Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

Assessing the Impact of Service Quality, Price, and Perceived Value on Customer Satisfaction: A Case Study of Jabodebek LRT at Jatimulya Station

Joshua Galatia Saputra
Fakultas Ilmu Sosial dan Humaniora, Program Studi Manajemen,
Universitas Bunda Mulia, Jakarta, Indonesia

ABSTRACT

Objective – The objective of this research is to investigate the influence of service quality, price, and perceived value on customer satisfaction among users of the Jabodebek LRT at Jatimulya Station. Given the increasing usage of the Jabodebek LRT and the reported dissatisfaction among customers regarding service quality, particularly at Jatimulya Station, the study aims to identify the key factors that contribute to customer satisfaction.
Methodology – The research employed a quantitative methodology with a comparative causality approach, focusing on the influence of service quality, price, and perceived value on customer satisfaction among users of the Jabodebek LRT at Jatimulya Station, utilizing a questionnaire distributed via Google Forms. Data analysis was conducted using the Partial Least Square (PLS) method with SmartPLS software to assess the relationships between the variables and ensure the validity and reliability of the measurement models.
Findings – The findings of the research indicate that all three variables—service quality, price, and perceived value—significantly influence customer satisfaction among users of the Jabodebek LRT at Jatimulya Station.
Novelty – The novelty of the research lies in its focus on the specific context of the Jabodebek LRT at Jatimulya Station, addressing the unique challenges and customer feedback related to service quality, pricing, and perceived value. This study is among the first to systematically analyze these factors and their direct impact on customer satisfaction in this newly operational mass transit system, providing valuable insights for future improvements.
Keywords: *service quality, price, perceived value, satisfaction, light rail transit*

JEL Classification: L91, D12, M31
Article Info: Received 7 Mar 2025; Revised 22 Mar 2025; Accepted 24 Mar 2025
Article Correspondence: s912200011@student.ubm.ac.id
Recommended Citation: Saputra, J. G. (2024). Service Quality and Price on Customer Satisfaction: A Case Study of Salon Waxinc in Jakarta. Journal of Business, Management, and Social Studies, 4(2), 97-111.

I. INTRODUCTION

Mass transportation is one of the right solutions to be developed in the Jabodebek area, considering the number of new vehicles entering the streets is not balanced with the construction of new road infrastructure and the implementation of the odd-even system on vehicle license plates. In addition to the Jabodebek LRT, the government has also provided similar mass transportation, namely the KRL (Electric Rail Train). The procurement of this KRL is to maximize the use of public transportation to reduce congestion on highways and toll roads. The efforts made by the government are considered successful, because many people use the Jabodetabek KRL, even though the physical condition and comfort of the Jabodetabek KRL tend to be less than satisfactory. This is reinforced by the opinion of Rumuat (2024), who

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

said “Public complaints regarding the KRL commuterline drama in Indonesia are currently getting worse. This is inseparable from the many problems faced by the KRL, ranging from delays, congestion, to inadequate facilities and infrastructure.”

Due to this problem, the government finally created another alternative public transportation to reach the Jabodebek area, namely the Jabodebek LRT. This light-duty train has a small passenger capacity, but the advantage of the LRT lies in its ability to transport a number of passengers calculated based on the frequency of its trips in a day. The frequency of the trip depends on the distance between the train sets or commonly known as headway (Finaka, 2019).

The Jabodebek LRT officially operated on August 28, 2023 and has 3 routes: Harjamukti-Cawang, Jatimulya-Cawang, and Cawang-Dukuh Atas. Currently, the LRT has 26 stopping stations that reach the Jabodebek LRT route across Bekasi and the Jabodebek LRT route across Cibubur. Quoting from the CNBC Indonesia (2024), “With the increasing number of Jabodebek LRT trips, the waiting time between trains (headway) has become shorter. With an operating pattern of 336 trips, the Jabodebek LRT headway is reduced to 5.5 minutes during peak hours on the Cawang-Dukuh Atas route, and 11 minutes on the Jatimulya-Cawang and Harjamukti-Cawang routes” (Rizky, 2024).

Meanwhile, the rates set by LRT currently use the peak hour and non-peak hour schemes where the minimum rate is set at IDR 5,000 for each first kilometer, and the rate for each subsequent kilometer is IDR 700 up to a maximum rate of IDR 20,000 during peak hours and IDR 10,000 during non-peak hours. Then on weekends (Saturday-Sunday) and holidays it is set at IDR5,000 applies for each first kilometer, and the maximum rate is IDR10,000 (Wibawana, 2024).

Although it is considered a new mass transportation, its development has been quite significant from the beginning of its operation until now. LRT Jabodebek continues to record increasing user developments every month. The following is data on LRT Jabodebek users for the period January-March 2024.

