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Relationship Between Transportation Service Quality General Consumer Satisfaction (Case Study: KPUM Route 64 Medan City)

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Abstract

This study aims to: (1) assess the level of service quality, (2) examine the relationship between service quality and customer satisfaction, and (3) identify the service quality factors that most influence customer satisfaction. The research is a survey-based study, utilizing a questionnaire as the data collection tool, which is then analyzed using quantitative methods. The research sample comprised 100 respondents, and the data was analyzed using the Spearman Rank test. The results from the Spearman Rank test, analyzed with SPSS, show that the service quality variables in the dimensions of Tangibles, Reliability, and Assurance exhibit a positive and significant relationship with consumer satisfaction, categorized as strong. Meanwhile, for the Responsiveness and Empathy dimensions, a positive and significant relationship was found, though categorized as moderately strong.

Keywords: Quality of Service; Consumer Satisfaction; KPUM

1. Introduction

The population growth in Medan City aligns with the increasing number of commuters, making public transportation an essential service. Pangestu and Prasetyo (2022) highlighted the critical role of transportation in everyday life, yet economic progress has encouraged a shift towards private vehicle use, contributing to traffic congestion. Consequently, the development of public transport is becoming a priority. According to the Medan City Central Statistics Agency (2023), the city's population reached 2,494,512 in 2022, with a density of 9,410 people/km². The city's public transportation system, particularly city transportation (angkot), has seen a decline, necessitating an evaluation based on minimum service standards to improve community satisfaction. This study focuses on KPUM route 64, measuring the quality of public transportation services using indicators such as reliability, responsiveness, assurance, empathy, and tangibles, while identifying factors influencing consumer satisfaction, as per the framework of Zeithaml, Parasuraman, and Berry (1990) and the Regulation of the Minister of Transportation No. PM 98 of 2013.

2. Literature Review

2.1. Quality of Transportation Services

According to Moleong (2013), several indicators are used to measure or evaluate perceptions of service quality, namely:

- a. Tangible (physical evidence), which refers to the condition or appearance of physical facilities. Tangible indicators include:

Table 1. Tangible Indicators

Aspects	Indicator
Tangible (Physical Appearance)	Public transportation that is in good condition and has passed the specification test Facilities such as nice and comfortable seating Friendly and kind driver appearance

- b. Reliability refers to the ability or expertise to deliver the promised service accurately, promptly, and to a satisfactory standard. The indicators of reliability include:

Table 2. Reliability Indicators

Aspects	Indicator
<i>Reliability</i> (Keandalan)	Speed of service customer in providing service Service accuracy The driver steers the transport well

- c. Responsiveness refers to the willingness to assist customers and deliver prompt service. The indicators of responsiveness are as follows:

Table 3. Responsiveness Indicators

Aspects	Indicator
<i>Responsiveness</i>	Provide clear information Quickly respond to customer complaints

- d. Assurance refers to the dimension of service quality that encompasses knowledge, courtesy, and the ability to inspire trust, confidence, security, and comfort.

Table 4. Assurance Indicators

Aspects	Indicator
<i>Assurance</i> (Jaminan)	Good communication between officers and passengers Have professional service Level of knowledge and abilities of employees Safe from danger, risk, and doubt

- e. Empathy represents a profound concern or attentiveness towards customers. The indicators of empathy include:

Table 5. Emphaty Indicator

Aspects	Indicator
<i>Emphaty</i> (Empati)	Ease of service Ready to help customers Able to understand what customers want

2.2. Consumer Satisfaction

The dimensions of consumer satisfaction, as outlined by Kotler (2001) in the research conducted by Saputri, Randyantini, and Nurcahyo (2022), encompass five key aspects: 1. Physical Evidence (Tangibles): This dimension reflects the company's ability to showcase its presence through tangible elements such as well-maintained facilities and modern infrastructure, including a clean environment. 2. Reliability: This aspect pertains to the company's consistency in delivering promised services, such as ensuring timely product delivery. 3. Responsiveness: This dimension highlights the company's capacity to swiftly address customer needs, exemplified by customer service that efficiently manages complaints. 4. Assurance: This involves the knowledge and professionalism of employees, which helps to foster trust among customers. 5. Empathy: This aspect refers to the company's genuine concern for its consumers, including understanding their needs and preferences. These dimensions provide a comprehensive framework for evaluating customer satisfaction and the overall service quality of a company.

3. Research Method

This research is classified as correlational research, which seeks to identify and measure the relationship between two or more variables quantitatively.

