INVESTIGATION OF CUSTOMER SATISFACTION ON DAMRI BUS SERVICES AT SOEKARNO-HATTA AIRPORT

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INVESTIGAÇÃO DA SATISFAÇÃO DO CLIENTE NOS SERVIÇOS DE ÔNIBUS DAMRI NO AEROPORTO DE SOEKARNO-HATTA

RESUMO
Objetivo: O objetivo deste estudo é determinar o efeito direto da qualidade do serviço, confiança e percepção de preço na satisfação do cliente, e determinar o efeito indireto da qualidade do serviço, confiança e valor percebido na satisfação do cliente por meio da qualidade do serviço, confiança, e percepção de preços para passageiros da Damri Bus no Aeroporto de Soekarno.
Referencial teórico: Este estudo utiliza métodos quantitativos. O número de amostras neste estudo foi de 239 entrevistados de passageiros do ônibus Damri no Aeroporto Soekarno Hatta.

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Intern. Journal of Profess. Bus. Review. |Miami, v. 8 | n. 5| p. 01-21 | e01495 | 2023.

1

Metodologia/Abordagem: A técnica de coleta de dados utilizada nesta pesquisa é a aplicação de questionários. A análise dos dados neste estudo utilizou técnicas SEM auxiliadas pelos aplicativos SPSS 25.0 e LISREL 8.8.
Resultados: Os resultados deste estudo indicam que a qualidade do serviço, confiabilidade e percepção de preço têm uma influência positiva e significativa na satisfação do cliente. A qualidade do serviço não tem efeito positivo e significativo na satisfação do cliente por meio da percepção de preço. A qualidade do serviço tem uma influência positiva e significativa na satisfação do cliente através da confiança.
Implicações de pesquisa, práticas e sociais: A confiança tem uma influência positiva e significativa na satisfação do cliente por meio da percepção de preço. A confiança não tem efeito positivo e significativo na satisfação do cliente por meio da qualidade do serviço. A percepção de preço não tem efeito positivo e significativo na satisfação do cliente por meio da qualidade do serviço. A percepção de preço tem um efeito positivo e significativo na satisfação do cliente por meio da confiança.

Palavras-chave: Qualidade de Serviço, Confiança, Percepção de Preço, Satisfação do Cliente, Ônibus Damri, Aeroporto Soekarno Hatta.

INVESTIGACIÓN DE LA SATISFACCIÓN DEL CLIENTE EN LOS SERVICIOS DE AUTOBÚS DE DAMRI EN EL AEROPUERTO SOEKARNO-HATTA

RESUMEN
Propósito: El objetivo de este estudio es determinar el efecto directo de la calidad del servicio, la confianza y la percepción del precio sobre la satisfacción del cliente, y determinar el efecto indirecto de la calidad del servicio, la confianza y el valor percibido sobre la satisfacción del cliente a través de la calidad del servicio, la confianza, la y percepción de los precios para los pasajeros de Damri Bus en el aeropuerto de Soekarno.
Marco teórico: Este estudio utiliza métodos cuantitativos. El número de muestras en este estudio fue de 239 encuestados de pasajeros de Damri Bus en el aeropuerto Soekarno Hatta.
Metodología/Enfoque: La técnica de recolección de datos utilizada en esta investigación es mediante la distribución de cuestionarios. El análisis de datos en este estudio utilizó técnicas SEM asistidas por las aplicaciones SPSS 25.0 y LISREL 8.8.
Hallazgos: Los resultados de este estudio indican que la calidad del servicio, la confiabilidad y la percepción del precio tienen una influencia positiva y significativa en la satisfacción del cliente. La calidad del servicio no tiene un efecto positivo y significativo sobre la satisfacción del cliente a través de la percepción del precio. La calidad del servicio influye positiva y significativamente en la satisfacción del cliente a través de la confianza.
Implicaciones de investigación, prácticas y sociales: la confianza tiene una influencia positiva y significativa en la satisfacción del cliente a través de la percepción del precio. La confianza no tiene un efecto positivo y significativo en la satisfacción del cliente a través de la calidad del servicio. La percepción del precio no tiene un efecto positivo y significativo sobre la satisfacción del cliente a través de la calidad del servicio. La percepción del precio tiene un efecto positivo y significativo en la satisfacción del cliente a través de la confianza.

Palabra clave: Calidad del Servicio, Confianza, Percepción del Precio, Satisfacción del Cliente, Autobús Damri, Aeropuerto Soekarno Hatta.

INTRODUCTION

Soekarno-Hatta Airport is one of the largest international airports in Indonesia. Soekarno-Hatta Airport is located in Tangerang, Banten. According to the Minister of Transportation (Menhub) Budi Karya Sumadi said that Soekarno-Hatta International Airport is one of the busiest airports in the Southeast Asia region. According to Novie Riyanto as President Director of the Indonesian Aviation Navigation Service Provider (LPPNPI) or AirNav Indonesia, Soekarno-Hatta Airport serves around 1,100 – 1,200 flights every day (Sebayang, 2020). Based on data from the Central Statistics Agency (BPS), the number of passengers at Soekarno Airport has fluctuated. In 2017, the number of passengers at Soekarno-

