

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Passengers**

The passenger according to Damadjati (1995), is everyone who is transported or who must be transported on an airplane or other means of transportation, based on the approval of the company or agency that organizes the transport. While Yoeti (1999) defines the passenger as a buyer of products and services in a company as a customer of a company's goods and services can be a person (individual) and can also be a company.

Based on the description mentioned above, the passengers are an individual, group or company that buys products and services at a company. The passengers can use various types of transportation such as air, sea or land transportation.

#### **2.2. Customer Satisfaction**

Kotler (2002,p.42) says that customer satisfaction is feeling happy or disappointed, someone who arises because of comparing the perceived performance of the product (or outcome) to their expectations. If performance fails to meet expectations, the customer will be dissatisfied and also if the performance following the expectations, customers will be satisfied.

In addition, Soedarmo (2006), states that customer satisfaction is a condition of being satisfied, happy or proud that perceived by customers when receive a product or service offered for similar services.

Based on the definition of the experts above, it can be concluded that customer satisfaction is the customer's feelings of the product or services performances. If customers like the products they will consume it, then the customers already feel satisfaction, on the contrary, if the product is not based on their needs and they will move to buy other products.

### **2.3. The Advantages of Customer Satisfaction**

Tjiptono (2014, p.356) states that the advantages of customer satisfaction are planning, implementing, and controlling special programs facilitates a number of key benefits as agreed. These advantages are reactions to low cost producers, the economic benefits of customer retention, cumulative value of sustainable relations, word of mouth's persuasive power, and reducing price sensitivity.

Customers who are satisfied and loyal to the company prefer to bid on prices for each individual purchase. This is because the trust factor has been formed.

In addition Fornel (1992) in Lupiyoadi and Hamdani (2006: 192) state that many benefits received by the company with the achievement of high levels of customer satisfaction, they are increase customer loyalty and prevent customer turnover, reducing customer sensitivity to prices, reducing the cost of marketing failure, reducing operating costs caused by the number of customers, increase ad efficiency and increase business success.

Based on the definition of the experts above, it can be concluded that the advantage of customer satisfaction are the company can increase customer loyalty, increasing efficiency of advertising marketing needed, and increasing profit as much as possible.

#### **2.3.1. Indicators of Customer Satisfaction**

Indicators of customer satisfaction, according to Irawan (2008), are as follows:

- a. Feeling satisfied (in the sense of being satisfied with the product and service), that is an expression of feeling satisfied or dissatisfied from the current customers receive good service and quality products from company.
- b. Always buy the product that is the customer will continue to use and continue to buy a product when they achieve the expectations they want.
- c. Recommend the product or service to others, namely customers who feel satisfied after using a product or services will tell others and be able to create new customer for a company.

- d. The fulfillment of customer expectations after buying a product, namely whether or not the quality of a product or service post purchases a product with the expectations that customers want.

In addition, Kotler (2005), claims that there are 3 indicators of customer satisfaction, namely:

- a. Consumer complaint handling and suggestion system

Consumer-oriented company will provide consumers with broad opportunities to submit suggestions and complaints, for example by providing a suggestion box, comment cards, and others.

- b. Company reputation survey system

In general, research on customer satisfaction is done by conducting surveys through various media either by telephone, post or by direct interview.

- c. Consumer analysis system

The company will contact its customers or at least find out customers who have made transactions and stopped buying products or who have moved suppliers so that the reasons why these customers run away.

Based on the definition of the experts above, it can be concluded that the indicators of customer satisfaction are first the customer will feel satisfied toward the product or services, next, customers will always buy the product or services, and then, the recommending of the product or services to others customers services from company.

### **2.3.2. Factors of Encouraging Customer Satisfaction**

Based on Irawan (2004), there are factors that can encourage customers satisfaction. There are product quality, service quality, emotional price and convenience.

