

# The Effect of Customers Satisfaction Level with Service of Online Transportation and Public Transportation in Banda Aceh City

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**Abstract— The need for transportation at this time is increasing which is accompanied by lifestyle of people who want everything more instant, faster, and easier. Customer behavior will help the company in adjusting customer desires in the services provided by the company. The purpose of this research is to know the influence of the level of satisfaction with the service of online transportation and public transportation in Banda Aceh city. The type of data used is the primary data obtained from questionnaire. The technique of data analysis is using multiple linear regressions. The result of this research shows that partially satisfaction variable has positive and significant effect on the service of online transportation and public transportation in Banda Aceh city, partially variable cost has positive and significant influence to the online transportation and public transportation service in Banda Aceh city.**

**Simultaneously variable satisfaction and cost have significant effect to service of online transportation and public transportation in Banda Aceh city.**

*Keywords-component; satisfaction; service; cost*

## *Introduction*

In this difficult economic situation, there is a lot of competition in various areas of life including business world competition. Many companies are competing with each other to get customers, so the company must keep trying to improve its business to be better. In addition, with the advancement of technology, the company is required to be able to keep up with the times to avoid left behind with other competitors.

In economic development especially in Banda Aceh city area, as a city of tourism and education as well as Banda Aceh is a capital of provincial which is located at tip of Sumatera Island with population is 259.913 populations (BPS Aceh, 2017). Every year the population of Banda Aceh city has increased to be a big population. It will increase the need of staple goods, secondary goods, and tertiary goods.

Thus, Gremler & Brown argued that Academics and

practitioners alike concur that customer satisfaction and loyalty are an integral part of doing a business. Almost no business can survive without establishing a loyal customer base (as cited in Yuksel, Yuksel, & Bilim, 2010). The company is required to be able to fulfill every customer needs. Customer satisfaction is highly prioritized on the goods which are offered by the company so it can fulfill the needs of the company in running the company's business. Rust & Zahorik argued that bad level of service can arise customer dissatisfaction with the expectation to be achieved (as cited in Khan, 2012).

## *Literature Review*

### **2.1 Customer Satisfaction**

satisfaction is the feeling created because we get something that we wish or we have done something that we want to do (Cambridge University Press, 2017). Now, customer satisfaction is a very important thing in a company to make customers loyalty to the products that companies offer with increasing competition and many parties involved in fulfilling every customer wishes. Customer satisfaction has also been thought to be a key performance indicator for evaluating the quality of a relationship between service provider and customers (Doma & Doma, 2013).

#### **2.1.1 Factors of customer satisfaction**

(as cited Mar'ati & Sudarwanto, 2016), Mardikawati and Farida (2013) argue that the indicators of customer satisfaction transportation services are:

1. The suitability of the service with the expected, in this case relates to the perception of the customer whether the quality of services received in accordance with or not with the service provider promised to customer expectations.
2. The suitability of services at the rate paid, in this case relates to the customer's perception of what they perceive whether the service they receive matches the fees or rates they have paid to consume the service.
3. Customer satisfaction will be offered services, in this case relating to the perception of whether or not the customer satisfied the services offered compared to other service providers.

### **2.2 Quality of service**

The customer is a passenger. when the service quality is good , the customers will get satisfy vice versa(Kundi, 2013).

Moreover, Shin and Kim suggested service quality is a consumer’s overall impression of the relative efficiency of the service provider, and they found that service quality is significantly related to customer satisfaction. Our view on the relationship between these two constructs is based on the claim that perceived service quality is a predictor of customer satisfaction.(Deng, Lu, Wei, & Zhang, 2010). Good service quality will give rise to a sense of comfort to the company.

**2.3 Transportation**

Transportation is the transfer of people or goods from one place to another within a certain time by using a vehicle driven by humans, animals, and machines.

(as cited in Widiastuti, Sudarsono, & Rosardi, 2017) The definition of transportation according to some experts is as follows:

1. Morlok (1978), transportation is defined as the activity of moving or transporting something from a place elsewhere.
2. Bowersox (1981), transportation is the movement of goods or passengers from one place to another, where the product is transferred to the destination is required. And in general transportation is an activity of moving something (goods and / or goods) from one place to another, either with or without means.
3. Steenbrink (1974), transportation is the movement of persons or goods by means of vehicles or vehicles to and from geographically dispersed places.
4. Papacostas (1987), transportation is defined as a system consisting of certain facilities along with current and control systems that enable people or goods to move from one place to another efficiently at any time to support human activity.

**Methodology**

Research methodology is a way to know the result of a specific problem, where the problem is also called research problem. In Methodology, researchers use different criteria to solve existing research problems. Different sources mention that the function of different types of methods is to solve the problem. If we think about the word "Methodology", it is a way of finding or solving research problems (Research Institute Industrial, 2010).

