



# The Influence Of Price And Service Quality On Customer Satisfaction Of Bus 27 Trans Route Malang – Bandung Through Purchasing Decisions

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## ABSTRACT

Transportation plays an important role in facilitating human mobility in carrying out various activities such as work, education, tourism and traveling. The current situation has given rise to increasingly fierce competition between various modes of transportation, including air, sea and land. This research aims to determine the direct influence of price and service quality on purchasing decisions and to test the indirect influence of price and service quality on customer satisfaction through purchasing decisions. The research method in this research is descriptive and quantitative. The sampling technique used in this research is a non-probability sampling technique with a focus on purposive sampling, and using the Cochran formula to obtain a sample of 100 respondents in the study. The analytical method used in this research is structural equation modeling-partial least squares (SEM-PLS). Based on the results of hypothesis testing, it shows that price has a direct influence on purchasing decisions, service quality has a direct influence on purchasing decisions, purchasing decisions have a direct influence on customer satisfaction, and price has an indirect influence on customer satisfaction through purchasing decisions and service quality has an indirect influence on customer satisfaction through purchasing decisions.

## INTRODUCTION

Transportation plays an important role in facilitating human mobility in carrying out various activities such as work, education, tourism, and traveling. Until now, transportation continues to develop to improve its effectiveness and efficiency according to human needs.

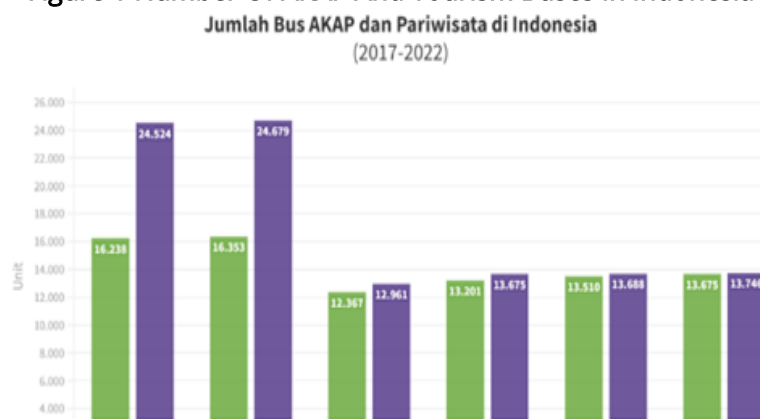
The current condition has led to increasingly fierce competition among various modes of transportation, including air, sea and land. Various businesses compete to attract passengers by offering the best quality of service. Indonesia has various modes of transportation, including air,

sea and land. The government and users are increasingly showing interest in land transportation due to its cost-effectiveness and the rapid advancement of toll road infrastructure, which facilitates travel between major cities in Indonesia and ultimately reduces travel duration.

Until now, the price of domestic airline tickets is still relatively expensive. The cause of domestic airline ticket prices is the provision of upper limit tariffs and low limit tariffs. With the existence of an upper limit tariff, the aim is to protect consumers from being overpriced. While the lower limit tariff is useful to protect airlines so that there is no tariff war or airplane ticket prices between airlines. With the occurrence of domestic airplane ticket prices increasing, some passengers have switched to traveling out of town using Inter-City Inter-Provincial (AKAP) buses. One of the factors causing consumers to switch from airplanes to AKAP buses in addition to cheaper prices is the variety of facilities obtained. Not only in terms of ticket prices and facilities, the switch of passengers from airplanes to AKAP buses is also due to the development of bus types in recent years.

Meanwhile, buses still remain a popular mode of land transportation among the people of Indonesia to this day. In fact, the number of bus companies operating in this business continues to grow, experiencing rapid growth, and competing to attract customers. In order to strengthen their business, bus companies often add new bus fleets to provide the best service to the community.

**Figure 1 Number Of AKAP And Tourism Buses In Indonesia**



Source: Ministry of Transportation 2022

The growing number of buses in Indonesia has triggered intense competition, and with a variety of alternative transportation options, consumers have become more selective in choosing a bus company. In the face of this situation, it is important to create service quality that can meet passenger expectations and generate bus passenger satisfaction.