First, product quality it means that customers' will be satisfied with the results of their assessment of the products they use quality. The rational consumers always demand quality products at every sacrifice made to obtain these products. In this case a good quality product will bring added value in the minds of consumers.

Second, quality of service in the service sector will make customers feel satisfied receiving they get a good service or in accordance with what they expect. Satisfied customers will choose to buy the same product or service. Satisfied customers will provide a perception of the company's products or services.

Third, emotional can make customer will feel proud and get the confidence that others will be impressed with him if he uses a product with a certain brand that requires a higher level of satisfaction. Satisfaction is obtained not because of the quality of the product but the social value or self-esteem that makes customers satisfied with a particular brand.

Fourth, price of the Products that have the same quality but relatively low prices will provide higher value to consumers. This element increases consumers in terms of costs incurred, usually more expensive than products or services, so the customer or customer has a higher expectation value.

The last, convenience can make Customers get more than satisfaction is relatively easy, convenient, and efficient in getting products or services.

In addition, Zeithaml and Bitner (2012), say that there five things affecting customer satisfaction, there are product and service features, consumer emotions, attribution for service success or failure, perception of justice and the last environments.

First, product and service features delivered to customers are important in determining customer perceptions or ratings in creating customer satisfaction itself.

Second, customer emotions mood will react to positive responses or perceptions of the product or service provided, otherwise bad moods or customer conversations, the transition will bring negative responses or perceptions of the product or service provided.

Third, attribution for service success or failure can be worse or better than expected. If the services provided are in line with expectations or exceed customer expectations, then the service referred to as a successful service can be requested, conversely those that provide services that meet customer expectations can be requested that the service process can be changed. In the success and failure of the

delivery of the service process, customers will find out the cause of the success or failure of service delivery. Customer activity in finding out about successes or failures is what can increase customer satisfaction with goods and services.

Fourth, perception of justice means when customers who buy a product or service will ask themselves about the product or services that are good or bad for them to get. Customers' thinking about equality and fairness can change customer perceptions about the level of satisfaction with a product or service.

The last environments are other customers, family members and coworkers must provide customer satisfaction with products or services requested by others who are restated about whether they are satisfied or not satisfied with the product or service.

Based on the description above, the writer can conclude that there are five factors that encouraging customer satisfaction such as product quality, service quality, emotional price and convenience. These factors can influence the customers to buy a product or services in a company and get satisfaction of customers' expectations.

#### **2.4. Definition of Perspective**

According to Martono (2010) perspective is a way of looking at a problem that occurs or a certain perspective used in seeing a phenomenon. Ardianto (2007) says that "perspective is our point of view or perspective of seeing something".

Based on the description above, perspective is the point to see something different and can look a problem that occurs in a phenomenon.

#### **2.5. Factors of Perspective**

Uma (2015) cites that there are 2 factors that can influence perspective; the factors are internal factors and external factors. These factors are as follows:

### **2.5.1. Internal Factors**

Internal factors are factors that come from within a person or individual. This factor usually shapes attitudes as well as traits that are inherent in a person. These internal factors are below:

- a. Physiological. Information entered through the senses, then the information obtained will affect and complete efforts to give meaning to the surrounding environment. The capacity of the senses to perceive each person is different so that the interpretation of the environment can also be different.
- b. Attention. Individuals need the amount of energy expended to pay attention or focus on the physical form and mental facilities that exist on an object. The energy of each person is different so that one's attention to objects is also different and this will affect the perception of an object.
- c. Interest. Perception of an object varies depending on how much energy or perceptual vigilance that is driven to perceive. Perceptual vigilance is one's tendency to pay attention to certain types of stimuli or can be said to be interests.
- d. Unidirectional needs. This factor can be seen from how strong an individual is looking for objects or messages that can provide answers according to them.
- e. Experience and memory. Experience can be said to depend on memory in the sense of the extent to which a person can remember past events to find a stimulus in the broadest sense.
- f. Mood. The emotional state affects a person's behavior, this mood shows how a person feels at a time that can affect how a person receives, reacts and remembers.

