Willingness of Long-Distance Train Passengers to Pay for Valuable Baggage Services

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ABSTRACT

This study aims to analyze the willingness of long-distance train passengers to pay for a special valuable item storage service. Despite PT KAI recording an increase in passenger numbers in 2023, issues of lost belongings remain a significant concern, as experienced by passengers on the Tawang Jaya Premium and Kaligung trains. The study involved 276 respondents selected from long-distance train passengers. The Contingent Valuation Method (CVM) and binary logistic regression were used to understand the factors influencing the willingness to pay for this service. The findings indicate that 35% to 71% of passengers are willing to pay for the valuable item storage service. The price range considered reasonable by passengers is between Rp 5,000 and Rp 50,000. Several key factors influencing passengers' willingness to pay include the reliability of the storage facilities provided, the security of the storage procedures, and the perceived risk of losing belongings on the train. These findings offer insights for PT KAI to consider providing this service, which could enhance passenger comfort and security while reducing the risk of lost items during travel.

***Keywords**: Long Distance Train, Willingness to Pay, Security Services, Valuables, Binary Logistic Regression*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kesediaan penumpang kereta api jarak jauh dalam membayar layanan khusus penyimpanan barang berharga. Meskipun PT KAI mencatat peningkatan jumlah penumpang pada tahun 2023, masalah kehilangan barang tetap menjadi isu penting, sebagaimana yang dialami oleh penumpang KA Tawang Jaya Premium dan KA Kaligung. Penelitian ini melibatkan 276 responden yang dipilih dari penumpang kereta api jarak jauh. Metode penilaian kontinjensi (Contingent Valuation Method/CVM) dan regresi logistik biner digunakan untuk memahami faktor-faktor yang mempengaruhi kesediaan membayar layanan ini. Hasil penelitian menunjukkan bahwa 35% hingga 71% penumpang bersedia membayar untuk layanan penyimpanan barang berharga. Kisaran biaya yang dianggap wajar oleh penumpang berkisar antara Rp 5.000 hingga Rp 50.000. Beberapa faktor yang berperan penting dalam keputusan penumpang untuk membayar termasuk keandalan fasilitas penyimpanan yang disediakan, keamanan prosedur penyimpanan, dan tingkat risiko kehilangan barang di kereta. Temuan ini memberikan wawasan bagi PT KAI untuk mempertimbangkan penyediaan layanan ini, yang dapat meningkatkan kenyamanan dan keamanan penumpang sekaligus mengurangi risiko kehilangan barang selama perjalanan.

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***Kata kunci**: KA Jarak Jauh, kesediaan membayar, layanan pengamanan , barang bawaan berharga, regresi logistic biner*

INTRODUCTION

Trains are one of the alternative choices for Indonesian people in planning their trips, both for local and long-distance routes. With the advancement of railway transportation technology, people now have various choices, ranging from commuter trains such as Electric Rail Train (*Kereta Rel Listrik*/KRL) and Diesel Rail Transport (*Angkutan Kereta Rel Diesel*/KRD) which still use drivers to Mass Rapid Transit (MRT) and Light Rail Transit (LRT) which have adopted driverless technology. For intercity travel needs, there is also the Jakarta-Bandung "Whoosh" fast train, panoramic trains, and suite class compartment trains that offer a luxurious travel experience. In 2023, PT KAI recorded a significant increase in the number of passengers to 388,776,604 people, higher than 284,448,804 people in 2022 (BPS, 2024). However, this increase is not free from various problems, one of which is the loss of luggage, both at the station and during the trip. One case occurred with passengers on the Tawang Jaya Premium train on the Semarang Tawang - Pasar Senen route on Saturday, October 14, 2023, where passengers lost valuables in the form of an iPad and laptop (Anugrahadi, 2023). A similar case also occurred on the Kaligung train on the Semarang Poncol - Cirebon Prujakan route on Sunday, July 10, 2022, where a passenger lost a bag containing a laptop and smartphone (Rmoljateng, 2022). In response to these cases, PT KAI has apologized and reported the theft to the police. However, these cases have raised questions among the public regarding the security procedures implemented by PT KAI.