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

2

Hatta Airport reached 63 million passengers. Then there was an increase in 2018, which was 67 million passengers. In 2019, there was a significant decrease in the number of passengers, namely 27 million passengers. 2020 is a tough year, especially for companies engaged in transportation, one of which is airports, due to the Covid-19 pandemic. The government was forced to implement a policy of limiting activities. Many public places are closed, one of which is the airport. This year, Soekarno-Hatta Airport only received 10 million passengers. In 2021, the new virus variant, namely the Delta variant, makes the government strengthen the policy of limiting community activities, so that Soekarno-Hatta Airport only gets 8 million passengers. (BPS, 2021). Damri is one of the State-Owned Enterprises engaged in land transportation. Damri was established on November 24, 1946. In 1965, Damri was established as a State Company (PN). Then, in 1984, Damri was designated as a Public Company (Perum) based on Government Regulation No. 31 of 1984 and further refined by Government Regulation No. 31 of 2002. Damri has the task of organizing land transportation by buses, trucks, and other motorized transportation in Indonesia. Damri is also one of the facilities provided by Soekarno-Hatta Airport to make it easier for passengers to get to the airport. Currently, Perum Damri has started testing electric buses to Soekarno-Hatta Airport (Soetta) in the context of accelerating the Battery-Based Electric Motorized Vehicle (KBLBB) Program for land transportation in Indonesia. The fare charged is still the same as the Damri bus in general when heading for the route from Jakarta to Soetta at around Rp. 40 thousand-Rp. 50 thousand. Currently, the Ministry of Transportation and the Coordinating Ministry for Maritime Affairs and Investment are working together to prepare a roadmap or roadmap to support the acceleration of the KBLBB program (Jelita, 2021). Passenger satisfaction is the key that must be achieved by Perum Damri in implementing KBLBB. According to Abdul Gofur (2019), customer satisfaction is a person's feeling after comparing the perceived product performance with the desired expectations. Customer satisfaction is influenced by service quality and price. If the service variable can be increased and the pricing policy can be adjusted according to customer expectations and demands, a higher impact on customer satisfaction will be obtained. The success of a program is measured by the quality of service provided to consumers. According to Ibrahim & Thawil (2019), service quality is a series of special forms of service that can provide the ability to satisfy the needs and desires of the community. With good service quality, of course consumers will give confidence to the program. Consumer trust is very important in a service activity. According to Novertiza & Khasanah (2016), trust is a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and an expectation that

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

3

a person generally has that other people's words, promises or statements can be trusted. In addition to trust, price is a determining factor of customer satisfaction. Consumers have their own views about the price of a service offered. According to Fatmawati & Soliha (2017) revealed that price perception is the value contained in a price related to the benefits and having or using a product or service. Based on the description above, the researchers are interested in conducting research with the title "Investigation of Customer Satisfaction on Damri Bus Services at Soekarno Hatta Airport".

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is the main thing that must be met by service providers. According to Kresnamurti et al. (2021), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product or service (or outcome) with expectations. Meanwhile, according to Wiedyani (2019), customer satisfaction is the level of one's feelings after comparing the perceived performance with his expectations. Consumers can experience one of three general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed, and if performance is in line with expectations, customers will feel satisfied. If the performance exceeds expectations, the customer will feel very satisfied. According to Melisa (2020), consumer satisfaction can be measured by several dimensions, namely timeliness, accessibility, service, and price.

Service Quality

Service quality is the most important aspect that is judged by consumers when consuming a service. According to Ibrahim & Thawil (2019), service quality is a series of special forms of a production or service that can provide the ability to satisfy the needs and desires of the community. According to Agung Kresnamurti Rivai et al. (2020), service quality is the profit expected by customers and control over the level of excellence to meet customer desires. According to Ibrahim & Thawil (2019) and Dewi et al. (2019), customer satisfaction has several dimensions, namely reliability, responsiveness, assurance/security, empathy/communication, and physical evidence.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

4

Trust

Consumer confidence in a product or service can be obtained if the product or service provider can create and maintain positive emotional relationships with consumers. According to Rivai & Wahyudi (2017), trust is the power of knowledge possessed by consumers and all conclusions made by consumers that the product has the objects, attributes, and benefits needed. Meanwhile, according to Kresnamurti Rivai et al. (2020) defines trust as the willingness of certain parties to be vulnerable to the actions of others based on the expectation that others will take certain actions that are essential to trust or regardless of the ability to monitor or control the other party. According to Sobandi & Somantri (2020), trust can be measured by several dimensions, namely integrity, kindness, and competence.

Price Perception

According to Kresnamurti et al. (2021), perception is defined as the process of someone sorting, compiling, and translating incoming information impulses into a comprehensive picture so that it can be accepted, price perception is the way consumers view prices as high, low prices, and reasonable. Meanwhile, according to Novertiza & Khasanah (2016), price perception is the amount of money that must be paid by consumers to get the product. According to Dewi & Prabowo (2018), price perception can be measured by several dimensions, namely price acceptance, price evaluation, and price worth.