PO 27 Trans is an autobus company originating from East Java that serves Inter-City Inter-Provincial (AKAP) buses with passenger pick-up at terminals or authorized agents in various cities. Their advantage over other intercity bus service providers is the ability to provide extra comfort by delivering passengers to the city center, hotels, and other strategic locations that become official stopping points.

In conducting research on the quality of service from users of PO 27 Trans transportation services, researchers found several responses from users who complained through the social media group facebook 27 Trans Mania. For this reason, the authors conducted a pre-survey on 30 people who had used the 27 Trans Bus transportation service, Malang - Bandung Department by distributing statements on the pre-survey using a questionnaire on google form to see accurate perceptions from users of the 27 Trans Bus, Malang - Bandung Department.

According to the results of the pre-survey that has been carried out regarding purchasing decisions, the results are obtained, namely:

**Table 1 Pre Survey Results Purchase Decision Variables**

No	Dimensions	Question	Answers	
			Yes	No
1	Product Choice	I chose Bus 27 Trans because it has facilities that meet consumer expectations.	93,3%	6,7%
2	Brand Choice	Bus 27 Trans is quite trustworthy as a reliable AKAP Bus	80%	20%
3	Choice of Distributor	It is easy for me to buy Bus 27 Trans tickets through the application or the nearest bus agent	93,3%	6,7%
4	Purchase Time	Bus 27 Trans is my choice when traveling out of town	46,7%	53,3%
5	Purchase Amount	I find it easy to choose the departure schedule of Bus 27 Trans because it has more than 1 departure time	73,3%	26,7%

Source: Researcher Processed Results (2023)

Table 1 presents good results from the pre-survey regarding purchasing decisions. However, some aspects of purchasing decisions are still classified as unfavorable, especially the aspect of purchasing time. Where in the dimension of purchasing time, it shows that 16 respondents with a value of 53.3% answered that they disagreed with the dimension of purchasing time because there were various factors that made respondents determine Bus 27 Trans to be the choice when traveling out of town.

In order to compete with other buses, it is important to understand purchasing decisions and customer satisfaction. Customer satisfaction is influenced by purchasing decisions. Therefore, it is necessary to conduct a pre-survey on customer satisfaction variables after they have purchased 27 Trans bus tickets. The following are the results of a pre-survey of the dimensions of customer satisfaction, namely:

**Table 2 Pre-Survey Results Of Customer Satisfaction**

No	Dimensions	Question	Answers	
			Yes	No
1	Expectation Match	The quality of service of Bus 27 Trans that I expect has met my needs	83,3%	16,7%
2	Repeat Purchase	I will use Bus 27 Trans again	43,3	56,7%
3	Willingness to Recommend	I will recommend Bus 27 Trans to others because I am satisfied with the services provided	80%	20%

Source: Researcher Processed Results (2023)

The results of the customer satisfaction pre-survey show good results, as shown in Table 2. However, some aspects of customer satisfaction, especially the repurchase aspect, are still classified as unfavorable. Where in this repurchase dimension, it shows that 17 respondents with a value of 56.7% answered that they disagreed with the repurchase dimension because there were various factors that made respondents not to reuse Bus 27 Trans.

In their research for Tsalisa (2022), Kotler and Keller define customer satisfaction as a sentiment of individual satisfaction or dissatisfaction when comparing the actual results of a fictitious product or service with anticipated performance. When customers are satisfied with a product or service, its performance exceeds their initial expectations.

Customer satisfaction can be influenced by price. So the authors conducted a pre-survey distribution of the price dimension, namely:

**Table 3 Price Pre-Survey Results**

No	Dimensions	Question	Answers	
			Yes	No
1	Price Affordability	Bus 27 Trans ticket prices are affordable with consumer purchasing ability	36,7%	63,3%
2	Price Compatibility with Product Quality	The price of 27 Trans bus tickets is in accordance with the quality of the services provided	86,7%	13,3%
3	Price Conformity with Benefits	The ticket price for Bus 27 Trans is in accordance with the benefits received	90%	10%
4	Price According to Competitiveness	Bus 27 Trans ticket prices can compete with other buses	90%	10%

Source : Researcher Processed Results (2023)

As shown in Table 3, the pre-survey results regarding the price variable are quite favorable. However, certain aspects of price are still classified as unfavorable, especially the affordability aspect. Where the price affordability dimension shows that 19 respondents with a value of 63.3% answered that they disagreed with the price affordability dimension because the ticket price of the 27 Trans Bus was more expensive than other buses.