### **2.5.2. External Factors**

External factors are factors that originate from outside oneself or an individual. These factors include the surrounding environment including those closest to you. These external factors are below:

- a. The size and placement of objects or stimuli. This factor states that the greater the relationship of an object, the easier it is to understand. This form will affect

individual perceptions and by seeing the shape of the size of an individual object it will be easy for attention to in turn shape the perception.

- b. Color of objects. Objects that have more light, will be easier to understand (to be perceived) compared to less.
- c. The uniqueness and contrast of the stimulus. An external stimulus whose appearance with its background and surroundings completely outside the assumptions of other individuals will attract much attention.
- d. The intensity and strength of the stimulus. Stimulus from the outside will give more meaning if it is paid more attention compared to what is only seen once. The strength of the stimulus is the power of an object that can affect perception.
- e. Motion or movement. Individuals will pay more attention to objects that provide movement in the range of views compared to stationary objects.

In conclusion, there are internal and external factors of perspective. The internal factors are physiological, attention, interest, perception of an object, unidirectional needs, experience and memory, and then mood. Beside that there are external factors of perspectives such as, the size and placement of objects or stimuli, color of objects, the uniqueness and contrast of the stimulus, the intensity and strength of the stimulus and motion or movement.

## **2.6. Definition of Excellent Service**

According to Barata (2003,p.30) excellent service is an activity or sequence of activities that occur in direct interaction between one person with another person or machine physically, and provides customer satisfaction. In another opinion Maddy (2009,p.8) states that excellent service is a service that best in meeting customer expectations and needs. In other words, excellent service is a service that meets quality standards. A service that meets quality standards is a service in accordance with customer or community expectations and satisfaction. However, Pratomo and Shaff (2000,p.107) say that excellent service is customer care. So basic service is basically a sense of profit oriented organization or nonprofit organization towards customers who indicated by the presence of

attitudes, attention, and real action, so customers feel comfortable with the excellent service provided.

Based on the opinion above, excellent service is excellent service is a direct interaction that implements high service quality standards, in the form of profit-oriented actions for the company and convenience for customers to deliver consistent and accurate customer satisfaction from time to time.

## **2.7. The Importances of excellent service**

Based on Rahmayanty (2013,pp.3-7) states that :

### **a. Excellent service has economic significance.**

Customers are the key to profit. These goals in the form of maximizing profits by maintaining continuity corporate life of the company, reaching a large market, creating market leadership in quality, overcoming competition carry out social responsibility, and so on. When fostering relationships and retaining customers who has been a long time by providing very good service and consistent, if they are satisfied there is a possibility of showing their loyalty by giving information to others and their level of trust through testimonials (someone's speech) is higher and more cost effective issued lower.

### **b. Service is a gathering place for money and work.**

The company depends on customers and for customers they work, because the customer is the source of money and work. Focus on customer needs, by integrating all activities that will affect customers and produce profit through service activities to customer satisfaction.

### **c. Increasingly advanced competition**

Continue to enlarge business activities, more competition as well low or declining market share due to increasing numbers producers involved in fulfilling their needs and desires customer. The main key to winning competition is provide value and satisfaction to customers through delivery quality products and services at competitive prices.



d. A better understanding of customers

Attention to the interests of customers by looking needs and satisfaction with services are key factors for business success amid an increasingly fierce competition climate. Understanding customer point of view realizes customer satisfaction is not just buy a product, but also meet various emotional elements and affection, such as lifestyle, identity, adventure, love and friendship, peace and trust.

