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The Effect of Innovation, Accessibility and Trust on User Satisfaction of Economy Class Railway Services DAOP IX Probolinggo Station

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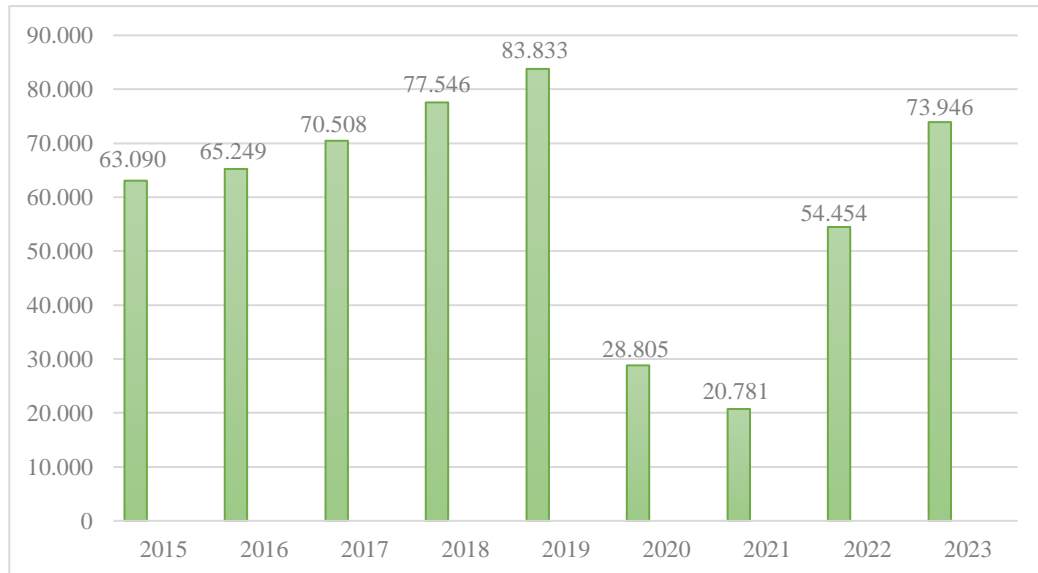67271
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Abstract

This study aims to determine the effect of innovation, accessibility and trust on the satisfaction of users of DAOP IX Probolinggo Station economic train services partially. The research method used is quantitative with the independent variables of innovation, accessibility, trust and the dependent variable, namely satisfaction. The population of this study were users of DAOP IX Probolinggo Station economy class train transportation services in January and February 2024. The sampling technique was carried out by purposive sampling method as many as 108 people. The data analysis stage begins with the Validity, Reliability, Classical Assumption Test, Multiple Linear Regression Analysis, Determination Coefficient Test and Hypothesis Test using SPSS Version 26. The results showed that the innovation variable had a positive but insignificant effect on satisfaction, while the accessibility and trust variables had a positive and significant effect on satisfaction.

INTRODUCTION

The 2024 Worldometer report explains that Indonesia ranks 15th as the largest country in the world. Indonesia covers an area of 1,904,569 km2 with a total land area of 1,811,570 km2 . Because of this area, transportation is very necessary in everyday life to carry out mobility or facilitate activities carried out by a person. One of the land transportation facilities in Indonesia is the train. PT Kereta Api Indonesia (Persero) is one of the State-Owned Enterprises (BUMN) companies engaged in railroad transportation services in Indonesia. Every year the number of train passengers always experiences dynamic changes. This is evidenced by the following data:

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Figure 1. Number of rail passengers in 2015-2023

Based on Figure 1 above, it is explained that the number of train passengers in 2021 has decreased sharply when compared to 2019. This is due to the Covid-19 Pandemic which causes restrictions on mobility and rail transportation capacity. Meanwhile, in 2022, railroad passengers increased by 162% from the previous year.