Cases of theft of valuables on trains indicate that existing security procedures may not be adequate. Research by Susanto, Isheka, & Wiryanta (2023), revealed that there is still a mismatch between CCTV security facilities and minimum service standards based on PM 63 of 2019 on several train sets. The loss of valuables causes significant losses for passengers, especially because there is no insurance for the luggage. This adds to the burden of losses that must be borne by passengers and shows that their rights to security services for the services consumed are not fully protected. Law No. Article 4 letter (a) of Law No. 8 of 1999 concerning Consumer Protection stipulates that consumers have the right to comfort, security, and safety in consuming goods and/or services. In addition, Article 4 letter (h) states that consumers have the right to receive compensation, damages, and/or replacement if the goods and/or services received do not comply with the agreement or are not as they should be. PT KAI as a transportation service provider should be responsible for the loss of passenger luggage if it is proven that it is the result of a deviation from the established rules and procedures. However, in practice, PT KAI often refers to the principle of passenger error that is considered negligent in looking after their luggage. PT KAI has set baggage terms and conditions that state that they are not responsible for damage or loss of luggage. As a result, the responsibility for the security of luggage is entirely borne by the passenger. In addition, PT KAI shifts the burden of proof to the passenger, who must show that the loss was caused by PT KAI's negligence (Wulansari & Febriana, 2023).

The service standards related to the security of train passengers' belongings have not been fully implemented. Based on the Regulation of the Board of Directors of PT KAI Number PER.U/KL.104/VI/1/KA-2019 concerning Guidelines for Passenger Services on Trains, Article 23 paragraph 2, it is stated that during the trip passengers have the right to receive guaranteed services such as travel information, clean toilets, comfortable room temperatures, and other facilities according to the train class. However, this regulation does not specifically mention the guarantee of security for passengers' belongings, but only in the form of an appeal for passengers to look after their own belongings. Seeing the weaknesses in protecting the security of valuables, different treatment is needed for these items because they have their own prestige value for passengers. Therefore, the author proposes an improvement in services in the form of

providing special facilities for storing valuables. This service will be subject to additional costs for passengers, similar to the pillow rental service that already exists in economy class. Based on this background, this study aims to examine passengers' willingness to pay for special services for securing valuables provided by PT KAI. This study aims to examine the willingness of train passengers to pay for special security services for valuables and to identify factors that influence this willingness. This study aims to answer the question of how far passengers are willing to pay for this service and what factors influence their decisions, such as the reliability of security facilities and existing security procedures.

LITERATURE REVIEW

Willingness to pay is the willingness of users to pay for services received (Nariendra et al., 2021; Aryatama, 2022). In the context of transportation, WTP is influenced by factors such as the quality and quantity of services, products offered, user income, and the utility or user's intention for the service. The approach in WTP analysis is usually based on user perceptions of the rates charged for a service (Aryasatya, 2023). The WTP value obtained indicates the maximum amount that users are willing to pay for the service (Nuning, et al., 2022; Ramli et al., 2023). In the regulations of PT Kereta Api Indonesia (KAI), baggage is passenger luggage that is regulated by certain terms and conditions. Each passenger is allowed to bring luggage with a maximum weight of 20 kg and a maximum volume of 100 dm^3 without being charged additional fees. For luggage that exceeds this limit, passengers are charged additional fees or are required to purchase an extra seat. However, the company is not responsible for damage or loss of luggage, so passengers must look after their own luggage. Valuables, such as laptops or electronic equipment, have significant economic and personal value, and their loss can cause great harm to passengers.

The quality of public services is an important factor in choosing a service (Maulani, 2020; Nurhikmah et al., 2022). Public services, according to Law Number 25 of 2009 concerning Public Services, are activities that aim to meet the service needs of every citizen in accordance with applicable provisions. The dimensions of service, as expressed by Kotler & Keller (2016), include tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are very relevant in the context of train services, especially related to passenger safety and comfort. The contingent valuation method (CVM) is a survey technique used to assess the economic value of non-market resources (Huda, 2022). The application of this method is like a valuables security service on trains. CVM is conducted by asking long-distance train passengers about their willingness to pay additional fees for valuables security services. This study examines the factors that influence passenger WTP and aims to provide data to support the improvement of security services on trains.

Previous research references are an important step in determining relevant topics and methods. Anggraini et al. (2019) studied the willingness and ability to pay of paratransit users, finding a gap between the two, which is influenced by user perceptions of service quality and financial conditions. Ieda et al. (2001), studied the willingness to pay of train users in Tokyo to reduce travel time, with results showing that the greater the time lost, the higher the willingness to pay. Sari & Setiartiti (2015) studied the willingness to pay off economy train users from Jogja to Jakarta, finding that age, education, income, and travel intentions influenced willingness to pay, with an average of IDR 78,866 per person. Sitoruset et al. (2018), examining the willingness to pay of commuter line users for improved service quality, found a 75% increase in willingness to pay if service quality improved. Based on these studies, this study will use the quality of baggage security service indicator as a factor influencing passengers' willingness to pay for valuables security improvement services.