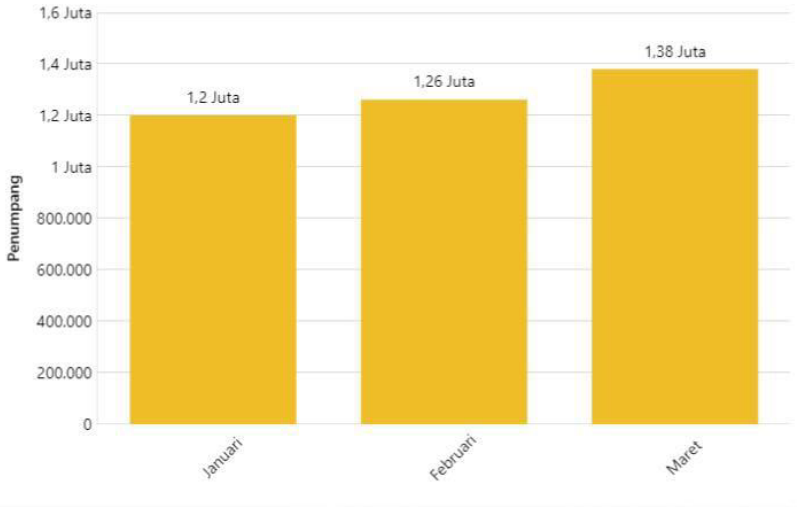

Figure 1 LRT Jabodebek Users (Jan-Mar 2024)

Based on the data in Figure 1, the number of Jabodebek LRT users in the January-March 2024 period ranged from 1.2 million to 1.38 million users. Although the number of passengers increases every month, this does not make Jabodebek LRT relax, but the company’s task becomes very difficult because it has to maintain the company’s performance and has to think about what business strategies must be carried out to always be the choice of the community to use this Jabodebek LRT by paying attention to the satisfaction

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

of Jabodebek LRT customers, especially since there are still many negative comments or reviews from customers, especially at Jatimulya Station, which indicates that the quality of service provided by Jabodebek LRT at Jatimulya Station is still far from perfect because there are still many customers who feel dissatisfied when or after using this Jabodebek LRT. Some negative reviews about the quality of Jabodebek LRT services at Jatimulya Station can be seen in Figure 2.

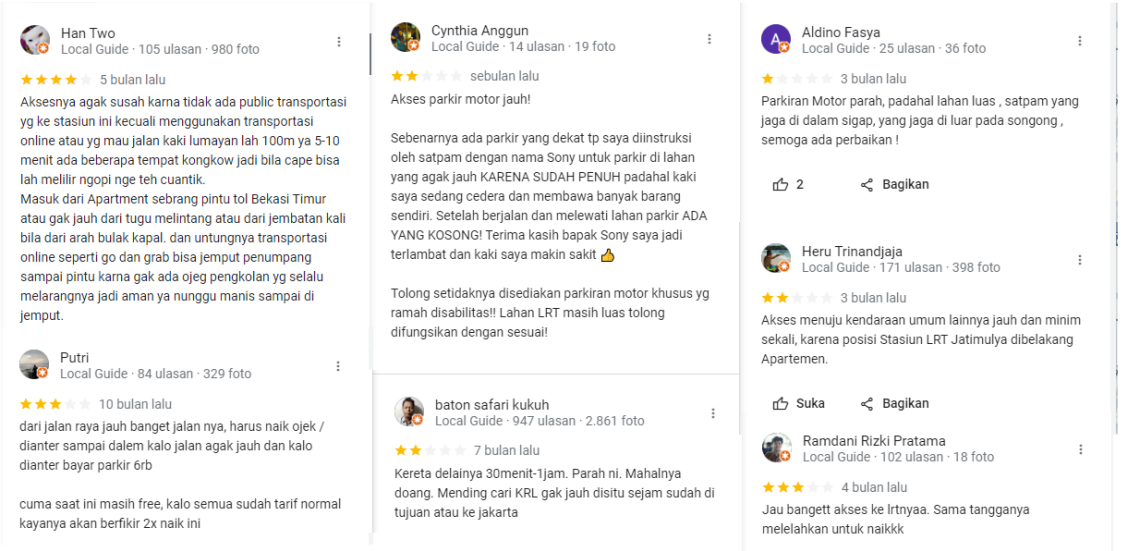

Figure 2 Reviews

Good service quality can be one of the company's strategies to improve and retain customers (Putra & Pangaribuan, 2025). The best service quality is expected to meet customer expectations, thus creating customer satisfaction and loyalty (Citra et al., 2021). Looking at several negative reviews about the quality of service provided by LRT Jabodebek at Jatimulya Station, on average, users complain about the quality of service provided is still poor, especially in terms of physical evidence and empathy indicators. Users complain about the location of vehicle parking which is still inadequate and users also complain about the difficulty in accessing the location of this station. This is in line with the past study which states that the Jakarta LRT is still relatively young and has limited routes because it is only Pegangsaan Dua-Velodrome (Dhenarisa et al., 2023). This means that not many residents use this mode of transportation. However, there needs to be an integration of good service quality for passengers so that it can be used as a reference and passenger comfort in order to maintain participation, loyalty and a constant desire for residents to use the Jakarta LRT service. Timokhina et al.'s (2022) study in Moscow found that it is necessary to improve service quality attributes such as stops, comfort of getting on or off the bus, and lighting at stops which will later influence changes in perceptions about service quality attributes in the minds of consumers and provide marketing and management solutions to increase the competitiveness of urban Ground Public Transport (GPT) services in relation to their replacements in order to increase population mobility and reduce environmental pollution in the metropolitan city of Moscow.

Price becomes one of the most dominant signals in marketing for it is present in all purchasing situations. Price is also one of the signals used by consumers in the perception process, where price will influence consumer assessment of a product or service (Meliana & Pangaribuan, 2024). Currently, the

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

applicable Jabodebek LRT rates have changed from the previous rates. Changes in rates set by the Jabodebek LRT can be seen in Figure 3.