While Majid (2011,p.61) explain how important service excellence to customers is due to several reasons, they are as follows:

- a. The first is customers assess the efficiency of the company through its employees encountered.
- b. The second is first impressions (positive first impression) are very important and it's difficult to overcome a negative first impression.
- c. The third is the company has high expectations and standards of workers.
- d. The fourth is customers trust the company and will continue to be happy to be served if he is treated well.
- e. The fifth is one of the most effective forms of promotion of advertising is "Word of Mounth" (word of mouth promotion), if customer happy, he will tell others.
- f. The sixth is we feel happy and proud of ourselves if we give the best service for customers.
- g. The last is customers entrust us as a source of information and assistance main.

Based on the description above excellent service is important for the company because it can show quality to customers, generate profits, win competition, maintain customer consistency and provide customer satisfaction.

## **2.8. Definition of Service Quality**

According to Kotler in Alma (2007: 286), service quality is a way of working for companies that strive to continuously improve quality of the processes, products, and services produced by the company, while Tjiptono (2007) states that

service quality is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations.

Based on the description above, the definition of service quality is an effort to continuously meet the needs of consumers in reach consumer expectations.

## **2.9. Measuring of Service Quality**

According to Tjiptono (2006), There are s dimensions of service quality such as tangibles, reliability, responsiveness, assurance and empathy dimensions:

- a. Physical Evidence (tangibles) includes physical facilities, equipment, employees, and communication facilities. This can mean the appearance of physical facilities, such as buildings and front office rooms, the availability of parking spaces, success, neatness, and comfort of the room, the completeness of communication equipment, and the appearance of employees becomes a consideration for customers in choosing a product/service.
- b. Reliability is the ability to provide the promised service immediately, accurately, and satisfactorily. This means that the company provides its services precisely for the first time (right the first time). It also means that the company concerned fulfills its promises, for example delivering its services according to the agreed schedule.
- c. Responsiveness is the idea of staff to help consumers and provide services responsively. Responsiveness can mean the response or alertness of employees in helping customers and providing fast service and, which includes the readiness of employees in serving customers, the speed of employees in handling transactions, and handling Company members must pay attention to specific promises to customers. Another element that is also important in this fast response element is that company members are always ready to help customers.
- d. Assurance includes knowledge, abilities, courtesy, and trustworthiness of staff; free from danger, risk, or doubt. When competition is very competitive, company members must appear more competent, meaning that they have

knowledge and expertise in their respective fields. Security factors, namely providing security and guaranteed to customers is also important.

- e. Empathy is the ease of making relationships, good communication, personal attention, and understanding the needs of consumers.

Tjiptono and Chandra (2011) says that service quality must begin with customer needs and ends with customer satisfaction and perception positive on service quality. Customer satisfaction can achieved through service quality. They are tangibles, reliability, responsiveness, assurance and empathy dimensions.

- a. Tangibles or physical evidence which includes physical facilities, equipment, employees and means of communication.
- b. Reliability is the ability to provide services promised immediately, accurately and satisfactorily.
- c. Responsiveness is desire of the staff to help customers and provide responsive services.
- d. Assurance which includes knowledge, abilities, courtesy, and the trustworthiness of the staff, is free from danger, risk or doubt.
- e. Empathy includes the ease in making relationships, good communication, personal attention, and understanding the needs of customer.

In addition, Suryani (2008) also believes that quality services can be improved by improving the aspects that are becoming service dimensions, there are:

- a. Tangible is the physical appearance of services offered, equipment, personnel and communication facilities.
- b. Reliability shows the ability to realize the promised service accurately, on time and can be trusted.
- c. Responsiveness is the abilities to help customers by providing good and fast service.
- d. Empathy is trying to know and understand individual customer requirements.
- e. Confidence or assurance is knowledge and hospitality personnel and their ability to be trusted.

Based on the opinions of the experts above, the quality indicator that used are tangibles is namely physical facilities, equipment, employees and means of communication. Reliability is the ability to provide services promised immediately, accurately and satisfactorily. Responsiveness is desire of the staff to help customers and provide responsive services. Assurance which includes knowledge, abilities, courtesy, and the trustworthiness of the staff, is free from danger, risk or doubt. Empathy includes the ease in making relationships, good communication, personal attention, and understanding the needs of customer.

