

Analysis of the Impact of Panoramic Train Ticket Prices on Argo Parahyangan Passenger Satisfaction

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ABSTRACT

This study aims to analyze the effect of Panoramic Train ticket prices on customer satisfaction in the relationship between Argo Parahyangan Gambir-Bandung Train and PT Kereta Api Pariwisata. A quantitative approach was applied by collecting data through questionnaires distributed to 100 passengers. The results of the study indicate that ticket prices that are in accordance with service quality have a significant effect on customer satisfaction. Appropriate pricing can increase satisfaction, while good quality service contributes to a satisfying travel experience. Factors such as comfort, cleanliness, and staff service also affect passenger perceptions of the services provided. This study provides useful insights for PT Kereta Api Pariwisata in optimizing pricing strategies and improving service quality. By understanding the relationship between ticket prices and customer satisfaction, companies can maintain and improve customer satisfaction, which ultimately increases loyalty and corporate image. Therefore, it is important for companies to adjust ticket prices to customer expectations and continue to improve service standards to maintain a competitive position in the transportation market.

Keywords: Ticket Price, Panorama Train, Customer Satisfaction, Service Quality, Pricing Strategy.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga tiket Kereta Panoramic terhadap kepuasan pelanggan pada Kereta Api Argo Parahyangan relasi Gambir-Bandung, dengan PT Kereta Api Pariwisata. Pendekatan kuantitatif diterapkan dengan mengumpulkan data melalui kuesioner yang disebarkan kepada 100 penumpang. Hasil penelitian menunjukkan bahwa harga tiket yang sesuai dengan kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan. Penetapan harga yang tepat dapat meningkatkan kepuasan, sementara kualitas layanan yang baik berkontribusi pada pengalaman perjalanan yang memuaskan. Faktor-faktor seperti kenyamanan, kebersihan, serta pelayanan petugas turut mempengaruhi persepsi penumpang terhadap layanan yang diberikan. Penelitian ini memberikan wawasan yang berguna bagi PT Kereta Api Pariwisata dalam mengoptimalkan strategi penetapan harga serta meningkatkan kualitas layanan. Dengan memahami hubungan antara harga tiket dan kepuasan pelanggan, perusahaan dapat mempertahankan serta meningkatkan kepuasan pelanggan, yang berujung pada peningkatan loyalitas dan citra perusahaan. Oleh karena itu, penting bagi perusahaan untuk menyesuaikan harga tiket dengan ekspektasi pelanggan dan terus meningkatkan standar layanan untuk mempertahankan posisi kompetitif di pasar transportasi.

Kata kunci: Harga Tiket, Panoramic Train, Kepuasan Pelanggan, Kualitas Layanan, Strategi Penetapan Harga.

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INTRODUCTION

The tourism industry is one of the sectors that continue to grow in various parts of the world. In an effort to meet the increasingly diverse market needs, the tourism industry continues to innovate by offering a variety of unique and interesting tourism experiences for customers (Gelbman, 2021). One innovation that has become a major attraction in the tourism industry is the panoramic train. The Panoramic Train on the Jakarta - Bandung route not only offers travel comfort, but also provides an unforgettable tourism experience for its passengers. PT Kereta Api Pariwisata with its Panoramic Train has succeeded in combining a comfortable journey with exploration of natural beauty and cultural richness, making it the main choice for tourists who want to enjoy a different and memorable tourism experience. Pricing of Panoramic Train tickets plays an important role in ensuring business sustainability and customer satisfaction. The right price can increase customer appeal while ensuring adequate income for operators (Arevin et al., 2024).

Ticket prices that are too high risk reducing the interest of potential customers, while prices that are too low can reduce profit margins and threaten long-term business sustainability. Therefore, an optimal pricing strategy is needed to maintain a balance between company profits and customer appeal (Kayikci et al., 2022). By considering various factors, such as operational costs, market segments, and the perceived value offered by the Panoramic Train, operators can set competitive and sustainable prices. This pricing must be supported by market analysis and marketing strategy (Erislan, 2023; Wasfika et al., 2024). An effective strategy can ensure that Panorama Train services remain relevant, attractive, and can meet customer expectations in the future.