Along with the increasing need for transportation, companies should need to innovate their business in order to remain competitive in this era of modernization. Innovation means the ability to use creativity to solve problems and opportunities to improve and enrich life. (Yuningsih & Silaningsih, 2020). In the research conducted by Husen & Setiawan (2020), Paramitha et al., (2019) also Pratiwi & Hasin (2017) stated that innovation has a positive and significant influence on customer satisfaction. The more innovation that is carried out, the more customers feel safe and trust to use the services provided by the company so that it can affect customer satisfaction. Indicator of innovation according to Husen & Setiawan (2022) namely product innovation and process innovation. according to Chen et al., (2015) one of the indicators of innovation is social media communication.
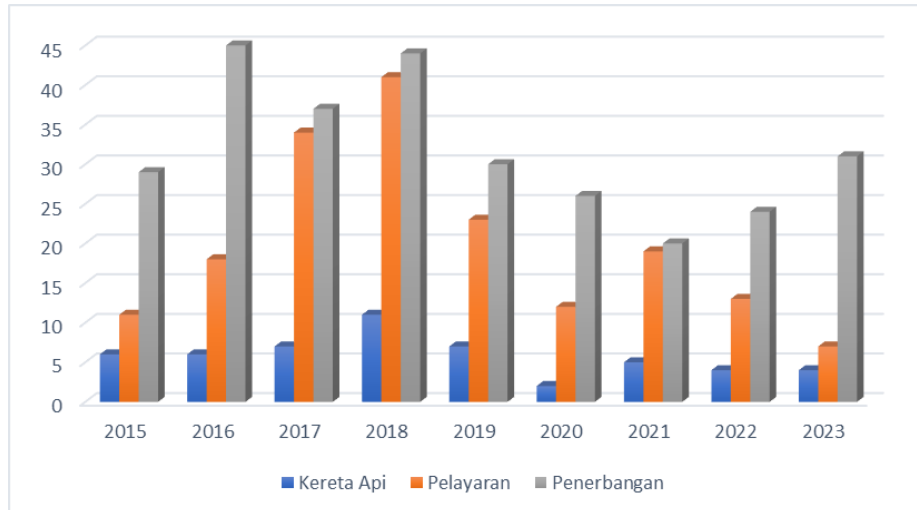
Accessibility to reach a location is also very calculated for users of transportation services. Accessibility is a measure of a person to be able to easily and comfortably reach a location by available means. In the research conducted by Hidayatullah et al., (2020), Badriyah & Kuswanto (2023) it is stated that accessibility has a positive and significant influence on passenger satisfaction. The results of research conducted by Ercan et al., (2023) on Istanbul train passengers states that accessibility is one of the

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factors that has a significant effect on the satisfaction of passengers using rail transportation lines. One of the accessibility indicators according to Ercan et al., (2023) is Information and guidance on board the train. According to Prawira & Pranitasari (2020) accessibility can be measured through Distance and Travel Time.

Apart from accessibility, customer satisfaction can also be measured through the trust given to use the company's services or products. Customer trust is a belief in a person towards a product, service or brand that will be chosen. Trust reflects the belief that the company will be able to meet customer expectations, maintain quality and act honestly. In the research conducted by Rahman et al., (2021), Yolanda et al., (2023) also Komala & Selvi (2021) It was found that trust has a positive and significant effect on satisfaction. Therefore, building customer trust is very important in shaping customer satisfaction. Indicators of trust according to Rahman et al., (2021) namely: Believe in the honesty of the company in transactions; Believe the company will maintain the safety of passengers or products delivered and Believe the company can accept well the complaints submitted.

The emergence of many new companies engaged in transportation services such as travel and bus companies is one of the challenges for Probolinggo Station to be able to continue to exist in the choice of the community. Passengers who get on or off the train at Probolinggo Station certainly do not only come from the area around Probolinggo. Therefore, adequate accessibility is needed so that passengers feel comfortable while in the station. One of the challenges for PT. KAI Probolinggo Station in shaping customer trust is in terms of guaranteeing customer safety during travel on the train. The train accident rate is relatively low when compared to other transportation, but it is common knowledge that accidents on train transportation are more fatal. This is evidenced by the following data:

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Figure 2. Comparison of the Number of Transportation Accidents 2015-2023
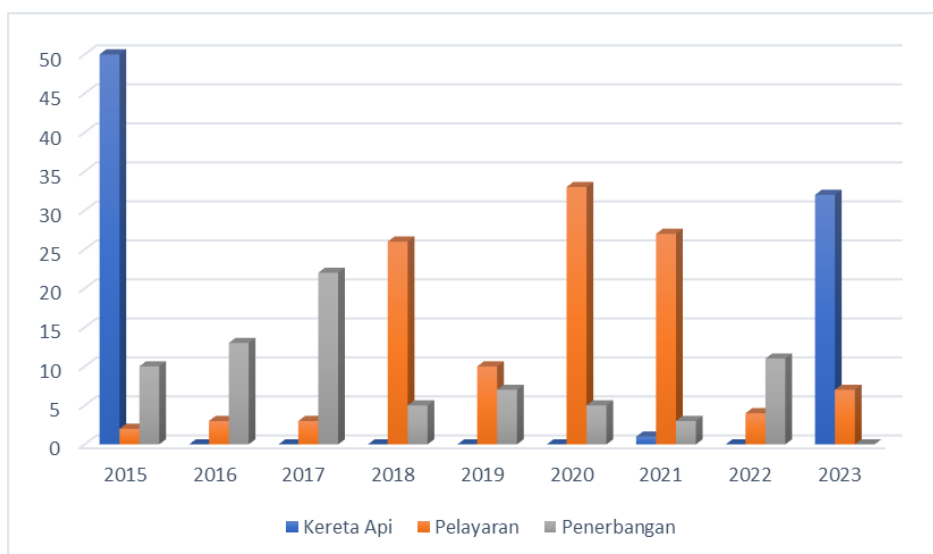
Figure 3. Comparison of the Number of Transportation Accident Victims 2015-2023

This is because the size of the train is larger than other transportation and accommodates more passengers so that the risk of injury to passengers is greater. Therefore, PT KAI Probolinggo Station should always increase customer trust in order to increase customer satisfaction.

RESEARCH METHODS

The research method in this study uses quantitative research methods, which means according to (Abubakar, 2021) is a study that collects data in the form of numbers or graded qualitative data, for example contained in a measurement scale. The approach used is an associative approach, which is research that looks for the relationship between one variable and another. (Abubakar, 2021). The population in this study were users of DAOP IX Probolinggo Station economy class train transportation

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services in 2024 whose numbers were not known with certainty. The sample of this study were users who used DAOP IX Probolinggo Station economy class train transportation services in January-February 2024. the sampling technique used was *Nonprobability Sampling* technique with type of *Purposive Sampling*. *Nonprobability Sampling* is a sampling technique that does not give equal opportunity to each member of the population to be selected as a member of the sample (Abubakar, 2021). While *Purposive Sampling* is a sampling technique from a number of populations based on certain characteristics or properties of the population. (Abubakar, 2021). The data collection method used a questionnaire distributed to 108 respondents.

RESULTS AND DISCUSSION

1. Validity Test

Table 1. Validity Test Results

No.	Variable	Statement Item	r-count	r-table	Description
1.	Innovation (X_1)	$X_{1.1.1}$	0,499		
		$X_{1.1.2}$	0,472		
		$X_{1.1.3}$	0,527		
		$X_{1.2.1}$	0,555		
		$X_{1.2.2}$	0,572		
		$X_{1.2.3}$	0,549		
		$X_{1.2.4}$	0,508		
		$X_{1.3.1}$	0,552		
		$X_{1.3.2}$	0,565		
2.	Accessibility (X_2)	$X_{2.1.1}$	0,643		
		$X_{2.1.2}$	0,600	0,1891	Valid
		$X_{2.1.3}$	0,544		
		$X_{2.2.1}$	0,559		
		$X_{2.2.2}$	0,535		
		$X_{2.3.1}$	0,671		
		$X_{2.3.2}$	0,548		
3.	Trust (X_3)	$X_{3.1.1}$	0,585		
		$X_{3.1.2}$	0,604		
		$X_{3.2.1}$	0,589		
		$X_{3.2.2}$	0,706		
		$X_{3.2.3}$	0,667		
		$X_{3.3.1}$	0,738		
		$X_{3.3.2}$	0,645		