METHODS

The flowchart illustrates the stages in the study, including data collection methods, data types, data collection techniques, sample determination, sample size, and data analysis methods (Ramdhan, 2021). The data used in this study were obtained directly from respondents, including passenger characteristics (gender, age, education, occupation), passenger travel (origin and destination of travel, train name, purpose of travel, frequency of travel), service quality (tangible, reliability, responsiveness, assurance, empathy), and willingness to pay (willingness to pay for valuables security services). The sampling technique used random sampling, which allows random sampling without considering strata in the population (Sugiyono, 2018). The sample size was calculated using the Lemeshow formula, with a 95% confidence level and a 10% error rate, resulting in a minimum size of 100 respondents, although the data collected reached 276 respondents. Data analysis methods include descriptive analysis and logistic regression. Descriptive analysis is used to describe the collected data through tables, frequency distributions, cross tabulations, diagrams, and other statistical measures without drawing general conclusions (Muhson, 2006). Meanwhile, logistic regression is used to analyze the relationship between predictor variables and response variables, especially when the response variables are qualitative (Djamaris, 2021; Nurdjanah & Haidar, 2023). Logistic regression was chosen because it is able to handle categorical predictor variables and produce a regression equation that can be interpreted clearly. The Wald test is used to test the partial effect of predictor variables on the response variable, while the Overall Model Fit test assesses the simultaneous effect. The Nagelkerke R square determination coefficient and Hosmer and Lemeshow's Goodness of Fit Test are used to measure and test the feasibility of the regression model, with R square values varying between 0 and 1, and Goodness of Fit values greater than 0.05 indicating a model that fits the observational data.

RESULTS

This study involved 276 respondents with 21% female and 79% male. Respondents were classified based on the name of the train used, frequency of travel, and willingness to pay for valuables security services. Most respondents used the Sancaka train, with a frequency of travel 1-4 times in 3 months. Of the 93 respondents who filled in the nominal willingness to pay, 56% were willing to pay ≤ IDR 14,000 for security services. This study used five service quality variables: Tangible, Reliability, Responsiveness, Assurance, and Empathy, each described by two indicators. Validity testing using the Pearson model is declared valid if r count > r table. The reliability test of this study used Cronbach Alpha to measure the reliability of the instrument, with reliability levels ranging from "less reliable" (0.0-0.20) to "highly reliable" (0.80-1.00). Based on the reliability test conducted by the researcher, the following results were obtained:

Table 1. Results of Research Instrument

Variable	Item	r count	r table	Cronbach's Alpha	Description
Tangible (X1)	X.1.1	0.779	0.1548	0.941	highly reliable
	X.1.2	0.804	0.1548	0.940	highly reliable
Reliability (X2)	X.2.1	0.816	0.1548	0.939	highly reliable
	X.2.2	0.835	0.1548	0.938	highly reliable
Responsiveness (X3)	X.3.1	0.755	0.1548	0.942	highly reliable
	X.3.2	0.827	0.1548	0.939	highly reliable
Assurance (X4)	X.4.1	0.857	0.1548	0.937	highly reliable
	X.4.2	0.882	0.1548	0.935	highly reliable
Empathy (X5)	X.5.1	0.841	0.1548	0.937	highly reliable
	X.5.2	0.785	0.1548	0.940	highly reliable

The results of the calculated r value are greater than the r table value for all research instruments. This means that the instruments used in the questionnaire are all declared valid. The test results show the Cronbach's alpha value> 0.9, which means that all

research instruments are declared reliable. The ideal score categorization is done using the ideal mean (Mi) 6 and the ideal standard deviation (SDi) 1.3. The ideal maximum score is 10, the minimum is 2, with Mi±1.5SDi as the interpretation limit. The following is the tendency of the ideal scores of the tangible variables (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5) which will be used in further data processing. Most respondents gave a "sufficient" assessment on all variables, with Tangible assessed as good by 32% of respondents, Reliability by 28%, Responsiveness by 34%, Assurance by 30%, and Empathy by 36%. The "low" assessment was almost non-existent, with the largest proportion being in the Reliability (2%) and Assurance (1%) variables. This shows that the service is assessed as quite adequate.