As stated in Haryoko (2020), Price as quoted by Kotler and Armstrong the monetary value of a service or product represents the amount consumers are willing to pay in exchange for the benefits they get from having or using that service or product.

In this case PO Bus 27 Trans sells ticket prices according to good service quality so that customers feel satisfied. Therefore, the authors conducted a pre-survey distribution of the dimensions of service quality, namely:

**Table 4 Service Quality Pre-Survey Results**

No	Dimensions	Question	Answers	
			Yes	No
1	Reliability	Crew Bus 27 Trans provides good service to customers	90%	10%
2	Responsiveness	Bus 27 Trans staff are always responsive in handling customer complaints	43,3%	56,7%
3	Assurance	Crew Bus 27 Trans has a friendly and polite attitude towards customers	93%	6,7%
4	Empathy	Bus 27 Trans crew pay attention to where to drop off passengers for each customer	90%	10%
5	Tangible	Crew Bus 27 Trans is neatly dressed when serving customers	100%	0%

Source : Researcher Processed Results (2023)

The pre-survey results for service quality variables show good results, as shown in Table 4. However, there are still dimensions of service quality that are categorized as less good, namely the dimension of responsiveness. Where the responsiveness dimension shows that as many as 17 respondents with a value of 56.7 answered that they did not agree with the responsiveness dimension because it was still found that customer complaints were not conveyed properly to PO Bus 27 Trans.

## LITERATURE REVIEW

### Marketing

Marketing based on Tjiptono and Diana (2020: 3), is a process that includes the creation, distribution, promotion, and pricing of goods, services, and ideas in order to facilitate satisfying relationships with customers. In addition, the purpose of marketing is to build and maintain good relationships with stakeholders in a dynamic environment.

### Service Marketing

Based on Tjiptono (2019: 29) service marketing can be defined as anything that can be offered by one party to another, which is basically intangible and does not result in ownership.

### Price

Based on Firmansyah (2018: 180) price plays an important role in the success of a company because it determines how much profit the company can get from selling its products, whether goods or services.

### Service Quality

Service quality, based on Tjiptono (2017: 180), is a measure of how well the service can be provided according to customer expectations.

### Customer Satisfaction

Customer satisfaction is based on Kotler and Chernev (2022: 448), when someone compares the performance of the service or product obtained as the expected level of satisfaction. Customer satisfaction is an important key to shaping customer loyalty because without meeting customer needs and desires, a company will have difficulty maintaining and developing loyal customers.

### Purchase Decision

Based on Tjiptono (2020: 21) purchasing decisions are the process by which buyers choose certain goods or brands, think about how well other choices meet their needs, and finally make decisions.

## METHODS

The methodology used in this study is quantitative. The statistics of the consumers of the 27 Trans Bus Malang-Bandung Department included in the study population are uncertain. This study used nonprobability sampling techniques, specifically purposive sampling. Participants in this study were customers of Bus 27 Trans, Malang-Bandung Department. The sample size was determined using the Cochran formula, resulting in a total of 100 respondents. This study was conducted using the Structural Equation Model (SEM) method.

Harahap (2020) defines the Structural Equation Model (SEM) as an analytical framework that integrates path analysis, factor analysis, and structural models.