**Sample data collection**

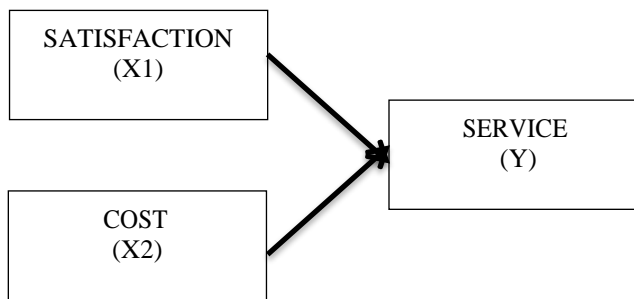
The process of collecting data on research as follows:

**1. Field research**

**a. Questionnaires**

Distribution of questionnaires containing questions and statements relating to the level of customer satisfaction with online transport services and public transportation in Banda Aceh city.

**Empirical Model**



Based on the chart, it can be made regression linear:

$$Y = a + bX_1 + b_2X_2 + e$$

Note:

- Y = Service
- X<sub>1</sub> = Satisfaction
- X<sub>2</sub> = Cost
- E = Error

**Findings**

**Multiple Linear Regression Analysis Test Results**

Dependent Variable: SERVICE  
 Method: Least Squares  
 Date: 12/05/17 Time: 07:27  
 Sample: 1 173  
 Included observations: 173

Variable	Coefficient	Std. Error	t-Statistic	Prob.
SATISFACTION	0.574722	0.076835	7.479954	0.0000
COST	0.448485	0.115664	3.877491	0.0002
C	0.867827	1.178024	0.736680	0.4623

R-squared	0.406678	Mean dependent var	12.61272
Adjusted R-squared	0.399698	S.D. dependent var	2.128232
S.E. of regression	1.648936	Akaike info criterion	3.855327
Sum squared resid	462.2283	Schwarz criterion	3.910008
Log likelihood	-330.4857	Hannan-Quinn criter.	3.877510
F-statistic	58.26128	Durbin-Watson stat	1.912248
Prob(F-statistic)	0.000000		

**Partial Test and Simultaneous Test**

1. Based on the t<sub>count</sub> obtained from the regression results with the program eviews 9.5 t<sub>count</sub> 7.47 with prob score 0.000 at significance level 5% (0,05) hence Ho rejected or Hi accepted which mean that variable of satisfaction (X<sub>1</sub>) partially have positive and significant influence to service of online transportation and public transportation in Banda Aceh city.
2. Based on the t<sub>count</sub> obtained from the regression results with the program eviews 9.5 t<sub>count</sub> 3.87 with prob score 0.000 at significance level 5% (0,05) hence Ho rejected or Hi accepted which mean that variable of cost (X<sub>2</sub>) partially have positive and significant influence to service of online transportation and public transportation in Banda Aceh city.
3. Based on Table 1 we get the F value of 58.26 and the significance 0.000 which is smaller than 0.05. This means that there are simultaneous influence of satisfaction variable (X<sub>1</sub>), cost (X<sub>2</sub>) on Service (Y).

### Conclusions

1. Partially satisfaction variable has positive and significant effect to online transportation and public transportation in Banda Aceh city.
2. Partially variable cost has positive and significant effect to online transportation and public transportation in Banda Aceh city.
3. Simultaneously variable satisfaction and cost have positive and significant effect to online transportation and public transportation in Banda Aceh city.

### Recommendations

1. In this research, we lack in the respondents, the data will be more credible and real if we got more respondents
2. In this research, we are using just 2 variables. We hope in the next research, the researcher may use many or more variables than us

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### AUTHORS PROFILE

Rachmat Fazil Isda was born in Banda Aceh on June 23, 1999. He passed the MIN 2011 Aceh Model, the Banda Aceh Model MTsn 2014, and the 10 dawn public high school in Banda Aceh in 2017. He then entered the international faculty of economics and business program in 2017 up to now. The activities that have been passed are the Semifinal of National Fermentation II Competition in Unibraw University Malang, 2015, Participant of Prof. Dr. Karim Douglas Crow (CRVP, Washington DC, USA), ‘Islamic’ Economy: Financial Capital or Human Capital, 2017. career experience namely Leader of Relationship and Finance in PASCAL (Parade of Art, Science, and Religion), 2015. Member of the Child Violence Forum, 2015. Leader of Relationship and Finance in IFTAH, 2016. Member of IBEP (International Business Economics Program), 2018 - now, Member of Student Association of Management in Economics and Business Syiahkuala University, 2018- now.