Figure 1. Research Model

Data Processed by Researcher (2022)

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

5
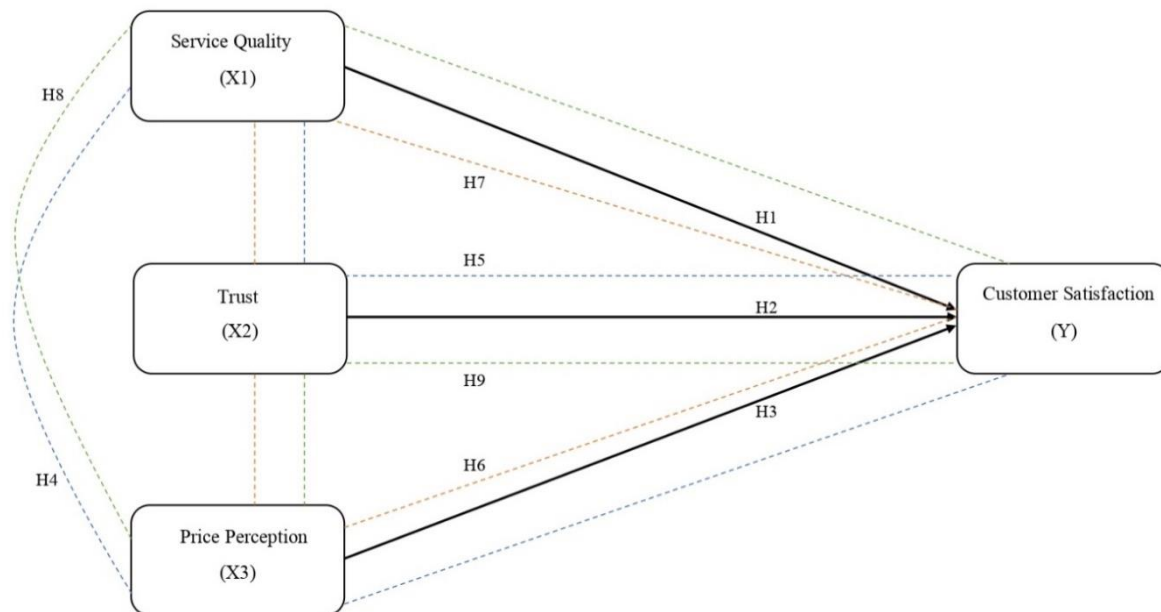
HYPOTESIS

H_1: Service Quality affects Customer Satisfaction.
H_2: Trust affects Customer Satisfaction.
H_3: Price Perception affects Customer Satisfaction
H_4: Service Quality affect Customer Satisfaction mediated by Price Perception.
H_5: Service Quality affect Customer Satisfaction mediated by Trust.
H_6: Trust affect Customer Satisfaction mediated by Price Perception.
H_7: Trust affect Customer Satisfaction mediated by Service Quality.
H_8: Price Perception affect Customer Satisfaction mediated by Service Quality.
H_9: Price Perception affect Customer Satisfaction mediated by Trust.

RESEARCH METHOD

The research method that will be used in this research is quantitative method. The model used in this research is purposive sampling. Purposive sampling is a sampling technique with certain criteria (Sugiyono, 2016). The sample of this research is Damri Bus passengers at Soekarno Hatta Airport who have used Damri Bus Soekarno Hatta Airport at least 3 times in the last 6 months and are domiciled in Greater Jakarta. The number of samples in this study is a minimum of 200 respondents. The measurement technique used in this study is a 5-point Likert Scale. The data collection technique in this study is to use primary data by distributing questionnaires, where the researcher will ask the passengers for Whatsapp numbers and send the questionnaire in the form of a google form link. The data analysis technique used in this study was the Structural Equation Model (SEM) assisted by the LISREL 8.8 and SPSS 25.0 applications.

RESULT AND DISCUSSION

Profile of Respondent

The data used in this study were 239 respondents. Table 1 shows some details regarding the criteria of each respondent. Based on age, the most dominant respondents to participate were respondents with an age range of 26-30 years, which was 39%. Based on domicile, the most dominant respondents are respondents from Jakarta, which is 43.9%. Based on occupation, the most dominant respondents are private employees with a percentage of 35%. Based on the purpose of the Damri Bus majors, the most dominant respondents were respondents with the direction of destination towards Jakarta with a percentage of 53%.

Table 1. Profile of Respondent

No.	Category	Frequency	Percentage
Age			
1.	< 17	7	3%
2.	17 – 25	51	21,3%
3.	26 – 30	94	39%

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

6

4.	> 30	87	36,4%
Domicile			
1.	Bekasi	60	25,1%
2.	Bogor	44	18,4%
3.	Depok	11	4,6%
4.	Jakarta	105	43,9%
5.	Tangerang	19	7,9%
Occupation			
1.	Karyawan Swasta	83	35%
2.	Pegawai Negeri Sipil	76	32%
3.	Pelajar/Mahasiswa	12	5%
4.	Wirausaha	46	19%
5.	Lainnya	22	9%
Destionation			
1.	Jakarta	126	53%
2.	Bogor	49	21%
3.	Depok	3	1%
4.	Tangerang	15	6%
5.	Bekasi	46	19%

Source: Data Processed by Researcher (2022)

Validity Test

The validity test in this study uses the SPSS application through the Pearson Corellation test by comparing the value of r-count with r-table, where the indicator will be considered valid if the value of r-count is greater than r-table. The r-table in this study with a significance of 0.05 and the number of respondents as many as 239 is 0.1269. Therefore, the statement indicator will be said to be valid if the r-count is greater than 0.1269. Table 4.9 is the result of the validity test for the statement indicators in this study.