Figure 3 LRT Rates

Price is a factor that influences the level of customer satisfaction and is also an important factor in sales. For companies, in setting prices must be in accordance with the consumer economy so that consumers can buy or use the goods. For consumers, price is a consideration for making decisions in purchasing goods and services and is also a perception of the product (Tan & Le, 2023). This is in line with the results of research conducted by Sianipar (2020), that the rates set by the government on LRT trips are quite large, so that many people choose not to use the LRT transportation mode around 34%, while those who continue to use LRT around 10%. The results of this study are also supported by Gagnepain et al. (2024) which states that setting peak and off-peak fares has proven to be more successful in encouraging the use of public transportation compared to setting fixed fares, this may be because the preferences of the people in Paris take into account the past, namely congestion and accident incidents. Based on expert opinion and the results of previous research conducted, it can be concluded that price is one of the important factors that can influence the benchmark for customer satisfaction levels.

The value perceived by the customer is a form that underlies the quality of service perceived as a material for customer assessment. The quality of service perceived can be conceptualized as the result and exchange or sale of customers between the perception of quality and customer sacrifice in terms of finance and non-finance. Non-financial sacrifices such as time, physical, or psychological effort (Subagio & Saputra, 2012). Researchers found several negative reviews about the Jabodebek LRT at Jatimulya Station which will certainly affect customer satisfaction with the value perceived by customers. The following are negative reviews about the value perceived by Jabodebek LRT customers at Jatimulya Station.

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

Figure 4 More Reviews

Based on the negative reviews in Figure 4, the average Jabodebek LRT user at Jatimulya Station complained about the access needed to reach this station is still very poor, some even said that the Jabodebek LRT cannot be an alternative transportation because its location is too difficult and the schedule is inconsistent. Therefore, these negative reviews will later affect the bad perception of customer satisfaction and will provide a decision not to use the Jabodebek LRT as a means of transportation for mobilization.

Not a few of these Jabodebek LRT customers feel disappointed with the services provided by Jatimulya Station because the services they feel are still far from their expectations and do not even meet their expectations. It is undeniable that Jabodebek LRT customers at Jatimulya Station want optimal services such as the accessibility of the Jatimulya Station location to the departure and arrival schedules of the trains being on time. However, what is felt by some Jabodebek LRT users at Jatimulya Station is the opposite of what they expect, making them disappointed and uncomfortable in using this transportation, and it is even possible that they will decide not to use Jabodebek LRT and switch to similar mass transportation that is considered to be able to provide much better service. To maintain customer satisfaction, companies must pay attention to the quality of service provided. If the quality of service received or felt is in accordance with the expectations of customers, then the quality of this service can be perceived as good and satisfying.

Seeing the existing phenomena and the results of the researcher's observations, perhaps this research was conducted for the first time by the Jabodebek LRT at Jatimulya Station, so the researcher wanted to know how much influence the variables of service quality, price, and perceived value of customers can influence customer satisfaction.

II. LITERATURE REVIEW

Service Quality

Service quality is defined by Kotler and Keller (2016) as an evaluation made by customers of the superiority or special features of a product or service as a whole. Service quality reflects customer

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

perceptions of the difference between the service received and the expected. Flora and Debbie (2000) added that customer expectations of service are influenced by word of mouth communication externally, as well as personal needs and past experiences internally. Based on this view, service quality can be understood as an evaluation of the superiority of a product or service provided by a company after consumers use it. The two main factors that influence service quality are external communication and internal customer experience. This shows that customer perceptions of service quality are greatly influenced by their social interactions and personal experiences.

Service quality is measured by how much difference customers feel between the actual and expected service. There are five indicators of service quality (Parasuraman et al., 1988): physical evidence, reliability, responsiveness, assurance, and empathy. Each of these indicators plays an important role in shaping customer perceptions of service quality, from the visible physical aspects to the attention and response given by business actors to customer needs.

Price

Price is a crucial element in the business world, functioning as a medium of exchange in transactions and as a competitive factor used by companies to market products or services. Price affects perception, quality, satisfaction, and value of services, especially because services are intangible and difficult to assess before purchase. According to Kotler and Armstrong (2018), price is the amount of money that consumers must pay to obtain a product, while Patomäki (2024) emphasizes that price is the value of an item expressed in money.

Based on the views of experts, it can be concluded that price functions as a medium of exchange that shapes consumer perceptions. Consumers tend to be willing to pay a higher price if they consider that the satisfaction expected from the product or service is also high. Thus, price not only reflects monetary value, but also plays an important role in determining purchasing decisions and the level of consumer satisfaction with the products or services offered.

Perceived Value

Perceived value is the customer's perception and evaluation of product or service attributes, attribute performance, and the consequences of using the product to achieve their goals (Paananen & Seppänen, 2013). Perception is the process by which individuals select, organize, and interpret information to form meaningful understanding (Kotler & Armstrong, 2018). Customer perceived value, on the other hand, is the trade-off between benefits and sacrifices perceived by consumers in their interactions with the product (Payne & Holt, 2001).

Sweeney and Soutar (2001) identified four indicators that form perceived value: first, Emotional Value, which includes positive emotional benefits from using the product; second, Social Value, which relates to the product's ability to enhance the consumer's social self-concept; third, Price/Value of Money, which includes short-term and long-term cost-related benefits; and fourth, Quality/Performance Value, which focuses on the perceived quality and performance of the product or service. These four indicators contribute to how consumers assess the value they receive from the products or services they use.

