSR	$< 0,05$	0,028	Fitted
RMSEA	$\leq 0,08$	0,041	Fitted
AGFI	$\geq 0,9$	0,873	Lack of fit
TLI	$\geq 0,9$	0,977	Fitted
CFI	$\geq 0,9$	0,979	Fitted

In order to find a model that satisfies the required index requirements for hypothesis testing, the researcher performed a fitted model test. As observed in Figure 3, the model fit test has been performed, and Table 4 displays the findings.

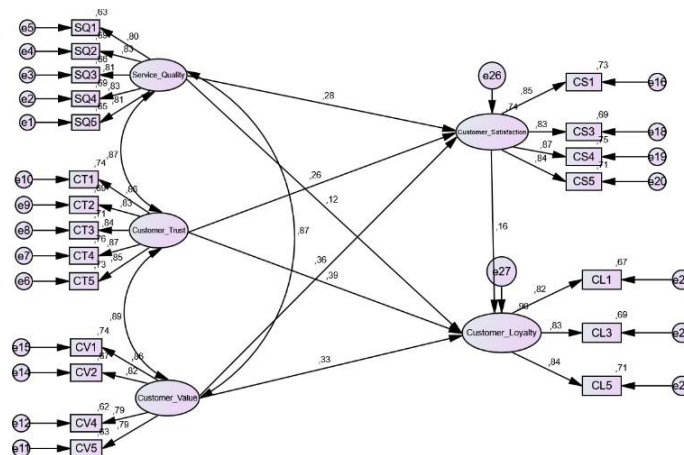


Figure 3. Fitted SEM AMOS Model

Table 4. Fitted SEM AMOS Model Results

Index	Cut off Value	Result	model evaluation
P	$\geq 0,05$	0,083	Fitted
CMIN/DF	$\leq 2,00$	1,150	Fitted
GFI	$\geq 0,90$	0,930	Fitted
RMSR	$< 0,05$	0,024	Fitted
RMSEA	$\leq 0,08$	0,024	Fitted
AGFI	$\geq 0,90$	0,910	Fitted
TLI	$\geq 0,90$	0,993	Fitted
CFI	$\geq 0,90$	0,994	Fitted

4.4 Hypothesis Test

The AMOS software was used to test hypotheses in this investigation. Table 5 displays the findings of the hypothesis test, particularly in the critical ratio (CR) column. When the CR value exceeds 1.96, the hypothesis is considered to have a significant effect. Additionally, the significance of a hypothesis can also be assessed through its probability value. If a hypothesis's P value is less than 0.05, it is considered significant; if it is greater than 0.05, it is rejected. Six hypotheses (H2, H3, H4, H5, H6, and H7) were approved, according to the results. while one hypothesis (H1) was rejected.

Table 5. Result of Hypotheses Testing

Hypothesis	Independent Variable	Dependent Variable	C.R (t-value)	P	Standardized Regression Weight	Hypothesis Test Results
H1	Service Quality	→ Customer Loyalty	1,170	0,242	0,117	Rejected
H2	Service Quality	→ Customer Satisfaction	2,397	0,017	0,278	Accepted
H3	Customer Trust	→ Customer Satisfaction	2,037	0,042	0,256	Accepted
H4	Customer Trust	→ Customer Loyalty	3,597	***	0,393	Accepted
H5	Perceived Value	→ Customer Satisfaction	2,719	0,007	0,362	Accepted
H6	Perceived Value	→ Customer Loyalty	2,768	0,006	0,329	Accepted
H7	Customer Satisfaction	→ Customer Loyalty	2,034	0,042	0,160	Accepted

5. Discussion

This study aims to identify the variables that influence customer loyalty among Transjakarta bus public transport users, using a sample of 263 respondents obtained through the distribution of online questionnaires. The data used is primary data that analyzes the effect

of perceived value on customer satisfaction, customer trust, and service quality as determinants in fostering customer loyalty. The data was examined using AMOS software for validity through model fit tests, hypothesis testing, and confirmatory factor analysis (CFA), as well as SPSS software for validity and reliability tests.