Table 2. Validity Test Result

Variable	Indicators	R-Value	R-Table 0,05 (n = 239 – 2)	Information
Service Quality	SQ1	0,919	0,1269	*Valid*
	SQ2	0,947	0,1269	
	SQ3	0,944	0,1269	
	SQ4	0,947	0,1269	
	SQ5	0,928	0,1269	
	SQ6	0,926	0,1269	
	SQ7	0,919	0,1269	
	SQ8	0,940	0,1269	
	SQ9	0,932	0,1269	
	SQ10	0,886	0,1269	
	SQ11	0,933	0,1269	
	SQ12	0,944	0,1269	
	SQ13	0,957	0,1269	
Trust	T1	0,911	0,1269	*Valid*
	T2	0,915	0,1269	
	T3	0,934	0,1269	
	T4	0,907	0,1269	
	T5	0,932	0,1269	
	T6	0,922	0,1269	

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

7

	T7	0,927	0,1269	
	T8	0,925	0,1269	
	T9	0,920	0,1269	
	T10	0,928	0,1269	
	T11	0,917	0,1269	
	T12	0,887	0,1269	
Price Perception	PP1	0,934	0,1269	*Valid*
	PP2	0,932	0,1269	
	PP3	0,941	0,1269	
	PP4	0,939	0,1269	
	PP5	0,942	0,1269	
	PP6	0,945	0,1269	
Customer Satisfaction	CS1	0,938	0,1269	*Valid*
	CS2	0,944	0,1269	
	CS3	0,944	0,1269	
	CS4	0,948	0,1269	
	CS5	0,951	0,1269	
	CS6	0,964	0,1269	
	CS7	0,944	0,1269	
	CS8	0,955	0,1269	

Source: Data Processed by Researcher (2022)

Reliability Test

Next, the researcher conducted a reliability test using the Cronbach's Alpha test for each of the variables studied. If the value of Cronbach's Alpha is greater than 0.6, then the variable is considered reliable.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Cut-off Value	Information
Service Quality	0,987	> 0,6	**Reliabel**
Trust	0,983	> 0,6	**Reliabel**
Price Perception	0,973	> 0,6	**Reliabel**
Customer Satisfaction	0,984	> 0,6	**Reliabel**

Source: Data Processed by Researcher (2022)

Confirmatory Factor Analysis

Confirmatory analysis was conducted to test whether the indicators and dimensions forming the latent construct are valid indicators and dimensions as a measure of the latent construct. This analysis is able to confirm whether a model that was built is in accordance with the hypothesis seen from the standardized solution value 0.5 for each indicator (Hair et al., 2013; Haryono, 2016). This study used first order construct on LISREL 8.8.

a.   Service Quality

At the time of testing the instrument, the service quality variable has 13 indicators. After processing the first order construct model, there are no wasted indicators. This is because all indicators is bigger than 0.5 and the good fit indices test can be said to be good because it has

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

8

a fit value. Results of testing trust consist of GFI 0,88; RMSEA 0,024; RMR 0,011; CMIN/DF 0,00; AGFI 0,83; TLI/NNFI 1,00; CFI 1.00.

Figure 2. Service Quality First Order Construct Model

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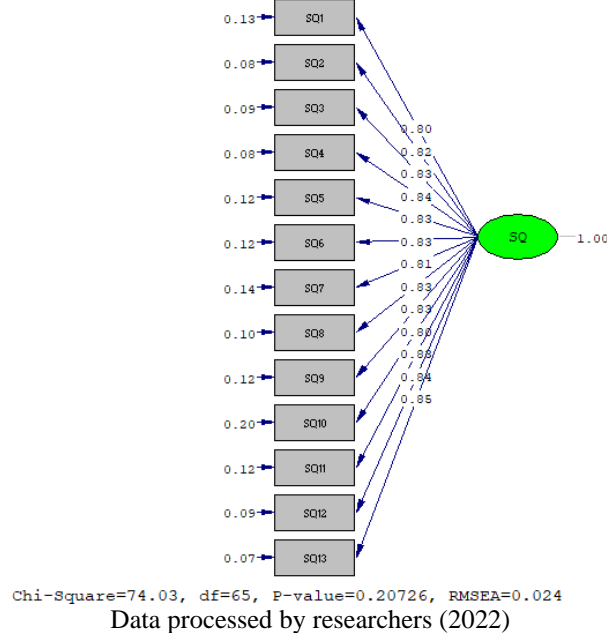
b.   Trust

At the time of testing the instrument, the trust variable has 12 indicators. After processing the first order construct model, there are no wasted indicators. This is because all indicators is bigger than 0.5 and the good fit indices test can be said to be good because it has a fit value. Results of testing trust consist of GFI 0,90; RMSEA 0,0063; RMR 0,012; CMIN/DF 0,00; AGFI 0,86; TLI/NNFI 1,00; CFI 1.00.

Figure 3. Trust First Order Construct Model

Chi-Square=54.51, df=54, P-value=0.45494, RMSEA=0.006

Data processed by researchers (2022)