Ideal score categorization is done using an ideal mean (Mi) of 6 and an ideal standard deviation (SDi) of 1.3. The ideal maximum score is 10, minimum 2, with Mi±1.5SDi as the interpretation limit. Binary logistic regression with the forward method includes variables based on partial correlation. Only significant reliability variables are considered in the model. The backward method of binary logistic regression eliminates predictors until only significant reliability variables remain in the regression model. The Wald test value for all variables <X2 value (0.05; 1) is 3.841 and the p value (sig)> alpha value 0.05 so that Ho is accepted and H1 is rejected. This means that all service quality variables (tangible, reliability, responsiveness, assurance, empathy) do not have a partial effect on the passenger response variable in the willingness to pay for valuables security services. In backward logistic regression, all variables are entered and eliminated. Only the reliability variable is significant with a Wald test value of 7.471> 3.841 and a p-value <0.05, indicating its influence. From the Forward Method, the table above shows the Wald test value for the reliability variable 7.471> X2 value (0.05; 1) of 3.841 and a p value (sig) <alpha value 0.05 so that Ho is rejected and H1 is accepted, which means that there is a partial effect of the reliability variable on the response variable. Meanwhile, the other four service quality variables, namely tangible, responsiveness, assurance, empathy, have a p value (sig) > alpha value of 0.05. This means that the four variables have no partial influence on the response variable so they must be removed from the model. The results of testing variables that have no effect can be presented in Table 2.

Table 2. Variables Not in The Forward Method Equation

Variable	Score	df	Sig.
Tangible	0.000	1	0.984
Responsiveness	1.189	1	0.276
Assurance	0.197	1	0.657
Empathy	0.492	1	0.483

Simultaneous test using omnibus test to test hypothesis H0 ($\beta = 0$) and H1 ($\beta \neq 0$), with p value criteria <0.05. Based on binary logistic regression analysis with enter, forward and backward methods. The results of the simultaneous test using the enter method show a chi square of 10.399 <11.070 and a p-value of 0.065>0.05. Decision: accept Ho, the service quality variable has no significant effect. The results of the simultaneous test using the forward method show a chi square of 7.876>3.841 and a p-value of 0.005<0.05. Decision: reject Ho, the predictor variable has a simultaneous effect on the willingness to pay. The results of the simultaneous test using the backward method show a chi square of 7.876>3.841 and a p-value of 0.005<0.05. Decision: reject Ho, the predictor variable has a significant effect on the willingness to pay.

The model suitability test using Hosmer and Lemeshow's Test tests the difference between the observation results and model predictions. Accept Ho if the statistical value < chi square table or p-value > 0.05. Based on the model suitability test with the enter,

forward and backward methods. Model parameter estimation is used to determine the ability of tangible, reliability, responsiveness, assurance and empathy variables in explaining the willingness to pay for passenger valuables security services. Parameter estimation uses the Nagelkerke R square value.

Table 3. Model Suitability Test and Parameter Estimation Test

Method		Chi-square	df	Sig.	-2 Log likelihood	R Square
Enter		1.314	3	0.726	365.173	0.050
Forward		0.052	1	0.820	367.697	0.038
Backward	Step 1	1.314	3	0.726	365.173	0.050
	Step 2	1.807	3	0.613	365.249	0.049
	Step 3	0.709	3	0.871	365.434	0.049
	Step 4	0.313	3	0.957	366.509	0.043
	Step 5	0.052	1	0.820	367.697	0.038

The results of the model suitability test on the enter method obtained a chi square value of 1.314 smaller than the X2 table (0.05; 3) of 7.814, a p value of 0.726> α (0.05) so that it can be concluded that Ho is accepted, which means there is no difference between the observation results and the prediction results so that the model is said to be fit. The results of the model suitability test on the forward method obtained a chi square value of 0.052 smaller than the X2 table (0.05; 1) of 3.841 and a p value of 0.820> α (0.05) so that it can be concluded that Ho is accepted, which means there is no difference between the observation results and the prediction results so that the model is said to be fit. The results of the model suitability test on the backward method obtained a chi square value of 0.052 smaller than the X2 table (0.05; 1) of 3.841 and a p value of 0.820> α (0.05) so that it can be concluded that Ho is accepted, which means there is no difference between the observation results and the prediction results so that the model is said to be fit.