The author is interested in analyzing the effect of Panoramic Train ticket prices on customer satisfaction of the Argo Parahyangan Train on the Gambir-Bandung route through a case study of PT Kereta Api Pariwisata. This study aims to optimize ticket pricing that is in accordance with the quality of service and passenger travel experience on the Panoramic Train. Price and service are inseparable in the industrial world (Hendrawan et al., 2023; Ningrum et al., 2024). By understanding the relationship between ticket prices and customer satisfaction, this study is expected to provide useful insights to improve service quality and customer satisfaction. The results of research conducted by Handayani & Soliha (2015), state that price affects customer satisfaction. The results of research conducted by Rahmadiansyah & Hartatik (2023), show that service variables, which include aspects of tangible, reliability, responsiveness, assurance, and empathy, have a positive influence on customer satisfaction in train transportation services. The results of a study conducted by Tantri et al. (2024), confirmed that price and service quality contribute positively to the level of customer satisfaction of the Argo Parahyangan Train. The study highlights the importance of an effective pricing strategy, which not only reflects the quality of service provided but also takes into account consumer preferences and needs, especially for Argo Parahyangan Train passengers. The main objective of this study is to support the sustainability of the Panoramic Train service, as well as to create a more satisfying travel experience for passengers on the Argo Parahyangan Gambir-Bandung route.

LITERATURE REVIEW

Price is one of the key elements in marketing strategy that influences purchasing decisions and customer satisfaction. Kotler et al. (2016), states that price is the amount of money charged to consumers to obtain a product or service. Prices that are in accordance with the quality of service provided can provide added value to customers, thus affecting their level of satisfaction. According to Zeithaml (1988), customer perceptions of price are closely related to the value they perceive from a product or service. When customers feel that the price they pay is commensurate with the benefits received, they tend to be satisfied. In the context of transportation services, such as trains, competitive ticket prices that are comparable to the quality of service are

important factors in attracting and retaining customers. Han & Hyun (2017), also shows that reasonable prices can increase customer loyalty through satisfaction. In this case, pricing does not only include the nominal amount, but also reflects customer perceptions of the value offered. For example, additional services such as premium facilities, ease of access, and travel comfort can affect the perception of value.

Service quality is an important dimension in creating customer satisfaction, especially in service industries such as transportation. According to Parasuraman et al. (1988), service quality can be measured through five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In the context of trains, aspects such as train cleanliness, punctuality, staff friendliness, and comfort of facilities are the main indicators of service quality. A study conducted by Chi et al. (2020), shows that good service quality contributes significantly to a satisfying customer travel experience. In the railway sector, customers have high expectations for comfort, safety, and service efficiency. This study is relevant to the Panoramic Train service, which offers a scenic travel experience as an added value. Furthermore, research by Dabholkar et al. (2000), emphasizes that service quality has a close relationship with customer satisfaction. They found that customer satisfaction depends not only on direct experience with the service, but also on their perception of the value received, which is often influenced by price.

Several studies have shown that price and service quality have both direct and indirect effects on customer satisfaction. According to Oliver (1999), customer satisfaction is the result of post-purchase evaluation of expectations and perceived reality. Price and service quality are two major factors that influence this evaluation process. A study by Kim et al. (2012), concluded that customers tend to be more satisfied when they feel that the ticket price reflects the quality of service they receive. In the context of the Panoramic Train, customers may have high expectations for premium facilities, such as large windows to enjoy the view, comfortable seats, and other additional services. If these expectations are met or exceeded, then the level of customer satisfaction will increase. In addition, research by Chen & Chang (2012), showed that perceptions of fair prices can strengthen the relationship between service quality and customer satisfaction. Prices that are considered unfair or too high, even though the service quality is good, can reduce customer satisfaction. Conversely, fair prices can strengthen the positive impact of service quality on satisfaction.

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Pricing in the transportation industry, including railways, requires an approach that considers various factors, such as market segmentation, operating costs, and the added value offered. According to Lovelock & Wirtz (2011); Rachman & Junipriansa (2024), there are three main strategies in pricing, namely Cost-Based Pricing, prices are determined based on operational costs plus desired profit margins. Value-Based Pricing, prices are determined based on the value perceived by customers. Competition-Based Pricing, prices are determined by considering the prices set by competitors. In the case of the Panoramic Train, a value-based pricing strategy may be the most relevant approach. The premium services offered, such as extra comfort and panoramic views,

provide added value that can differentiate the Panoramic Train from other train services. Therefore, ticket prices need to reflect this unique value to meet customer expectations. Customer satisfaction is one of the main indicators of success in the railway industry. According to Homburg et al. (2006), customer satisfaction can increase loyalty, intention to reuse the service, and word-of-mouth recommendations. In the railway industry, factors such as comfort, safety, and reliability have a significant influence on customer satisfaction. A study by de Ona et al. (2016), shows that customers who are satisfied with train services tend to have higher loyalty, which ultimately increases the company's profitability. They also emphasize the importance of listening to customer feedback to continuously improve service quality. In the context of Panoramic Train, PT Kereta Api Pariwisata can utilize customer satisfaction surveys to identify areas for improvement.