## RESULTS

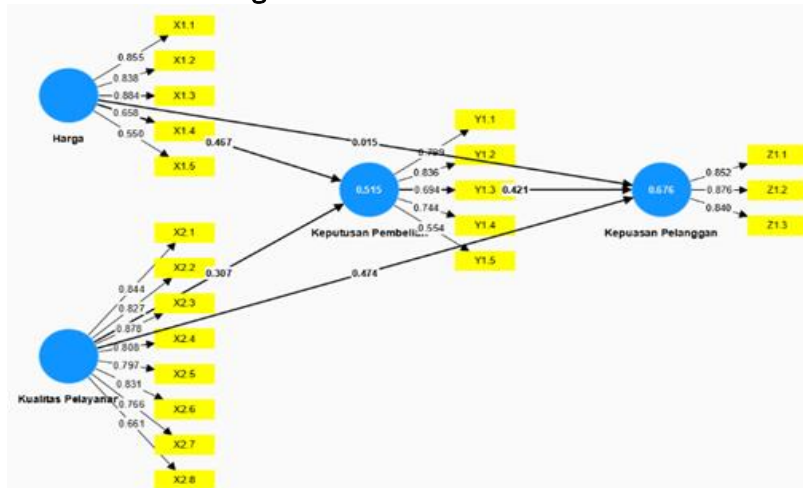
### Descriptive Analysis

The findings of the descriptive analysis show that the evaluation of 100 customers of Bus 27 Trans Malang-Bandung Department supports the conclusion that price, service quality, customer satisfaction and purchasing decisions are in the very good category.

**Measurement Model Test Results (Outer Model)**

To determine the impact of price and service quality on customer satisfaction through purchasing decisions, this study uses the Structural Equation Modeling (SEM) technique for analysis. The measurement model, also known as the Outer Model, describes the exact correlation between latent variables and indicators. This study used 21 indicators to assess four variables. The test was conducted with the full model path diagram and SmartPLS 4.0 as described below:

**Figure 3 Outer Model Results**



Source: Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

**Convergent Validity Test**

**Table 5 Convergent Validity Test Results**

Variable	Indicator	Factor Loading	AVE	Description
Price (X1)	H1	0,855	0,590	Valid
	H2	0,838		
	H3	0,884		
	H4	0,658		
	H5	0,550		
Service Quality (X2)	KUP1	0,844	0,645	Valid
	KUP2	0,827		
	KUP3	0,878		
	KUP4	0,808		
	KUP5	0,797		
	KUP6	0,831		
	KUP7	0,776		
	KUP8	0,661		
Purchase Decision (Y)	KP1	0,799	0,536	Valid
	KP2	0,836		
	KP3	0,694		
	KP4	0,744		
	KP5	0,544		
Customer Satisfaction (Z)	KPL1	0,852	0,733	Valid
	KPL2	0,876		
	KPL3	0,840		

Source : Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

According to table 5, the four variables have an AVE value that is higher than the threshold value of 0.5. And each concept in the calculated model has met the discriminant test requirements. Indicators that have been used in this study can be said to have met the requirements if the AVE square root value of each construct is greater than the correlation value between constructs.

### Discriminant Validity

Discriminant validity aims to explain the phenomenon being measured by assessing how far the latent construct is truly different from other constructs. The discriminant validity test uses the fornell-larcker criteria and the cross loading value in SmartPLS. The following are the results of the fornell-larcker criteria test in this study:

**Table 6 Discriminant Validity Test Results (Forenell Lacker Criteria)**

	Price	Service Quality	Purchase Decision	Customer Satisfaction
Price	<b>0,768</b>			
Service Quality	0,638	<b>0,856</b>		
Purchase Decision	0,684	0,734	<b>0,732</b>	
Customer Satisfaction	0,706	0,753	0,637	<b>0,804</b>

Source : Results of Data Processed by Researchers Using SmartPLS 4.0 (2024)

Table 6 shows that the model has a good discriminant validity value because the root AVE value of each latent variable is greater than its highest correlation value with other variables.