c.   Price Perception

At the time of testing the instrument, the price perception variable has 6 indicators. After processing the first order construct model, there are no wasted indicators. This is because all indicators is bigger than 0.5 and the good fit indices test can be said to be good because it has a fit value. Results of testing trust consist of GFI 0,96; RMSEA 0,021; RMR 0,0082; CMIN/DF 0,0018; AGFI 0,92; TLI/NNFI 1,00; CFI 1.00.
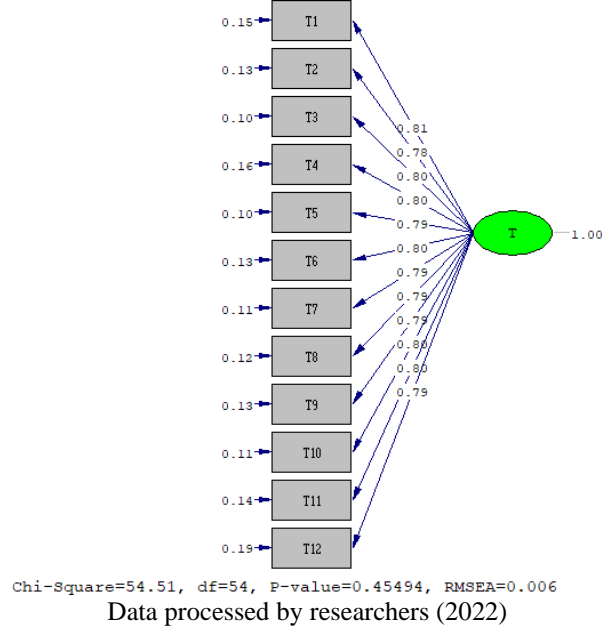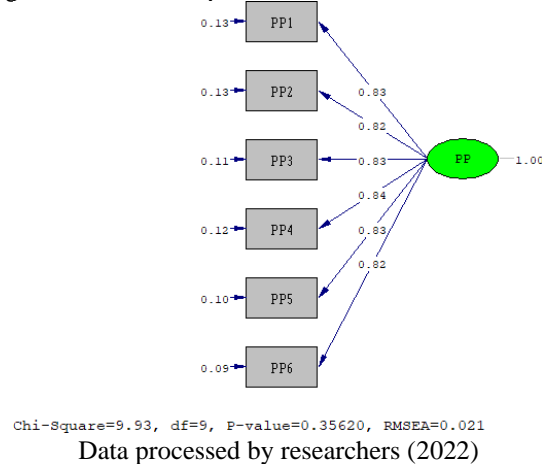
Figure 4. Price Perception First Order Construct Model

Chi-Square=9.93, df=9, P-value=0.35620, RMSEA=0.021

Data processed by researchers (2022)

d.   Customer Satisfaction

At the time of testing the instrument, the customer satisfaction variable has 8 indicators. After processing the first order construct model, there are no wasted indicators. This is because all indicators is bigger than 0.5 and the good fit indices test can be said to be good because it

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

10

has a fit value. Results of testing trust consist of GFI 0,94; RMSEA 0,0; RMR 0,0083; CMIN/DF 0,00; AGFI 0,89; TLI/NNFI 1,00; CFI 1.00.
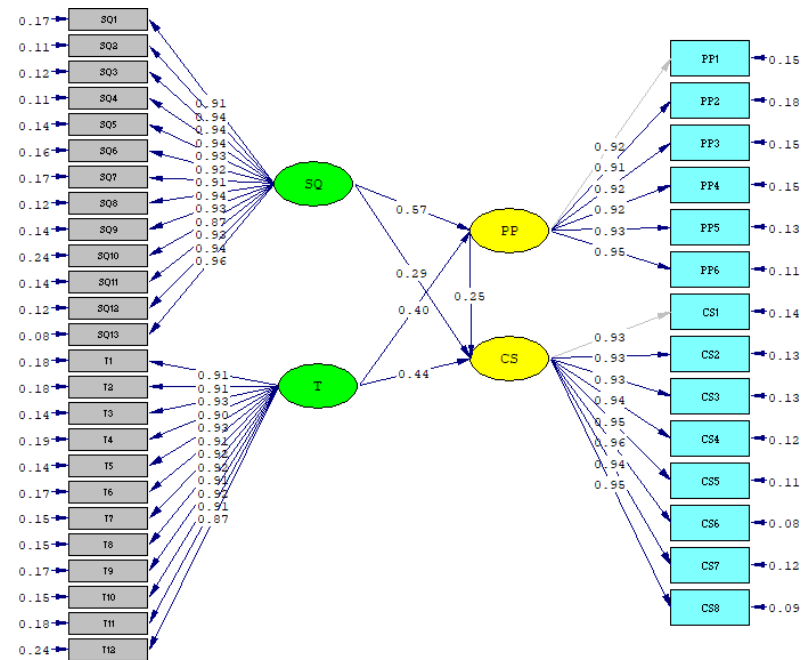
Figure 5. Customer Satisfaction First Order Construct Model
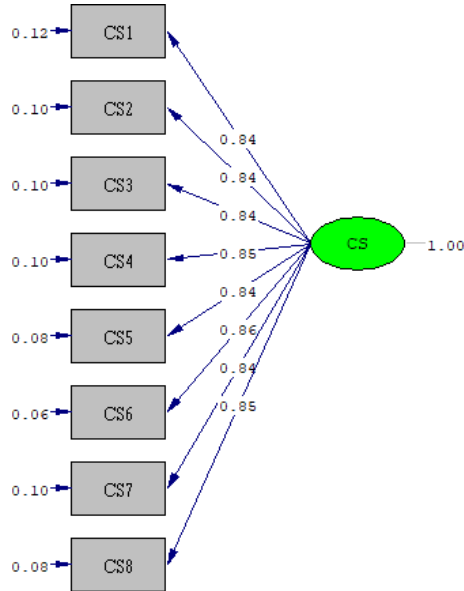
Chi-Square=18.25, df=20, P-value=0.57094, RMSEA=0.000
Data processed by researchers (2022)