This study provides several practical implications for PT Kereta Api Pariwisata. The pricing of Panoramic Train tickets needs to be based on an in-depth analysis of the added value offered and customer perceptions. Ticket prices should reflect premium service quality, but remain within a range that is considered reasonable by customers. The company needs to continuously improve service quality to meet and exceed customer expectations (Sutarjo et al., 2024; Saputra et al., 2024). Investment in staff training, facility maintenance, and service innovation can help achieve this goal. In addition, PT Kereta Api Pariwisata can adopt a marketing strategy that highlights the uniqueness of the Panoramic Train, such as panoramic views and extra comfort, to attract a wider customer segment. Regular collection and analysis of customer satisfaction data can help the company understand customer needs and preferences. Thus, PT Kereta Api Pariwisata can design more effective strategies to increase customer satisfaction and loyalty.

H1: Price has a significant effect on customer satisfaction.

H2: Service Quality has a significant effect on Customer Satisfaction.

H3: Price has a significant effect on Customer Satisfaction through moderation of Service Quality.

METHODS

This research method uses a quantitative approach research method. According to Amin et al. (2023), the population in a study refers to all elements that are objects or subjects that have certain characteristics that are the focus of the study. This population is not only related to the number of subjects studied, but also includes a deep understanding of all the properties or characteristics possessed by the subject. In the context of this study, the population in question is the Panorama Train passengers on the Argo Parahyangan Train which is the main focus of the study. Determining the population is very important because it will provide an overview of the object to be studied, so that the results obtained can better describe the actual conditions. After determining the population, the next step in the study is to select the sample to be studied. In this study, the sampling technique used was Non-probability Sampling with the purposive sampling method. The purposive sampling method allows researchers to select individuals or groups who have certain characteristics that are relevant to the research objectives. In this case, the researcher selected Panorama Train passengers who met the research criteria and were relevant to the research objectives. To determine the number of samples used in this study, the researcher used the Slovin formula which is often used in social and behavioral research to determine the number of samples accurately. Based on the formula, the number of samples in this study was set at 100 respondents with a margin of error of 10%. With this number of samples, it is expected that this study can provide representative results regarding the characteristics and perceptions of Panorama Train passengers on the Argo Parahyangan Train in the period from January to June 2024.

RESULTS

The data variables in this study include Price (X1) and Service Quality (X2) as independent variables, and Customer Satisfaction (Y) as the dependent variable. The data for these variables were obtained through questionnaires distributed to 100 respondents, who are passengers of the Panoramic Train on the Argo Parahyangan Train over the past six months. The questionnaire results were then processed using Microsoft Excel to calculate the average ratings from the responses. The detailed data tabulation from the questionnaire calculations can be found in the appendix.

Table 1. Results of Questionnaire Distribution for Variables

Variable	Variable Indicator	Average
Price (X1)	Panoramic train ticket prices are affordable.	4.04
	Panoramic train ticket prices are in accordance with the quality of service provided.	4.27
	Panoramic train ticket prices are commensurate with the facilities obtained.	4.25
	Panoramic train ticket prices are more affordable compared to other alternative modes of transportation with similar services.	4.2
	Panoramic train ticket prices are in accordance with the travel experience provided.	4.14
Service Quality (X2)	The train is always clean and tidy.	4.46
	Complaints are handled quickly.	4.22
	The panoramic train crew has adequate knowledge of train services.	4.18
	The panoramic train crew shows concern for passengers.	4.37
	The interior design of the panoramic train meets passenger expectations.	4.31
	The air conditioner has been properly adjusted to the temperature conditions and passenger needs.	4.25
Customer Satisfaction (Y)	The toilets in the train are clean and have good facilities.	4.29
	The seats in the train are comfortable and well-maintained.	4.45
	The service I received was in accordance with my expectations of the Panoramic Train.	4.36
	The facilities provided on the train met my expectations.	4.31
	I felt comfortable and satisfied. So, I want to use the Panoramic Train service again.	4.19
	I intend to use the Panoramic Train service again in the future.	4.32
	I would recommend the Panoramic Train service to my friends or family.	4.40

Source: Data processed, (2024)

The average score of variable X1 for all indicators is above 4, indicating a relatively high level of satisfaction among respondents regarding the Panoramic Train ticket prices. The indicator of price suitability with service quality ranks the highest, showing that good service is highly valued by customers (Liu, & Lee, 2016; Rahmawati & Susilowati, 2021). On the other hand, the indicator of ticket price affordability, although still positive, has the lowest average score, suggesting there is still room for improvement in customers' perception of price affordability. This indicates that while the price is considered appropriate for the services and facilities provided, some customers feel that the pricing could be more competitive (Mundel et al., 2017; Anggraini & Budiarti, 2020).