Customer Satisfaction

Customer satisfaction reflects an individual's assessment of perceived product performance compared to their expectations. According to Kotler et al. (2022), if product performance does not meet expectations, customers will be disappointed; if performance meets expectations, they will be satisfied; and if performance exceeds expectations, customers will be delighted. Service quality is a dominant factor in determining the level of customer satisfaction, because customers will assess whether the product can meet

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

their expectations. Positive experiences felt by customers can trigger decisions to make repeat purchases and recommend products to others, which in turn benefits the company.

Sibarani (2023) identified several indicators to measure customer satisfaction, namely: first, Conformity of Expectations, which assesses satisfaction based on the match between customer expectations and company performance; second, Revisit Intention, which measures customers' desire to buy or reuse the company's services; and third, Willingness to Recommend, which assesses whether customers are willing to recommend products or services to others. These indicators provide important insights into how customer satisfaction can be measured and understood.

Research Paradigm

The logical relationship between the variables in this study will be explained and visualized in the sub-chapter of this research paradigm. The presentation can be seen in Figure 5. The paradigm in this study is about the influence of service quality, price, and perceived value of customers on customer satisfaction of Jabodebek LRT at Jatimulya Station. In this study, the independent variables used are service quality, price, and perceived value of customers on the dependent variable of customer satisfaction.

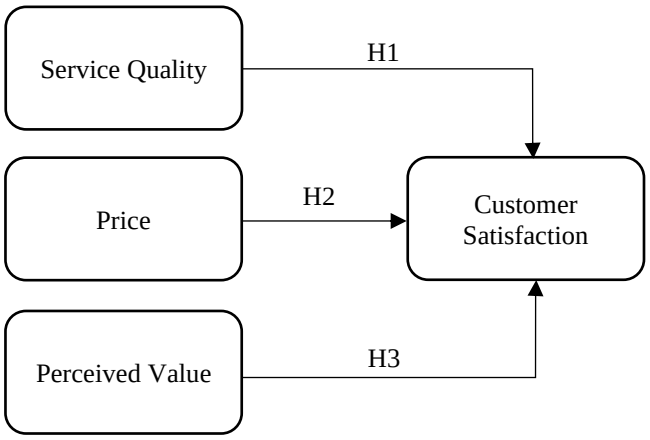

Figure 5 Research Paradigm

Service Quality and Customer Satisfaction

Service quality is an evaluation of the superiority of a product or service provided by a company after consumers use the product or service. Customers will measure their satisfaction through the quality of service, whether the service provided is satisfactory or even disappointing. This is in line with what Kotler and Keller (2016) mentioned that service quality is defined as an evaluation carried out by customers of the superiority or special features of a product or service as a whole. From the theory described above, the hypothesis that can be concluded is:

H1: Service quality affects customer satisfaction of the Jabodebek LRT at Jatimulya Station.

Price and Customer Satisfaction

Price is one of the most important parts in the business world, because price is a means of exchange in making a transaction. Price is also a factor in a company's competition with its competitors. With the price, customers will also form a good or bad perception of the quality of the products or services offered by the company and will affect the satisfaction and value of the benefits obtained after customers use the product or service. Previous research shows that with the determination of the Jakarta LRT tariff set by the

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

government is quite large, so that many people do not use this mode of transportation (Sianipar, 2020). From this explanation, the following hypothesis was formed:
H2: Price affects the satisfaction of Jabodebek LRT customers at Jatimulya Station.

Perceived Value and Customer Satisfaction

Perceived value is an exchange between benefits and sacrifices made or incurred by a consumer to obtain a product or service. This is very important for a company in measuring customer satisfaction and will form a perception of what is felt by consumers whether it is comparable to the benefits received when the consumer uses the company's products or services. Research conducted Paradilla et al. (2024) shows that customer perceived value has a significant effect on patient satisfaction at the Makassar City Regional General Hospital. Thus, the hypothesis in this study is:
H3: Perceived value has an effect on customer satisfaction.

III. METHODOLOGY

Data Collection

The research subjects used in this study were all people in the Jabodebek LRT station area at Jatimulya Station and who had used the Jabodebek LRT service. The research objects in this study are the quality of service, price, and value perceived by customers for Jabodebek LRT users at Jatimulya Station.

Based on the characteristics of the problem, this type of research uses a quantitative research design with comparative causality, because the purpose of this study is to explain the cause and effect relationship (causal) in the form of influence between independent variables and dependent variables and later test how much influence the independent variable has on the dependent variable.

Table 1 Variable Indicators

Construct	Indicators	Source	Scale
Service Quality	Reliability	Cronin and Taylor (1992)	Likert 1-5
	Responsiveness		
	Assurance		
	Empathy		
	Tangible		
Price	Price Suitability	Aziza (2018)	Likert 1-5
	Price Level Reference		
	Price Policy		
	Price Ethics		
Perceived Value	Emotional Value	Sweeney and Soutar (2001)	Likert 1-5
	Social Value		
	Quality/Performance Value		
	Price/Value for Money		
Customer Satisfaction	Service Satisfaction	Kokalan and Tutan (2020)	Likert 1-5
	Technical Satisfaction		
	Comfort Satisfaction		
	Cleanliness Satisfaction		

In this study, the researcher went directly to obtain data from the relevant parties, then distributed a questionnaire in the form of a Google Form to respondents who were considered to be part of the sample. The questionnaire distributed to respondents contained questions related to the variables that would be measured from their indicators and would later be answered by the respondents. The following are the

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

indicators used to measure the independent variables (service quality, price, and value perceived by customers) and the dependent variable (customer satisfaction).