Full Model SEM

Figure 6. Full Model SEM Intervening Price Perception

Chi-Square=769.98, df=696, P-value=0.02653, RMSEA=0.021
Data processed by researchers (2022)

Table 4. Full Model SEM Intervening Price Perception

GOFI	Cut-off Value	Result	Information
Chi Square	< 3	0,00	Good Fit
GFI	≥ 0,90	0,90	Good Fit
RMR	< 0,05	0,014	Good Fit
RMSEA	≤ 0,08	0,021	Good Fit
AGFI	≥ 0,90	0,88	Marginal Fit
TLI	≥ 0,90	1,00	Good Fit
CFI	≥ 0,90	1,00	Good Fit

Source: Data Processed by researcher (2022)

Figure 7. Full Model SEM Intervening Trust
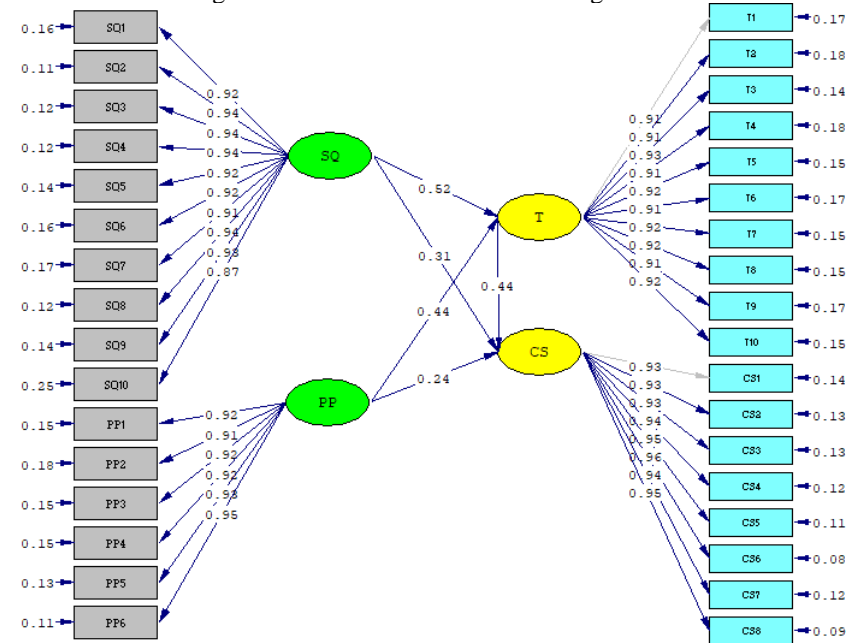
Chi-Square=571.51, df=521, P-value=0.06211, RMSEA=0.020
Data processed by researchers (2022)

Table 5. Full Model SEM Intervening Trust

GOFI	Cut-off Value	Result	Information
Chi Square	< 3	0,00	Good Fit
GFI	≥ 0,90	0,90	Good Fit
RMR	< 0,05	0,014	Good Fit
RMSEA	≤ 0,08	0,020	Good Fit
AGFI	≥ 0,90	0,92	Good Fit
TLI	≥ 0,90	1,00	Good Fit
CFI	≥ 0,90	1,00	Good Fit

Source: Data Processed by researcher (2022)

Figure 8. Full Model SEM Intervening Service Quality

Chi-Square=571.51, df=521, P-value=0.06211, RMSEA=0.020

Data processed by researchers (2022)
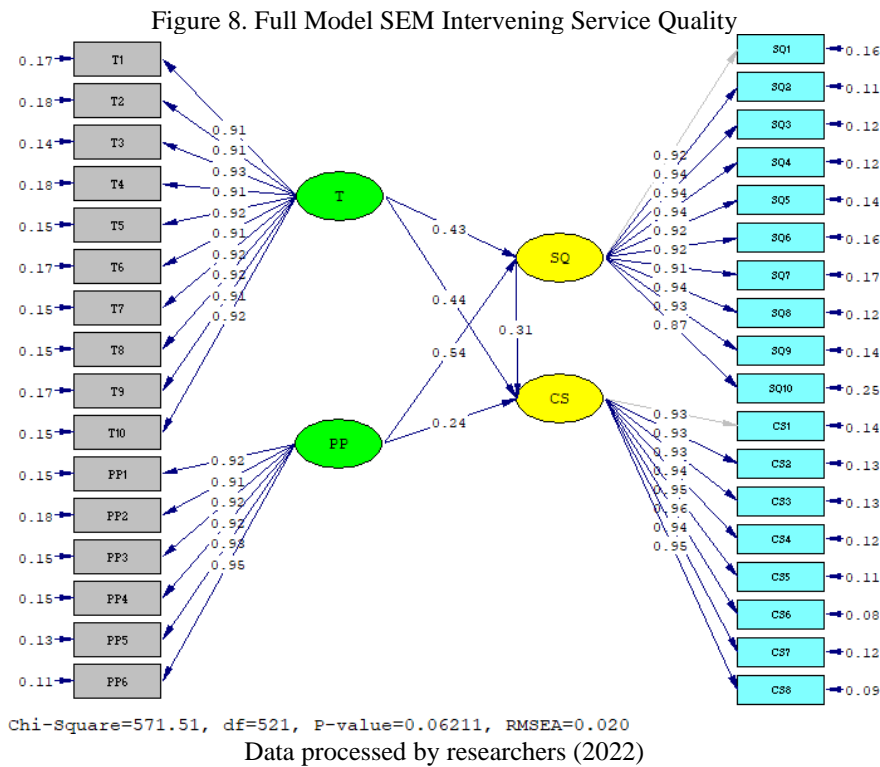
Table 6. Full Model SEM Intervening Service Quality