### Reliability

**Table 7 Reliability Test**

	Croncbach's Alpha	Composite Reliability	Description
Price	0,821	0,862	<b>Reliabel</b>
Service Quality	0,921	0,922	
Purchase Decision	0,778	0,795	
Customer Satisfaction	0,818	0,818	

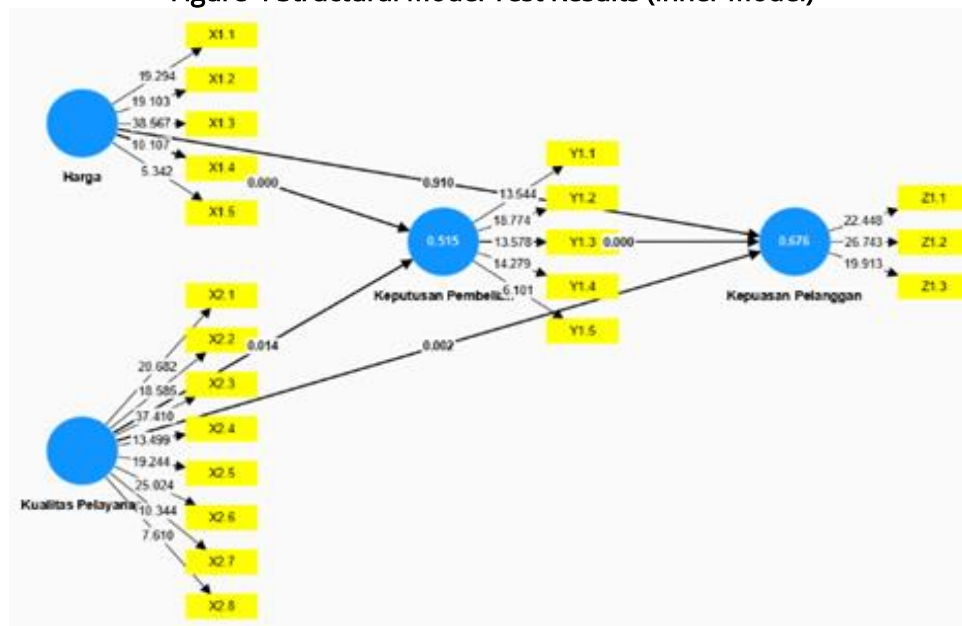
Source : Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

Table 7 above shows the results of the reliability test, the composite reliability value and Cronbach's alpha value > 0.7 which shows that it is reliable. This shows that all indicators have a stable level of consistency, so the measurement results of the tool can be trusted.

**Structural Model Test Results (Inner Model)**

The purpose of the structural model test (inner model) is to predict the causal relationship between latent variables in the research model. The inner model in this study looks like:

**Figure 4 Structural Model Test Results (Inner Model)**



Source : Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

**R Square Test**

The R2 (R-square) test is used to measure model quality criteria that show the influence of independent latent variables on latent variables.

**Table 8 R Square Value**

Variable Laten	R-Square	Description
Purchase Decision (Y)	0,515	Moderate
Customer Satisfaction (Z)	0,676	Moderate

Source : Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

According to table 8, it can be seen that the Purchasing Decision has an R2 (R-Square) number of 0.515 which shows that the Price and Service Quality variables have an influence on the Purchasing Decision by 51.5% and the remaining 48.5% is influenced by other variables not examined in this study. The results of this value are > 0.33 but < 0.67, which means that the Price and Service Quality variables have a moderate influence on Purchasing Decisions.



Then according to the table above, we can also see that the Customer Satisfaction variable has an R2 (R-Square) number of 0.676, which in this case shows that the Price and Service Quality variables have an influence on Customer Satisfaction by 67.6% and the remaining 32.4% is influenced by other variables not examined in this study. The results of this value are  $> 0.67$ , which means that the Price and Service Quality variables have a moderate effect on Customer Satisfaction.