Population and Sample

In this study, because the population is very large and it is not possible for researchers to obtain information from each individual in the population, the researcher took samples taken from the population. The sampling technique in this study used a non-probability sampling technique, where this technique does not provide equal opportunities or opportunities for each element or member of the population and will later be selected as a sample. Then, the sampling technique uses accidental sampling, where this sampling technique is based on coincidence, namely anyone who happens to meet the researcher who is considered to match the characteristics of the specified sample and will then be used as a sample (Abdullah et al., 2022).

Hair et al. (2014) discuss various rules of thumb, including the "10-times rule," suggesting that the sample size should be at least 10 times the maximum number of indicators measuring a single construct. Since the population in this study is unknown, therefore, to determine the number of samples, this study can multiply the total number of indicators of the variables used by 5 to 20 (Hair et al., 2014). In this study, the sample used was anyone who was in the Jabodebek LRT station area at Jatimulya Station and had used the Jabodebek LRT service, so the minimum sample size was 170.

Method of Analysis

Data analysis in this study was carried out using the Partial Least Square (PLS) method using SmartPLS software version 3. PLS is one of the Structural Equation Modeling (SEM) solution methods where this method provides a comprehensive means to assess and modify measurement models and structural models. This method has the ability to assess the validity and reliability of a measurement model (Rahadi, 2023). Partial Least Square (PLS) can explain whether or not there is a relationship between latent variables. In addition, PLS is also used to confirm the theory, so that in prediction-based research it is more suitable for analyzing data

IV. RESULTS AND DISCUSSION

Results

In this study, data collection used a questionnaire, which was given to 200 respondents with various characteristics such as gender, year of birth, respondent's profession, expenditure for monthly consumption activities, and how many times respondents used the Jabodebek LRT in a period of one week. The following are the characteristics of the respondents used in this study.

The majority of respondents were male, 100 people (58.82%), while the remaining respondents were female, 70 people (41.18%). In this study, the majority of the respondents were Gen-Z (born 1997-2012) as many as 91 people (53.53%), then followed by the millennial generation (born 1981 - 1996) as many as 66 people (38.82%), and generation X (born 1965-1980) as many as 13 people (7.65%), Then, through the data above, it can be concluded that the average respondent who uses the Jabodebek LRT at Jatimulya Station is dominated by generation Z because maybe this generation Z likes to travel from one place to another.

The most respondents came from the private employee category as many as 65 people (38.24%), followed by students as many as 49 people (28.82%), self-employed as many as 29 people (17.06%), housewives as many as 20 people (11.76%), then respondents' answers by answering others as many as 7 people (4.12%). Through the following data, it can be seen that the people who most often use the

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

Jabodebek LRT at Jatimulya Station are private employees. This is because the Jabodebek LRT reaches their workplace and to avoid traffic jams in the Jabodebek area.

Table 2 Result of the Measurement Model

Construct	Items	VIF	AVE	Composite Reliability	Cronbach's Alpha
Service Quality	SQ1	2.868	0.533	0.945	0.937
	SQ2	4.082			
	SQ3	4.792			
	SQ4	2.784			
	SQ5	3.064			
	SQ6	3.146			
	SQ7	3.312			
	SQ8	3.137			
	SQ9	3.295			
	SQ10	2.581			
	SQ11	2.761			
	SQ12	3.466			
	SQ13	2.135			
	SQ14	2.077			
	SQ15	2.383			
Price	PR1	2.265	0.577	0.899	0.847
	PR2	2.132			
	PR3	3.055			
	PR4	2.190			
	PR5	1.376			
	PR6	1.254			
Perceived Value	PV1	2.397	0.669	0.888	0.831
	PV2	1.316			
	PV3	3.280			
	PV4	2.246			
Customer Satisfaction	CS1	2.795	0.577	0.924	0.908
	CS2	4.243			
	CS3	2.059			
	CS4	2.421			
	CS5	2.352			
	CS6	2.602			
	CS7	2.413			
	CS8	2.950			
	CS9	2.748			

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

The majority of respondents who use the Jabodebek LRT at Jatimulya Station have monthly consumption expenditures ranging from IDR 2,000,000 - IDR 3,999,999, - as many as 72 people (42.35%).

The majority of respondents in this study in one week they travel 1-5 as many as 102 people (60.00%), then 6-10 times as many as 44 people (25.88%), then the volume of respondents' use in one week is 11-15 times as many as 13 people (7.65%). While those who use the Jabodebek LRT at Jatimulya Station more than 15 times only number 11 people (6.47%).

Based on the data in Table 2, it can be seen that the variables of service quality, price, customer perceived value and customer satisfaction have met the expected AVE values of 0.533, 0.577, 0.669 and 0.577. With this, the four variables have passed the convergent validity test and it is considered that each indicator can explain each variable well.

Based on the results of the reliability and validity constructs in Table 2, it shows that the Cronbach's alpha and composite reliability values are more than 0.7, so all constructs in this study are said to be reliable and the data can be used as data measurement.