## **2.10 LRT Palembang**

The construction of Light Rail Transit (LRT) in Palembang, South Sumatra to support the provision of mass public transportation. The LRT service line starts from the Sultan Mahmud Badaruddin II International Airport station to Jakabaring Sport City. The LRT is targeted to operate in August 2018 to support the Asian Games 2018 sports competition.

*PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 72 TAHUN 2009  
TENTANG LALU LINTAS DAN ANGKUTAN KERETA API DENGAN RAHMAT TUHAN  
YANG MAHA ESA PRESIDEN REPUBLIK INDONESIA,*

*Paragraf 3 Standar Pelayanan Minimum Angkutan Orang*

### *Pasal 133*

- (1) Pengoperasian kereta api harus memenuhi standar pelayanan minimum.*
- (2) Standar pelayanan minimum sebagaimana dimaksud pada ayat (1) meliputi:*
  - a. standar pelayanan minimum di stasiun kereta api; dan*
  - b. standar pelayanan minimum dalam perjalanan.*

### *Pasal 134*

- (1) Standar pelayanan minimum di stasiun kereta api kelas besar sebagaimana dimaksud dalam Pasal 133 ayat (2) huruf a paling sedikit terdapat:*
  - a. informasi yang jelas dan mudah dibaca mengenai:*
    - 1. nama dan nomor kereta api;*
    - 2. jadwal keberangkatan dan kedatangan kereta api;*
    - 3. tarif kereta api;*

*4. stasiun kereta api pemberangkatan, stasiun kereta api pemberhentian dan stasiun kereta api tujuan;*

*5. kelas pelayanan; dan*

*6. peta jaringan jalur kereta api.*

*b. loket;*

*c. ruang tunggu, tempat ibadah, toilet, dan tempat parkir;*

*d. kemudahan naik turun penumpang;*

*e. fasilitas penyandang cacat dan kesehatan; dan*

*f. fasilitas keselamatan dan keamanan.*

*(2) Standar pelayanan minimum dalam perjalanan kereta api sebagaimana dimaksud dalam Pasal 133 ayat (2) huruf b terdiri atas:*

*a. untuk kereta api antarkota, paling sedikit meliputi:*

*1. pintu dan jendela;*

*2. tempat duduk dengan konstruksi tetap yang mempunyai sandaran dan nomor tempat duduk;*

*3. toilet dilengkapi dengan air sesuai dengan kebutuhan;*

*4. lampu penerangan;*

*5. kipas angin;*

*6. rak bagasi;*

*7. restorasi;*

*8. informasi stasiun yang dilewati/ disinggahi secara berurutan;*

*9. fasilitas khusus dan kemudahan bagi penyandang cacat, wanita hamil, anak di bawah lima tahun, orang sakit, dan orang lanjut usia;*

*10. fasilitas kesehatan, keselamatan dan keamanan;*

*11. nama dan nomor urut kereta;*

*12. informasi gangguan perjalanan kereta api; dan*

*13. ketepatan jadwal perjalanan kereta api. b. untuk kereta api perkotaan, paling sedikit meliputi:*

*b. untuk kereta api perkotaan, paling sedikit meliputi:*

*1. pintu dan jendela;*

*2. tempat duduk dengan konstruksi tetap yang mempunyai sandaran;*

3. *lampu penerangan;*
4. *penyejuk udara;*
5. *rak bagasi;*
6. *fasilitas khusus dan kemudahan bagi penyandang cacat, wanita hamil, anak di bawah lima tahun, orang sakit, dan orang lanjut usia;*
7. *fasilitas pegangan untuk penumpang berdiri;*
8. *fasilitas kesehatan, keselamatan dan keamanan;*
9. *informasi gangguan perjalanan kereta api; dan*
10. *ketepatan jadwal perjalanan kereta api*