The parameter test results obtained the Nagelkerke R square value from the enter method of 0.05 or 5%. This means that the response variable can be explained by the predictor variables by 5%, the remaining 95% is explained by other factors. Nagelkerke R square. in this study can be interpreted as the R2 value in multiple regression. The parameter test results obtained the Nagelkerke R square value from the forward method of 0.038 or 3.8%. This means that the response variable can be explained by the predictor variables by 3.8%, the remaining 96.2% is explained by other factors. Nagelkerke R square. in this study can be interpreted as the R2 value in multiple regression. The parameter test results obtained the Nagelkerke R square value from the Backward method of 0.038 or 3.8%. This means that the response variable can be explained by the predictor variables by 3.8%, the remaining 96.2% is explained by other factors. Nagelkerke R square. in this study it can be interpreted as the R2 value in multiple regression.

Binary logistic regression produces a decision table of willingness to pay for valuables security services. Observation results of passenger responses related to baggage security services. Out of 116 passengers who were unwilling to pay, only 3 people were predicted to be truly unwilling to pay, with a model accuracy of 2.6%. In contrast, of the 160 passengers who were willing to pay, 158 people were predicted to be truly willing, with a model accuracy of 98.8%. These results indicate that the model is more accurate in predicting passengers who are willing to pay for security services, but less accurate in predicting passengers who are unwilling to pay. After obtaining the best model, the next step is to find the magnitude of the influence indicated by the Exp (β) value or also called the Odds Ratio (OR).

Table 4. Odds Ratio Final Model

Method		Variable	B	Exp(B)
Enter		Tangible	-0.110	0.896
		Reliability	0.741	2.099
		Responsiveness	0.497	1.643
		Assurance	-0.477	0.621
		Empathy	0.181	1.198
		Constant	-1.574	0.207
Forward		Reliability	0.741	2.097
		Constant	-1.339	0.262
Backwards	Step 1	Tangible	-0.110	0.896
		Reliability	0.741	2.099
		Responsiveness	0.497	1.643
		Assurance	-0.477	0.621
		Empathy	0.181	1.198
		Constant	-1.574	0.207
	Step 2	Reliability	0.686	1.985
		Responsiveness	0.476	1.609
		Assurance	-0.478	0.620
		Empathy	0.170	1.186
		Constant	-1.627	0.196
	Step 3	Reliability	0.703	2.020
		Responsiveness	0.553	1.739
		Assurance	-0.428	0.652
		Constant	-1.563	0.210
	Step 4	Reliability	0.506	1.658
		Responsiveness	0.374	1.453
		Constant	-1.678	0.187
	Step 5	Reliability	0.741	2.097
		Constant	-1.339	0.262

The enter model shows that the odds of passengers paying for security services are influenced by tangible (0.896), reliability (2.099), responsiveness (1.643), assurance (0.621), and empathy (1.198). The regression equation cannot be made because it does not meet the requirements in binary logistic regression. The Forward method shows that the Odds of passengers paying for security services increase 2.097 times for each increase in reliability. Equation: Logit (p) = -1.339 + 0.741 reliability. The Backward method shows that the Odds of passengers paying for security services increase 2.097 times for each increase in reliability. Equation: Logit (p) = -1.339 + 0.741 reliability.

From the three methods used, the forward and backward methods were obtained which met the requirements of the logistic regression testing stages so that the results of these two methods can be used for model formation. The analysis shows that reliability is the only variable that affects passengers' willingness to pay for valuables security services. Cases of lost goods on Sritanjung and Tawangalun trains have raised doubts about PT KAI's security facilities. The handling of lost goods is also not optimal, and the responsibility for security is still borne by passengers. Therefore, improving the reliability of security facilities and procedures is important to maintain service quality. The probability that passengers are willing to pay for security services is 71% (good reliability), 54% (fair), and 35% (low).

CONCLUSION

Passengers' luggage, especially valuables, requires special care, as their loss can lead to significant financial damage. Offering an additional service to secure valuables on long-distance trains could enhance passenger comfort, even though it would increase travel costs. The analysis shows that passengers' willingness to pay for such a service is influenced by the reliability of the security facilities and the procedures in place for handling lost items. Using binary logistic regression, the probability of willingness to pay was found to range from IDR 5,000 to IDR 50,000. For PT KAI (Persero) to successfully implement this additional service, it needs to improve the reliability of

security measures and the efficiency of its lost luggage handling procedures. This will ensure passengers' confidence in the safety of their valuables during their journey, making the service more attractive despite the additional cost. By addressing these concerns, PT KAI can offer a valuable solution that reduces the risk of lost luggage while increasing overall passenger satisfaction and trust in its services.

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