All indicators of variable X2 show an average score above 4, indicating that the level of passenger satisfaction of the Panorama train is quite high. Cleanliness and tidiness of the train are the aspects that are most positively assessed by passengers (Ferdiani et al., 2024). Meanwhile, the knowledge of train crews regarding service, although still getting a relatively high score, shows the potential to improve the knowledge and skills of train crews. This shows that PT Kereta Api Wisata must remain focused on maintaining the cleanliness of the train while improving the knowledge and skills of the Panorama train crew so that the quality of service can continue to be improved.

The results of the questionnaire distribution, the indicator for variable Y with the highest score is the recommendation to use the Panorama Train service to friends or family, with an average score of 4.40. This shows that most passengers are satisfied with the services provided so that they are willing to recommend the Panorama Train to others. On the other hand, the indicator with the lowest score is the comfort and satisfaction felt by passengers, which motivates them to use the Panorama Train service, with an average score of 4.19. Although this score is still relatively high, it shows that there are aspects of comfort and satisfaction that may need to be improved in order to further encourage passengers to use the Panorama Train service in the future (Darunanto et al., 2024). The results show a good level of customer satisfaction with the Panoramic Train. However, there is room for improvement in terms of enhancing the repeat customer experience to increase passengers' willingness to use the service again.

Table 2. T-Test Results Y

Model	Un. Std. Coef. B	Un. Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	11.519	3.227		3.570	0.001
Price (X1)	0.201	0.098	0.199	2.053	0.043
Customer satisfaction	0.169	0.077	0.213	2.198	0.030

The output of the T-test results obtained that the Price variable (X1), the sig value is known to be 0.043. Because the sig value < 0.05 , then accept H1 or the Price variable (X1) has an effect on the Customer Satisfaction variable (Y). In the Service Quality variable (X2), the sig value is known to be 0.030. Because the sig value < 0.05 , the H2 hypothesis is accepted or the Service Quality variable (X2) has an effect on the Customer Satisfaction variable (Y).

Table 3. T-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	61.303	2	30.651	4.966	0.009
Residual	598.697	97	6.172		
Total	660.000	99			

The T-Test Results show a significance value of 0.009, which is smaller than 0.05, so the null hypothesis stating that the variables Price (X1) and Service Quality (X2) have no effect on Customer Satisfaction (Y) can be rejected. Thus, it can be concluded that the variables Price and Service Quality together have a significant effect on Customer Satisfaction. This supports the acceptance of hypothesis H3, which states that the two independent variables simultaneously contribute to changes in the dependent variable, namely Customer Satisfaction.

The multiple linear regression test is used to model the relationship between a dependent variable and two or more independent variables. The primary objective of this analysis is to understand how the independent variables jointly influence the dependent variable, as well as to predict the value of the dependent variable based on the values of the independent variables.

Table 4. Multiple Linear Regression Test Results

Model	Un. Std. Coef. B
Constant (a)	11.519
X1	0.201
X2	0.169

The Multiple Linear Regression Test obtained a constant value of 11.519 indicating that if the independent variables X1 (Price) and X2 (Service Quality) are zero, then the value of the dependent variable Y (Customer Satisfaction) is predicted to be 11.519. The coefficient of 0.201 on the price variable (X1) shows that every one unit increase in the price variable will increase the customer satisfaction value (Y) by 0.201, assuming the

service quality variable (X2) remains constant. The coefficient of 0.169 on the service quality variable (X2) shows that every one unit increase in the service quality variable will increase the customer satisfaction value (Y) by 0.169, assuming the price variable (X1) remains constant. In conclusion, Price (X1) and Service Quality (X2) both have a positive influence on Customer Satisfaction (Y). This means that improvements in these independent variables tend to increase customer satisfaction. Although both variables contribute positively, the Price (X1) variable has a slightly greater impact on customer satisfaction compared to Service Quality (X2).

CONCUSSION

Based on data analysis, it was found that ticket prices have a significant effect on customer satisfaction with a regression coefficient of 0.201. Setting the right price and in accordance with the value perceived by customers can increase their satisfaction. Affordable prices and comparable to service quality are the main considerations in assessing the overall customer experience. In addition, service quality is also proven to have a significant effect on Panoramic Train customer satisfaction, with a regression coefficient of 0.169. Improving service quality has a positive impact on customer satisfaction. Overall, these two variables, ticket price and service quality, simultaneously have a significant effect on customer satisfaction, as evidenced by the results of the hypothesis test which supports that both have a positive effect simultaneously on the level of customer satisfaction. Strategic pricing and improving service quality are important keys to maintaining and increasing customer satisfaction.

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