### Hypothesis Test

Table 10 Hypothesis Test

Variable Relationship	Original Sample	T Statistic	P Values
Price (X1) → Purchase Decision (Y)	0,467	3,623	0,000
Service Quality (X2) → Purchase Decision (Y)	0,307	2,457	0,014
Purchase Decision (Y) → Customer Satisfaction (Z)	0,421	4,174	0,000
Price (X1) → Purchase Decision (Y) → Customer Satisfaction (Z)	0,197	2,371	0,018
Service Quality (X2) → Purchase Decision (Y) → Customer Satisfaction (Z)	0,129	2,582	0,010

Source : Results of Data Processing Researchers Using SmartPLS 4.0 (2024)

## DISCUSSION

The following is an explanation of the hypothesis according to table 10 above:

### Direct Effect Of Price (X1) On Purchasing Decisions (Y)

Referring to the results of testing Price on purchasing decisions directly is the result of the T statistic  $3.623 > T$  Table 1.96 and p values  $0.000 < 0.05$ , it can be said that H0 is rejected, H1 is accepted. This shows that price has a significant impact on purchasing decisions. The path coefficient value of Price on Purchasing Decisions is 0.467 which shows the direction of the relationship between the two variables is positive.

### Direct Effect Of Service Quality (X2) On Customer Satisfaction (Y)

Referring to the results of testing Price on purchasing decisions directly is the result of the T statistic  $3.623 > T$  Table 1.96 and p values  $0.000 < 0.05$ , it can be said that H0 is rejected, H1 is accepted. This shows that price has a significant impact on purchasing decisions. The path coefficient value of Price on Purchasing Decisions is 0.467 which shows the direction of the relationship between the two variables is positive.

### Direct Effect Of Purchasing Decisions (Y) On Customer Satisfaction (Z)

Referring to the results of testing Service Quality on Purchasing Decisions directly, the results of the T Statistic value  $2.457 > T$  Table 1.96 and p values  $0.014 < 0.005$ , it can be said that H0 is rejected H2 is accepted. This shows that Service Quality has a significant impact on

Purchasing Decisions. The path coefficient value of Service Quality on Purchasing Decisions is 0.307 which shows the direction of the relationship between the two variables is positive.

#### **Indirect Effect Of Price (X1) On Customer Satisfaction (Z) Through Purchasing Decisions (Y)**

Referring to the results of the indirect hypothesis test, it can be found that the effect of Price on Customer Satisfaction through Purchasing Decisions with a path coefficient of 0.197 with a T Statistic value of  $2.371 > T$  Table 1.96 and p values of  $0.018 < 0.05$ . It can be concluded that price has a positive and significant impact on customer satisfaction through purchasing decisions.

#### **Indirect Effect Of Service Quality (X2) On Customer Satisfaction (Z) Through Purchasing Decisions (Y)**

Referring to the results of the indirect hypothesis, it can be obtained that the effect of Service Quality on Customer Satisfaction through Purchasing Decisions with a path coefficient of 0.129 with a T Statistic value of  $2.582 > T$  Table 1.96 and p values of  $0.010 < 0.05$ . It can be concluded that Service Quality has a positive and significant impact on Customer Satisfaction through Purchasing Decisions.

### **CONCLUSION AND SUGGESTION**

The According to the results of research on "The Effect of Price and Service Quality on Customer Satisfaction of Bus 27 Trans, Malang - Bandung Department Through Purchasing Decisions", the conclusions are obtained, namely:

1. Descriptively about price, service quality, customer satisfaction, and purchasing decisions
  - a. According to the overall continuum line, the price variable has a total score of 87.6%, this is in the very good category.
  - b. According to the continuum line, the overall service quality variable has a total score of 91.38, this is in the very good category.
  - c. According to the continuum line, the overall customer satisfaction variable has a total score of 89.6%, this is in the very good category.
  - d. According to the continuum line, the overall purchasing decision variable has a total score of 85.8%, this is in the very good category.
2. According to the test results Price on Purchasing Decisions directly has a positive and significant impact of 46.7%.
3. According to the results of testing Service Quality on Purchasing Decisions directly has a positive and significant impact of 30.7%.
4. According to the results of testing Purchase Decisions on Customer Satisfaction directly have a positive and significant impact of 42.1%.
5. According to the results of the indirect hypothesis test, it can be obtained that the effect of Price on Customer Satisfaction through Purchasing Decisions has a positive and significant impact of 19.7%.
6. According to the results of indirect hypothesis testing, it can be obtained that the effect of Service Quality on Customer Satisfaction through Purchasing Decisions has a positive and significant impact of 12.9%.

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