This test is conducted to determine whether there is collinearity between the indicators used to analyze the data. The variance Inflation Factor (VIF) value must be < 5. This test can be performed on the evaluation of the measurement model of all indicators, the following VIF test data can be seen in Table 2. Each indicator item has a value of less than 5. So that all statement items in this study do not experience collinearity so that further data analysis can be carried out.

This test is conducted to determine the extent to which the dependent variable can be explained by the independent variables raised in this study. The following are the results of the R Square test. Based on Table 3, the R-Square value can be seen as 0.751 or 75.1% on the dependent variable, namely customer satisfaction. It can be concluded that the independent variables, namely service quality, price, and value perceived by customers can influence the dependent variable, namely customer satisfaction, by 75.1%, while the rest is influenced by variables outside the research model.

Table 3 R-Square

Construct	R-square
Customer Satisfaction	0.751

In Table 4, it can be seen that the SRMR value is 0.097, which means that it has met the criteria for the model goodness of fit test because the value is between 0.08 - 0.10, which indicates that the model is acceptable fit or still acceptable, so it can be concluded that the data used in this study is fit.

The results of the first hypothesis test indicate that the relationship between service quality variables has a significant effect on customer satisfaction. This is evident from the t-statistic value of 2.535 which is greater than 1.96, and the *p* values value of 0.012 <0.05. It can be concluded that the service quality variable has a significant effect on customer satisfaction of Jabodebek LRT at Jatimulya Station. (H1) is accepted.

Table 4 Model Fit

Item	Saturated Model	Estimated Model
SRMR	0.097	0.097
d_ULS	5.551	5.551
d_G	3.253	3.253
Chi-Square	2897.318	2897.318
NFI	0.565	0.565

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

The results of the next hypothesis test show that the price variable has a significant influence on customer satisfaction. This can be seen from the t-statistic value of 2.307 which exceeds 1.96, and the *p* value of 0.021 <0.05. Thus, the price variable has a significant effect on customer satisfaction of the Jabodebek LRT at Jatimulya Station (H2).

The results of the last hypothesis test show that the variable of perceived value by customers has a significant influence on customer satisfaction. This is evidenced by the t-statistic value of 7.224 which is greater than 1.96. and the *p* values value of 0.000 <0.05. Thus, the variable of perceived value by customers has a significant influence on customer satisfaction of Jabodebek LRT at Jatimulya Station (H3) is accepted.

Table 5 Hypothesis Test

Path	Original Sample	T Statistics	P Value	Result
SQ → CS	0.236	2.535	0.012	Accepted
PR → CS	0.137	2.307	0.021	Accepted
PV → CS	0.577	7.224	0.000	Accepted

Discussion

The results of the hypothesis testing that researchers have conducted show that the service quality variable has an influence on customer satisfaction. This is indicated based on the *p* values of 0.012 <0.05. This means that all indicators in the service quality variable, namely, reliability, responsiveness, assurance, empathy, and tangible (physical evidence) have an influence in increasing customer satisfaction. A company to increase and maintain customer satisfaction cannot be separated from the quality of service that has been offered by the company. This service quality is an evaluation carried out by customers on the superiority or special features of a product or service as a whole, this is what makes it the task of the Jabodebek LRT, especially at Jatimulya Station, to maintain or improve the quality of service provided to customers so that later customers will feel satisfied and continue to use the Jabodebek LRT. This is in line with research conducted (Dhenarisa et al., 2023) which states that there needs to be integration of good service quality for Jakarta LRT passengers, so that this mode of transportation is used as a reference and passenger comfort in order to maintain participation, satisfaction, loyalty, and the desire that remains for residents to use the Jakarta LRT service.

Based on the results of the hypothesis testing that has been carried out, it shows that the price variable has an influence on customer satisfaction. This is indicated by the *p* value of 0.021 < 0.05. This means that all indicators contained in the price variable, namely price suitability, price level reference, price policy, and price ethics, make a major contribution to influencing customer satisfaction. The importance of setting the Jabodebek LRT fare is a consideration for customers using this mode of transportation. If the customer feels that the service offered is in accordance with the quality provided by the Jabodebel LRT, the customer will be satisfied. The results of this study are supported by Sianipar (2020) which states that the rates set by the government for LRT trips are quite large, so that many people choose not to use the LRT transportation mode by 34%, while those who continue to use the LRT are around 10%.

Based on the results of the hypothesis testing, it shows that the variable of perceived value of customers has an influence on customer satisfaction. This is proven by the P Values of 0.000 < 0.05. This means that all indicators contained in this variable such as emotional value, social value, quality/performance value, and price/value for money have a large influence on customer satisfaction. This can be explained that the value perceived by customers is an exchange value between benefits and sacrifices felt by consumers after using a product or service from a company. Customers will feel satisfied if the benefits obtained when

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

customers use or after using the Jabodebek LRT service are in accordance with the sacrifices made such as time, costs incurred, and ease of access to reach Jatimulya station.