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No.	Variable	Statement Item	r-count	r-table	Description
4.	Satisfaction (Y)	$Y_{1.1}$	0,568	0,1891	Valid
		$Y_{1.2}$	0,484		
		$Y_{2.1}$	0,632		
		$Y_{2.2}$	0,561		
		$Y_{3.1}$	0,469		
		$Y_{3.2}$	0,502		

Based on Table 1 above, it can be seen that all statement items from each variable, namely the Innovation (X_1), Accessibility (X_2), Trust (X_3) and Satisfaction (Y) variables are valid, because they have r-count > r-table. Then all statement items can measure each research variable and are eligible to proceed to the next stage.

2. Reliability Test

Table 2. Reliability Test Results

Variable	Number of Statements (N)	*Cronbach Alpha*	Limits	Description
X_1	9	0,817	0,6	Reliable
X_2	7	0,831		
X_3	7	0,869		
Y	6	0,786		

Based on Table 2 above, it shows that each statement item from the Innovation (X_1), Accessibility (X_2), Trust (X_3) and Satisfaction (Y) variables has a Cronbach Alpha value> 0.6, thus it can be said that all variables used in this study are reliable. So that all research variables are feasible to proceed to the next stage.

3. Normality Test

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		108[c]
Exponential parameter.[a,b]	Mean	1.2849533
Most Extreme Differences	Absolute	.156
	Positive	.065
	Negative	-.156
Kolmogorov-Smirnov Z		1.210
Asymp. Sig. (2-tailed)		.107

Based on Table 3 above, the results of the *One-Sample Kolmogorov-Smirnov* test obtained the Asymp. Sig. (2-tailed) of 0.107 > 0.05. Thus it can be said that the data is normally distributed so that it can be continued to the next stage.

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4. Multicollinearity test

Table 4. Multicollinearity Test Result

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.479	2.050		3.160	.002		
Trust	.254	.072	.328	3.548	.001	.548	1.824
Innovation	.050	.072	.072	.698	.487	.446	2.240
Accessibility	.346	.087	.406	3.989	.000	.454	2.201

Based on Table 4 above, the tolerance value of all variables is > 0.1 and the inflation factor (VIF) value is < 10. So it can be said that there is no multicollinearity in each independent variable in this study. Thus the independent variables are eligible to proceed to the next stage.

5. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.057	1.249		4.049	.000
Innovation	.040	.044	.124	.899	.371
Accessibility	-.093	.053	-.241	-1.758	.082
Trust	-.077	.044	-.221	-1.774	.079

Based on Table 5, the significance value of all variables is > 0.05, so it can be said that in this study there is no heteroscedasticity problem in it. Thus all variables are eligible to proceed to the next stage.

6. Multiple Linear Regression Analysis Results

Table 6. Multiple Linear Regression Analysis Results

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.479	2.050		3.160	.002
Innovation	.050	.072	.072	.698	.487
Accessibility	.346	.087	.406	3.989	.000
Trust	.254	.072	.328	3.548	.001

Based on Table 6 above, the regression equation of innovation, accessibility and trust variables on user satisfaction is obtained as follows:

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$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 6{,}479 + 0{,}050X_1 + 0{,}346X_2 + 0{,}254X_3$$

So it can be said that:

a. It is known that the constant value is positive at 6.479, meaning that if the independent variable Innovation (X_1), Accessibility (X_2), Trust (X_3) are equal to 0, then User Satisfaction (Y) is equal to 6,479.

b. Regression coefficient b_1 (Innovation) = 0,050, This means that if there is an addition of one unit of innovation indicator, the value of user satisfaction will increase by 0.050 with constant or fixed independent variables. This shows that there is a positive influence between the Innovation variable (X_1) to user satisfaction (Y), which means that if the Innovation variable (X_1) increases, user satisfaction (Y) will increase.