In this study, the Spearman Rank test is employed as the data analysis method. According to Raharjo, S. (2017), Spearman's Rank correlation analysis is applicable for testing the relationship between variables in non-parametric statistics, particularly when dealing with ordinal scales.

4. Results and Discussion

Based on the results of the Spearman Rank Test conducted using SPSS, the research quality variables in the aspects of Tangibles, Reliability, and Assurance exhibit a strong positive and significant relationship with consumer satisfaction. Meanwhile, the aspects of Responsiveness and Empathy demonstrate a positive and significant relationship, although categorized as moderately strong. The details are presented in the following table:

Table 6. Results of Spearman Rank Test with SPSS

Variable	Correlation Coefficient	Sig. (2-tailed)	information
Tangible	0.528**	0,000	Have a positive and significant relationship with a strong category
Reliability	0.525**	0,000	Have a positive and significant relationship with a strong category
Responsiveness	0.453**	0,000	Have a positive and significant relationship with a fairly strong category
Insurance	0.562**	0,000	Have a positive and significant relationship with a strong category
Empathy	0.509**	0,000	Have a positive and significant relationship with a fairly strong category

Source: Processed By Researcher, 2024

Based on these findings, the correlation directions identified in this study are as follows:

1. The Tangibles aspect of service quality exhibits a positive correlation with consumer satisfaction, evidenced by a Correlation Coefficient of 0.528. This indicates that an increase in the Tangibles aspect will lead to a corresponding rise in consumer satisfaction.
2. The Reliability aspect of service quality also shows a positive correlation with consumer satisfaction, with a Correlation Coefficient of 0.525. This suggests that improvements in the Reliability aspect will enhance consumer satisfaction.
3. The Responsiveness aspect is positively correlated with consumer satisfaction, reflected in a Correlation Coefficient of 0.453. This implies that greater responsiveness will result in higher consumer satisfaction.
4. The Assurance aspect of service quality demonstrates a positive correlation with consumer satisfaction, indicated by a Correlation Coefficient of 0.562. This means that an increase in the Assurance aspect will positively influence consumer satisfaction.
5. Finally, the Empathy aspect of service quality has a positive correlation with consumer satisfaction, with a Correlation Coefficient of 0.509. This reveals that enhancements in the Empathy aspect will lead to greater consumer satisfaction.

In addition to establishing the direction of the relationship between the research variables, the results of the Spearman Rank Test in this study also indicate the significance of these variables. The findings reveal that:

1. The Tangibles aspect of the service quality variable has a significant relationship with consumer satisfaction, as evidenced by a Sig. (2-tailed) value of 0.000, which is less than 0.05.
2. The Reliability aspect of the service quality variable demonstrates a significant relationship with consumer satisfaction, indicated by a Sig. (2-tailed) value of 0.000, also less than 0.05.
3. The Responsiveness aspect of the service quality variable is significantly related to consumer satisfaction, with a Sig. (2-tailed) value of 0.000, which is below 0.05.
4. The Assurance aspect of the service quality variable shows a significant relationship with consumer satisfaction, as the Sig. (2-tailed) value is 0.000, again less than 0.05.
5. The Empathy aspect of the service quality variable has a significant relationship with consumer satisfaction, with a Sig. (2-tailed) value of 0.000, which is below the 0.05 threshold.

Furthermore, the results of the Spearman Rank Test in this study indicate the correlation strength among the variables examined. The correlation strength of the research variables follows the guidelines outlined by Raharjo, S. (2017), which are as follows:

1. The Tangibles aspect of the service quality variable shows a strong relationship with consumer satisfaction, reflected in a Correlation Coefficient of 0.528, which falls between 0.51 and 0.75.
2. The Reliability aspect of the service quality variable also exhibits a strong relationship with consumer satisfaction, with a Correlation Coefficient of 0.525, indicating a range of 0.51 to 0.75.
3. The Responsiveness aspect of the service quality variable has a moderate relationship with consumer satisfaction, demonstrated by a Correlation Coefficient of 0.453, which is between 0.26 and 0.50.
4. The Assurance aspect of the service quality variable reveals a strong relationship with consumer satisfaction, as evidenced by a Correlation Coefficient of 0.562, which is within the 0.51 to 0.75 range.
5. The Empathy aspect of the service quality variable indicates a strong relationship with consumer satisfaction, reflected in a Correlation Coefficient of 0.509, falling between 0.26 and 0.50.

5. Conclusions

Overall, all dimensions of service quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) exhibit a positive correlation with consumer satisfaction, although some dimensions demonstrate a stronger connection than others. These findings suggest that enhancing service quality across these various dimensions will significantly boost consumer satisfaction among KPUM Route 64 users in Medan City

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