An unexpected finding from this discussion, particularly considering the strong significance of service quality and perceived value, would be the relatively weaker, though still significant, impact of price on customer satisfaction. The analysis clearly emphasizes that service quality ($p = 0.012$) and perceived value ($p = 0.000$) have a very strong influence on customer satisfaction. This suggests that customers are highly sensitive to the quality of the experience and the overall value they receive. However, while price ($p = 0.021$) is still significant, its p-value is closer to the 0.05 threshold, indicating a potentially weaker effect compared to the other variables. If price were truly a dominant factor, one would expect a much stronger statistical relationship. The fact that service quality and perceived value have a stronger influence implies that customers are willing to tolerate a less-than-ideal price if the service and value are sufficiently high. This suggests that while price is important, it might be secondary to the overall customer experience for Jabodebek LRT users. The LRT's management could potentially focus more on enhancing service quality and perceived value to drive customer satisfaction, even if price adjustments are limited. It also may imply that those who are using the LRT at the time of the study, are less price sensitive, and more service and value sensitive.

V. CONCLUSION

The service quality variable has a significant effect on customer satisfaction. Because service quality becomes a customer evaluation after using or when using the Jabodebek LRT service at Jatimulya Station. The better the quality of service offered by the Jabodebek LRT, the more satisfied customers will be and continue to use this mode of transportation.

Price variables have a significant effect on customer satisfaction. Because of the high price or tariff, people will be reluctant to use the Jabodebek LRT, especially at Jatimulya Station, but if the price or tariff is affordable, people will always use the Jabodebek LRT, especially at Jatimulya Station and will not switch to other similar public transportation.

The variable of perceived value of customers has a significant effect on customer satisfaction. Because the value perceived by customers when or after using the Jabodebek LRT at Jatimulya Station is comparable to the sacrifices made such as time and cost.

The quality of Jabodebek LRT service at Jatimulya Station should improve or maintain its service quality in the form of satisfactory handling of customer complaints. If this aspect is maintained or improved, then Jabodebek LRT at Jatimulya Station already has a good value in the eyes of its customers and can create customer satisfaction. The price of Jabodebek LRT at Jatimulya Station or on all Jabodebek LRT lines is different from similar transportation. With this, the company can explain the advantages of Jabodebek LRT to its users, so that it can help customers understand if there is a price difference with other public transportation. The value felt by customers for now, the community has felt a value that is comparable to the sacrifice when or after using Jabodebek LRT, but what must be prioritized is that Jabodebek LRT, especially at Jatimulya Station, must maintain customer satisfaction and improve the quality of service that is in accordance with the costs incurred, so that it will later create customer satisfaction.

For companies, based on the results of the study, service quality affects customer satisfaction, then based on the results of respondent feedback, the smallest indicator of service quality is physical evidence. So that the Jabodebek LRT at Jatimulya Station must pay attention to and ensure that facilities for people with disabilities and breastfeeding rooms are always in good condition by carrying out routine maintenance to ensure that the completeness and cleanliness of these facilities are maintained and also the Jabodebek

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

LRT at Jatimulya Station can conduct a wider campaign or socialization regarding the facilities provided, so that the community and users of the Jabodebek LRT at Jatimulya Station are more aware and can utilize these facilities optimally. Then, price affects customer satisfaction, then based on the results of respondent feedback, the smallest price indicator is the price policy. So that the Jabodebek LRT needs to consider and pay attention to a sustainable pricing strategy for Jabodebek LRT tickets, along with increasing demand from the public, the company can maintain the balance of the prices set so that later the prices remain affordable for the community or Jabodebek LRT users. By offering bundling tickets or discounts for its users to continue to attract the community and Jabodebek LRT users. Subsequently, the value that customers perceive influences their level of satisfaction. Based on the feedback from respondents, the least favorable indicator of perceived value is price/value for Money. Therefore, the Jabodebek LRT should focus on upholding and ensuring the quality standards of its services at Jatimulya Station to align with the price or sacrifices made by its customers. These efforts can include, facility maintenance, station cleanliness, comfort, and punctuality of service. In addition, the Jabodebek LRT at Jatimulya Station can also conduct periodic surveys to ensure that customers are satisfied between the services provided and the sacrifices made by their customers in using the Jabodebek LRT at Jatimulya Station.

For further research, other variables such as promotion variables or brand image can be used. Then, further research can be conducted again by taking Jabodebek LRT respondents at other stopping stations with a minimum frequency of use of 5-10 times using Jabodebek LRT. This aims to obtain a comparison of quality and create new research on increasing customer satisfaction.

REFERENCES

Abdullah, K., Jannah, M., Aiman, U., Hasda, S., & Fadilla, Z. (2022). Metodologi Penelitian Kuantitatif. Yayasan Penerbit Muhammad Zaini.

Citra, B. S. A., Setiono, B., Pangaribuan, C. H., & Ambarwati, M. F. L. (2021). The influence of service quality on public satisfaction and public trust: A study on Jakarta public health services during COVID-19 pandemic. Journal of Business, Management, and Social Studies, 1(1), 48-57.

Dhenarisa, R. M., Nugraha, A. S., Gavrie, A. C., & Sahara, S. (2023). Analysis of the Quality of Service Light Rail Transit (LRT) Pegangsaan Dua-Velodrom. Jurnal Manajemen Riset Inovasi, 1(3), 31–38.

Finaka, A. W. (2019). Apa Bedanya MRT, LRT, dan KRL? Indonesiabaik.Id. https://indonesiabaik.id/infografis/apa-bedanya-mrt-lrt-dan-krl

Flora, H., & Debbie, L. (2000). Productivity and service quality: An essential reading for service providers. Prentice-Hall.