c. Regression coefficient b_2 (Accessibility) = 0,346. This means that if there is an addition of one unit of accessibility indicator, the value of user satisfaction will increase by 0.346 with constant or fixed independent variables. This shows that there is a positive influence between the Accessibility variable (X_2) to user satisfaction (Y), which means that if the accessibility variable (X_2) increases, user satisfaction (Y) will increase.

d. Regression coefficient b_3 (Trust) = 0,254. This means that if there is an addition of one unit of trust indicator, the value of user satisfaction will increase by 0,254 with constant or fixed independent variables. This shows that there is a positive influence between the Trust variable (X_3) to user satisfaction (Y), which means that if the Trust variable (X_3) increases, user satisfaction (Y) will increase.

7. Determination Coefficient Test

Table 7. Determination Coefficient Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.715[a]	.512	.497	1.907	2.055

a. Predictors: (Constant), Trust, Accessibility, Innovation

b. Dependent Variable: Satisfaction

Based on Table 19 above, it can be seen that the Adjusted R Square (R^2) value is 0.497 or 49.7%, meaning that the magnitude of the influence of the independent variables (Innovation, Accessibility and Trust) on the dependent variable (User

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Satisfaction) is 0.497 or 49.7%. While the remaining 50.3% of user satisfaction is influenced by other variables not included in this study such as customer experience, brand image, service quality and repurchase intention variables. Thus all variables are feasible to proceed to the next stage.

8. Hypothesis Testing

Table 8. Hypothesis Testing Result

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6.479	2.050		3.160	.002
Innovation	.050	.072	.072	.698	.487
Accessibility	.346	.087	.406	3.989	.000
Trust	.254	.072	.328	3.548	.001

a. Dependent Variable: Satisfaction

Based on Table 8 above, it can be explained as follows:

a. The Innovation variable (X_1) has no significant effect on the satisfaction of users of DAOP IX economy class train services at Probolinggo Station. Because the value of t-count = 0.698 < t-table = 1.983 and the confidence level (α) 0.487 > 0.05, then H_0 is accepted and H_a is rejected. This means that innovation does not have a significant influence on user satisfaction.

b. Accessibility variable (X_2) has a significant effect on the satisfaction of users of economy class train services DAOP IX Probolinggo Station. Because the obtained tcount value = 3.989 > t-table = 1.983 and the confidence level (α) 0.000 < 0.05, then H_0 is rejected and H_a is accepted. This means that accessibility has a significant influence on user satisfaction.

c. Trust variable (X_3) has a significant effect on the satisfaction of users of economy class train services DAOP IX Probolinggo Station. Because the obtained t-count = 3.548 > t-table = 1.983 and the confidence level (α) 0.001 < 0.05, then H_0 is rejected and H_a is accepted. This means that trust has a significant influence on user satisfaction.

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Discussion

1. **The Effect of Innovation on User Satisfaction of Economy Class Train Services DAOP IX Probolinggo Station**

Based on the tests that have been carried out, it shows that the effect of Innovation on User Satisfaction of DAOP IX Probolinggo Station economy class train services is positive but not significant. This shows that the innovations made by PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station are not significantly able to provide satisfaction to its service users. In the results of respondents' responses, it can be seen that some respondents feel that PT. Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station has not been optimal in innovating in the form of social media communication regarding train delays. PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station has not been able to regularly provide information about train delays to passengers. However, this does not have a significant impact on passenger satisfaction because passengers still appreciate other innovations that have been made.

Research by Yudhanto & Nurjaman (2022) supports the results of this study regarding innovation which has a positive but insignificant effect on the satisfaction of users of DAOP IX Probolinggo Station economy class train services. Other research that supports the results of this study was conducted by Rahman et al., (2021) and Khilmi (2013) which states that innovation has a positive but insignificant effect on satisfaction.