GOFI	Cut-off Value	Result	Information
Chi Square	< 3	0,00	Good Fit
GFI	≥ 0,90	0,90	Good Fit
RMR	< 0,05	0,014	Good Fit
RMSEA	≤ 0,08	0,020	Good Fit
AGFI	≥ 0,90	0,92	Good Fit
TLI	≥ 0,90	1,00	Good Fit
CFI	≥ 0,90	1,00	Good Fit

Source: Data Processed by researcher (2022)

Figures 6,7, and 8 show the results of the full SEM model formed from four variables, namely trust, price perception, service quality, and customer satisfaction as well as indicators that have been adjusted to the suggestions from modification indices in the LISREL program. The purpose of the full model is to find out and analyze the relationship between one variable and another. Tables 4,5,6 show that the full model in this study has met the requirements and can be said to be fit.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

13

Direct and Indirect Test

Table 7. Direct and Indirect Test Result

Variabel Bebas	Variabel Intervening	Varibel Terikat	Direct Effect	Indirect Effect	Total Effect
Service Quality	-	Customer Satisfaction	0,29		0,29
Trust	-	Customer Satisfaction	0,44		0,44
Price Perception	-	Customer Satisfaction	0,25		0,25
Service Quality	Price Perception	Customer Satisfaction		0,14	0,14
Service Quality	Trust	Customer Satisfaction		0,23	0,23
Trust	Price Perception	Customer Satisfaction		0,10	0,10
Trust	Service Quality	Customer Satisfaction		0,13	0,13
Price Perception	Service Quality	Customer Satisfaction		0,17	0,17
Price Perception	Trust	Customer Satisfaction		0,19	0,19

Source: Data Processed by researcher (2022)

Table 7 is the test result of direct and indirect effects between variables. The direct and indirect effect test aims to determine whether there is a direct or indirect effect between the independent variables on the dependent variable. Based on the results of the direct and indirect influence test in table 4.17, it can be seen that the service quality variable has a direct effect of 0.29 on customer satisfaction, the trust variable has a direct effect of 0.44 on customer satisfaction, and the price perception variable has a direct effect of 0.25. to customer satisfaction.

And also the service quality variable has an indirect effect of 0.14 on customer satisfaction through price perception, the service quality variable has an indirect effect of 0.23 on customer satisfaction through trust, the trust variable has an indirect effect of 0.10 on customer satisfaction through price perception. , the trust variable has an indirect effect of 0.13 on customer satisfaction through service quality, the price perception variable has an indirect effect of 0.17 on customer satisfaction through service quality, and the price perception variable has an indirect effect of 0.19 on customer satisfaction through trust.

Hypotesis Test

Table 8. Hypotesis Test Result

H	Variabel Bebas	Variabel Intervening	Variabel Terikat	*T-Values Direct*	*T-Values Indirect*	Interpretasi
H1	*Service Quality*	-	*Customer Satisfaction*	2,03		Significant
H2	*Trust*	-	*Customer Satisfaction*	3,39		Significant
H3	*Price Perception*	-	*Customer Satisfaction*	2,13		Significant
H4	*Service Quality*	*Price Perception*	*Customer Satisfaction*		1,90	Not Significant
H5	*Service Quality*	*Trust*	*Customer Satisfaction*		2,63	Significant
H6	*Trust*	*Price Perception*	*Customer Satisfaction*		2,04	Significant
H7	*Trust*	*Service Quality*	*Customer Satisfaction*		1,87	Not Significant
H8	*Price Perception*	*Service Quality*	*Customer Satisfaction*		1,91	Not Significant
H9	*Price Perception*	*Trust*	*Customer Satisfaction*		2,50	Significant

Source: Data Processed by researcher (2022)

Based on the results of the structural equation model as has been done above, there are 9 hypotheses that have been tested. The Service Quality variable on Customer Satisfaction has a direct influence on the t-values of 2.03. So that the influence of Service Quality on Customer Satisfaction can be declared significant. The results of this statement are in accordance with Prabumenang et al (2021), Gofur (2019), and Sigit and Soliha (2017) which state that Service Quality has a positive and significant effect on Customer Satisfaction. The Trust variable on Customer Satisfaction has a direct influence on the t-values of 3.39. So that the influence of Trust on Customer Satisfaction can be declared significant. The results of this statement are in accordance with Kasinem (2020), Wiedyani & Prabowo (2019), and Artiningtyas et al (2015) which state that Trust has a positive and significant effect on Customer Satisfaction. The Price Perception variable on Customer Satisfaction has a direct influence on the t-values of 2.13. So that the effect of Price Perception on Customer Satisfaction can be declared significant. The results of this statement are in accordance with Rivai and Wahyudi (2017), Pardede and Haryadi (2017), and Montung (2015) which state that Price Perception has a positive and significant effect on Customer Satisfaction. Service Quality variable on Customer Satisfaction through Price Perception, has an indirect effect with t-values of 1.90. So that the influence of Service Quality on Customer Satisfaction through Price Perception can be declared insignificant. The result of the statement states that there is an indirect effect of Service Quality on Customer