Gagnepain, P., Massoni, S., Staropoli, C., & Mayol, A. (2024). The Effect of Public Transport Pricing Policy: Experimental Evidence. 1–35.

Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). Multivariate Data Analysis. In International Journal of Multivariate Data Analysis (Seventh Ed, Vol. 1, Issue 2). Pearson Education Limited.

Hair, J. R., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Kotler, P., & Armstrong, G. (2018). Principles of Marketing (15th ed.). Global Edition.

Kotler, P., & Keller, K. L. (2016). Marketing Management, 15th ed. Pearson.

Meliana, & Pangaribuan, C. H. (2024). Analysis of factors that influence the purchase intention of electric vehicles in Indonesia: An extended Theory of Planned Behavior. Journal of Social Science (JOSS), 3(12), 2019-2039.

Journal of Business, Management, and Social Studies
Vol. 4, No. 2, June 2024, pp. 97-111
e-ISSN 2798-6209
DOI: https://doi.org/10.53748/jbms.v4i2.98
Available online at www.jbms.site

Paananen, A., & Seppänen, M. (2013). Reviewing customer value literature: Comparing and contrasting customer values perspectives. Intangible Capital, 9(3), 708–729. https://doi.org/10.3926/ic.389

Paradilla, M., Nurfitriani, N., Nur, N. H., & Niartiningsih, A. (2024). Analisis Pengaruh Customer Perceived Value terhadap Kepuasan Pasien Umum pada Instalasi Rawat Inap Rumah Sakit Umum Daerah Kota Makassar. INSOLOGI: Jurnal Sains Dan Teknologi, 3(1), 125–131. https://doi.org/10.55123/insologi.v3i1.3190

Patomäki, H. (2024). Prices, values, and good: toward a synthesis of economic and normative theory. Globalizations, 21(7), 1330–1343. https://doi.org/10.1080/14747731.2024.2349316

Payne, A., & Holt, S. (2001). Diagnosing Customer Value: Integrating The Value Process And Relationship Marketing. British Journal of Management, 12(2), 159–182. https://doi.org/10.1111/1467-8551.00192

Putra, A. P., & Pangaribuan, C. H. (2025). Purchase intention in online travel agents influenced by service quality, online review, and perceived ease of use mediated by brand trust. Journal of Social Science, 4(2), 159-165.

Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. CV. Lentera Ilmu Madani, Juli, 146.

Rizal, B. (2024). KAI Commuter Catat Rekor Volume Pengguna CommuterLine di Wilayah Pada Masa Angkutan Lebaran 2024 - Sukses Layani 20,9 Juta Pengguna. KAI Commuter. https://commuterline.id/informasi-publik/berita/kai-commuter-catat-rekor-volume-pengguna-commuter-line-di-wilayah-pada-masa-angkutan-lebaran-2024-sukses-layani-20-9-juta-pengguna

Rizky, M. (2024). Lebih Singkat! Waktu Tunggu LRT Jabodebek Sekarang Cuman 5,5 Menit. https://www.cnbcindonesia.com/news/20240506123614-4-536033/lebih-singkat-waktu-tunggu-lrt-jabodebek-sekarang-cuma-55-menit

Rumuat, C. N. (2024). Melihat Drama Commuterline KRL: Keluhan dan Solusi Masyarakat Indonesia. Kumparan.Com. https://kumparan.com/cherry-nathania/melihat-drama-commuterline-krl-keluhan-dan-solusi-masyarakat-indonesia-21s0ZrZrAE4/2

Sianipar, A. (2020). Kajian Preferensi Masyarakat Dalam Menggunakan Lrt Jabodebek. Jurnal Penelitian Transportasi Darat, 21(1), 13–20. https://doi.org/10.25104/jptd.v21i1.962

Sibarani, R. (2023). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Mahasiswa Dengan Kepuasan Sebagai Variabel Intervening. Prosiding, 3(4), 10–17. https://doi.org/10.59134/prosidng.v3i.288

Subagio, H., & Saputra, R. (2012). Pengaruh Perceived Service Quality, Perceived Value, Satisfaction Dan Image Terhadap Customer Loyalty (Studi Kasus Garuda Indonesia). Jurnal Manajemen Pemasaran, 7(1), 42–51. https://doi.org/10.9744/pemasaran.7.1.42-52

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77(2), 203–220. https://doi.org/10.1016/S0022-4359(01)00041-0

Tan, L. P., & Le, T. H. (2023). The influence of perceived price and quality of delivery on online repeat purchase intention: The evidence from Vietnamese purchasers. Cogent Business & Management, 10(1). https://doi.org/10.1080/23311975.2023.2173838

Timokhina, G., Mkhitaryan, S., Skorobogatykh, I., Ivashkova, N., & Shirochenskaya, I. (2022). Managing Customer Satisfaction with Metropolitan Public Transport Services Based on Perceived Quality Assessments. Journal of Eastern European and Central Asian Research, 9(3), 447–461. https://doi.org/10.15549/jeecar.v9i3.789

Wibawana, W. A. (2024). Info Penyesuaian Tarif LRT Jabodebek Mulai 1 Juli 2024, Cek di Sini. Detik News. https://news.detik.com/berita/d-7417060/info-penyesuaian-tarif-lrt-jabodebek-mulai-1-juli-2024-cek-di-sini