2. **The Effect of Accessibility on User Satisfaction of Economy Class Train Services DAOP IX Probolinggo Station**

Based on the tests that have been carried out, it shows that the effect of Accessibility on User Satisfaction of economy class train services DAOP IX Probolinggo Station is positive and significant. This shows that accessibility at PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station is well perceived by service users, for example the ease with which users can find out about the availability of train seats (seats) through the Access by KAI application so that prospective service users do not need to come directly to the station. In addition, the availability of information on the departure time (schedule) of all types of trains in the waiting room makes it easier for service

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users to make considerations on the next trip. When service users feel that the facilities and services needed can be accessed easily, service users tend to feel more satisfied, because good accessibility can provide comfort and a positive travel experience for service users. Therefore, improving accessibility can significantly increase the satisfaction of users of DAOP IX Probolinggo Station economy class train services.

The results of this study are supported by previous research conducted by Badriyah & Kuswanto (2023) which states that the Access variable has a positive and significant influence on customer satisfaction of PT Kereta Api Indonesia at Malang Kota Baru Station. Other research conducted by Ercan et al., (2023) and Azizul et al., (2023) which states that accessibility has a positive and significant effect on satisfaction.

3. **The Effect of Trust on User Satisfaction of Economy Class Train Services DAOP IX Probolinggo Station**

Based on the tests that have been carried out, it shows that the effect of Trust on User Satisfaction of DAOP IX Probolinggo Station economy class train services is positive and significant. In accordance with the respondents' responses, it can be said that PT. Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station is good enough in maintaining the satisfaction of its service users while maintaining the trust of service users. For example, PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station is transparent in the process of purchasing or refunding ticket cancellations, to its service users, besides that PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station also maintains the safety of service users on the trip while using its services. When service users believe in the services provided such as security and travel time accuracy, service users tend to feel more satisfied with the trip. The trust that arises can also reduce the anxiety that service users may experience while traveling. Therefore, positive trust in PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station can significantly affect the satisfaction of users of economy class train services at Probolinggo Station.

The results of this study are supported by previous research conducted by Yolanda et al., (2023) which states that trust has a positive and significant effect

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on user satisfaction of Maxim online transportation services for Tjut Nyak Dhien University students. In addition, research by Rahman et al., (2021) also Komala & Selvi (2021) which states that trust has a positive and significant effect on satisfaction. The results of this study support the results of the current study where trust has a positive and significant effect on the satisfaction of users of DAOP IX economy class train services at Probolinggo Station.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research and discussion regarding the effect of innovation, accessibility and trust on the satisfaction of users of economy class train services DAOP IX Probolinggo Station, it can be concluded as follows:

1. It was found that innovation has a positive but insignificant effect on the satisfaction of users of economy class train services DAOP IX Probolinggo Station.

2. It was found that accessibility has a positive and significant effect on the satisfaction of users of economy class train services at DAOP IX Probolinggo Station.

3. It was found that trust has a positive and significant effect on the satisfaction of users of economy class train services at DAOP IX Probolinggo Station.

Based on the results of research and discussion regarding the effect of innovation, accessibility and trust on user satisfaction of economy class train services DAOP IX Probolinggo Station, there are several suggestions that are expected to be useful for academics and PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station, namely as follows:

1. For Academics

   It is hoped that future researchers who are interested in conducting similar research will develop research models with other independent variables such as customer experience, brand image, service quality and repurchase intention, or by using different objects so that a positive value can be obtained and the results of the coefficient of determination are greater or more influential on the dependent variable. It is expected to add indicators or increase the number of samples so that better results are obtained than this research.

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2. Bagi PT. Kereta Api Indonesia (Persero) DAOP IX Stasiun Probolinggo

It is expected to continue to innovate optimally, especially in social media communication to service users. As a transportation service provider, PT Kereta Api Indonesia (Persero) DAOP IX Probolinggo Station should have a personal social media account so that it can be used as a direct communication channel between Probolinggo Station and service users to share information related to train schedules, promotions and updates on existing services to make it more effective. In addition, it is expected to improve good accessibility and maintain the trust of service users so that it remains the choice of the community in traveling.

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