5.1 The Influence of Service Quality on Customer Loyalty

The study's findings show that the claim that customer loyalty is positively and significantly impacted by service quality is not supported. This suggests that Transjakarta's service quality enhancements have little effect on increasing customer loyalty. These findings suggest that the service quality offered by Transjakarta has not been effective in encouraging customers to consistently use its bus services, and therefore has not succeeded in building strong customer loyalty.

5.2 The Influence of Service Quality on Customer Satisfaction

The results of the study show that service quality has a favorable and considerable impact on customer satisfaction. This implies that consumer satisfaction increases with Transjakarta's service quality, including comfort, cleanliness, personnel attentiveness, and punctuality.

5.3 The Influence of Customer Trust on Customer Satisfaction

The results of the study show that consumer trust has a positive and considerable impact on customer satisfaction. This implies that when customers feel confident and trust that Transjakarta provides reliable service, their level of satisfaction will increase.

5.4 The Influence of Customer Trust on Customer Loyalty

The study's findings demonstrate that customer loyalty is positively and significantly impacted by consumer trust. This suggests that customers who have more faith in Transjakarta are more likely to remain with the business, for example, in its ability to provide consistently high-quality services. Long-term client loyalty is facilitated by well-established trust, which also increases customer happiness and fortifies their resolve to consistently choose Transjakarta.

5.5 The Influence of Perceived Value on Customer Satisfaction

The results of the study show that perceived value has a positive and significant impact on consumer satisfaction. This implies that when customers feel that the costs incurred are in line with the benefits they receive, such as adequate service quality, easy access, and time efficiency in using Transjakarta, their satisfaction level will increase. Customers are more satisfied with Transjakarta services when they have a great experience, which is mostly due to this perceived value aspect.

5.6 The Influence of Perceived Value on Customer Loyalty

The results of the study show that perceived value has a positive and significant effect on customer loyalty. This means that when customers feel that the benefits they receive are in line with the price they pay, they are more likely to remain loyal to using Transjakarta services. As a result, perceived value is crucial for fostering client loyalty and preserving enduring connections with the service.

5.7 The Influence of Customer Satisfaction on Customer Loyalty

The results of the study show that customer satisfaction has a positive and considerable impact on customer loyalty. Accordingly, the more satisfied customers are with Transjakarta's services, the more likely they are to remain loyal to using these services. Satisfaction gained from positive experiences, such as consistent service and meeting customer expectations, will encourage them to choose Transjakarta repeatedly. Additionally, satisfied customers tend to be more loyal, not only because of the service provided but also because they feel valued and receive value in proportion to what they pay.

6. Conclusion, Implication, and Recommendation

According to the study's findings, customer happiness and loyalty are significantly impacted by perceived value and customer trust. Customer loyalty is not directly impacted by service quality, although it does have a beneficial effect on satisfaction. For this reason, Transjakarta must always raise the caliber of its offerings to entice clients to use them regularly and over an extended period of time. Furthermore, customer trust in the consistency and reliability of Transjakarta services also plays an important role in strengthening satisfaction and loyalty. On the other hand, perceived value, which refers to the alignment between costs and benefits received, becomes a key factor driving customers to continue using the service. Customer satisfaction serves as a crucial element in building loyalty, where positive service experiences increase the likelihood of customers continuing to use Transjakarta.

Practically, this research provides significant implications for Transjakarta to continuously improve service quality, build trust, and ensure that the value perceived by customers aligns with their expectations. Transjakarta needs to enhance aspects such as facilities and punctuality, provide transparent information regarding schedules and fares, and develop attractive loyalty programs for customers. Additionally, the government can use these findings as a reference to formulate better public transportation policies, aimed at improving mobility and reducing private vehicle usage.

Recommendations include improving the quality of bus fleets, training staff to enhance customer interaction, strengthening perceived value through appropriate pricing, as well as conducting educational campaigns and marketing initiatives that highlight the benefits of using Transjakarta. With these measures, it is expected that customer loyalty to Transjakarta can be increased, while supporting the development of sustainable public transportation in Jakarta.

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