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

15

Satisfaction through Price Perception. Service Quality variable on Customer Satisfaction through Trust, has an indirect effect with t-values of 2.63. So that the influence of Service Quality on Customer Satisfaction through Trust can be declared significant. The results of this statement are in accordance with Putri et al (2020) which states that there is a significant indirect effect between Service Quality on Customer Satisfaction through Price Perception. Trust variable on Customer Satisfaction through Price Perception, has an indirect effect with t-values of 2.04. So that the effect of Trust on Customer Satisfaction through Price Perception can be declared significant. The result of the statement states that there is a significant indirect effect between Trust on Customer Satisfaction through Price Perception. Trust variable on Customer Satisfaction through Service Quality has an indirect effect with t-values of 1.87. So that the influence of Trust on Customer Satisfaction through Service Quality can be declared insignificant. The result of the statement states that there is an indirect and insignificant effect between Trust on Customer Satisfaction through Service Quality. Trust variable on Customer Satisfaction through Service Quality has an indirect effect with t-values of 1.87. So that the influence of Trust on Customer Satisfaction through Service Quality can be declared insignificant. The result of the statement states that there is an indirect and insignificant effect between Trust on Customer Satisfaction through Service Quality. Price Perception variable on Customer Satisfaction through Trust has an indirect effect with t-values of 2.50. So that the effect of Price Perception on Customer Satisfaction through Trust can be declared significant. The result of the statement states that there is a significant indirect effect between Price Perception on Customer Satisfaction through Trust.

CONCLUSION

The first hypothesis is that Service Quality (X1) has a direct and significant effect on Customer Satisfaction (Y) is accepted. The test results of the direct influence of the service quality variable on Customer Satisfaction have a standardized total effect value of 0.29 and the t-value obtained from the results of hypothesis testing is 2.03 > 1.96. The second hypothesis is that trust (X2) has a direct and significant effect on customer satisfaction (Y) is accepted. The test results of the direct influence of the trust variable on customer satisfaction have a standardized total effect value of 0.44 and the t-value obtained from the results of hypothesis testing is 3.39 > 1.96. The third hypothesis, namely price perception (X3) has a direct and significant effect on customer satisfaction (Y) is accepted. The test results of the direct influence of the price perception variable on customer satisfaction have a standardized total effect value

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

16

of 0.25 and the t-value obtained from the results of hypothesis testing is $2.13 > 1.96$. The fourth hypothesis is that the service quality variable on customer satisfaction through price perception has an indirect and insignificant effect. The test results of the indirect effect of service quality variables on customer satisfaction through price perception have a standardized total effect value of 0.14 and the t value obtained from the results of hypothesis testing is $1.90 < 1.96$. The fifth hypothesis is that the service quality variable on customer satisfaction through trust has an indirect and significant effect. The test results of the indirect effect of service quality variables on customer satisfaction through trust have a standardized total effect value of 0.23 and the t value obtained from the results of hypothesis testing is $2.63 > 1.96$. The sixth hypothesis is that the trust variable on customer satisfaction through price perception has an indirect and significant effect. The test results of the indirect effect of the trust variable on customer satisfaction through price perception have a standardized total effect value of 0.10 and the t value obtained from the results of hypothesis testing is $2.04 > 1.96$. The seventh hypothesis is the trust variable on customer satisfaction through service quality which has an indirect and insignificant effect. The test results of the indirect effect of the trust variable on customer satisfaction through service quality have a standardized total effect value of 0.13 and the t value obtained from the results of hypothesis testing is $1.87 < 1.96$. The eighth hypothesis is price perception on customer satisfaction through service quality which has an indirect and significant effect. The test results of the indirect effect of the price perception variable on customer satisfaction through service quality have a standardized total effect value of 0.17 and the t value obtained from the results of hypothesis testing is $1.91 < 1.96$. The ninth hypothesis, namely the price perception variable on customer satisfaction through trust, has a significant and indirect effect. The test results of the indirect effect of the price perception variable on customer satisfaction through trust have a standardized total effect value of 0.19 and the t value obtained from the results of hypothesis testing is $2.50 > 1.96$.

SUGESSTIONS

In the service quality variable, there are indicators of statements that get the highest negative response regarding the waiting room with fast wifi service, as many as 14.6% of respondents. This shows that the wifi service in the waiting room is still not satisfactory and the Damri Airport Soetta Bus must improve its wifi service so that consumers are satisfied.

Intern. Journal of Profess. Bus. Review. | Miami, v. 8 | n. 5 | p. 01-21 | e01495 | 2023.

17

In the trust variable, there is a statement indicator that gets the highest negative response which discusses the Soekarno-Hatta airport damri bus service which is never late, which is 15.5%. This shows that the Soetta Airport Damri bus is still often late and the Soetta Airport Damri Bus must improve its service schedule so that it is more punctual.

In the price perception variable, there is a statement indicator that gets the highest negative response which discusses the price of the Soetta Airport Damri bus which is relatively cheap compared to other transportation services, which is 11.7%. This shows that the Soekarno-Hatta airport damri bus must pay attention to price by providing quality and comfort for its passengers.

In the customer satisfaction variable, there is an indicator statement that gets the highest negative response regarding the timely schedule of the Damri bus service, which is 9.6%. This shows that the Damri bus at Soetta Airport is still not punctual, the Damri bus should provide a service schedule. on time.

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18

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20

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21