LEVEL OF SATISFACTION ON SERVICES QUALITY OF LRT SOUTH OF SUMATRA DURING THE CORONA PANDEMIC

Driaskoro Budi Sidharta[1], Siti Nurlaili Triwahyuni[2], Herdi Agem Priyono[3], Tegar Brilianza[4]

[1,2,3,4] Politeknik Transportasi Sungai Danau dan Penyeberangan Palembang, Palembang, Indonesia
Email korespondensi: [1]budi.driaskoro@gmail.com

How to cite:

Sidharta, D. B., Triwahyuni, S. N., Priyono, H. A., Brilianza, T. (2022). Level Of Satisfaction On Services Quality Of LRT South Of Sumatra During The Corona Pandemic. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi), 8*(2), 151-154. https://doi.org/10.34203/jimfe.v8i2.5076

ABSTRACT

This study aims to determine the quality level of South Sumatra LRT services during the corona pandemic. The population of this study was 360 persons of South Sumatra LRT customers by accidental sampling method. This research was conducted by distributing 24 questions using a questionnaire. Evaluation of the level of desire and performance of the South Sumatra LRT manager is measured using a Likert scale. The result of the evaluation was analyzed using the Customer Satisfaction Index and servqual (gap analysis). The results showed that overall South Sumatra LRT customer was very satisfied, as indicated by CSI of 85,6%. However, all variables need to be improved because there is still a gap between customer desires and the performance of LRT Sumatra Selatan services. The level of service related to preventing the spread of the coronavirus needs to be prioritized.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui tingkat kualitas pelayanan LRT Sumatra Selatan pada masa pandemi corona. Populasi penelitian ini adalah pelanggan LRT Sumatra Selatan sebanyak 360 orang dengan metode accidental sampling. Penelitian ini dilakukan dengan menyebarkan 24 pertanyaan menggunakan kuesioner. Penilaian tingkat keinginan dan kinerja pengelola LRT Sumatra Selatan diukur dengan menggunakan skala Likert. Hasil evaluasi dianalisis dengan menggunakan Customer Satisfaction Index dan servqual (gap analysis). Hasil penelitian menunjukkan bahwa secara keseluruhan pelanggan LRT Sumsel sangat puas yang ditunjukkan dengan CSI sebesar 85,6%. Namun semua variabel perlu diperbaiki karena masih terdapat gap antara keinginan pelanggan dengan kinerja pelayanan LRT Sumatra Selatan. Tingkat pelayanan terkait pencegahan penyebaran virus corona perlu diprioritaskan.

INTRODUCTION

In early 2020, almost all countries in the world including Indonesia were shocked by the spread of the Corona Virus (COVID-19). According to CNN Indonesia, the number of death cases due to corona in Europe has reached 120.000 cases. On March 11, 2020, WHO (World Health Organization) declared the disease due to the Corona COVID-19 virus as a global pandemic (Valerisha & Putra, 2020). The Indonesian government has determined the spread of Corona Virus Disease 2019 (COVID-19) as a national disaster through Presidential Decree No.12 of 2020.

The spread of coronavirus not only affects public health but has an impact on the economy as well as the transportation sector. With the presence of several policies related to community activities such as online school, working from home system, cause a reduced number of transportation service users. It gives impact to decrease the movement modes of transportation because of the restrictions through government politic (Gustami, 2020) even causing trains occupancy down to 40% (Mayasari, 2020). Since the pandemic corona, the number of the LRT South Sumatra passengers has decreased and the number of trips was reduced from 74 to 22 trips per day (Siregar, 2020). The government has controlled the transportation system in order to prevent the spread of Coronavirus through the Minister of Transportation Regulation Number 18 the year 2020 and the Minister of Transportation Regulation Number 41 year 2020. The Minister of Transportation regulation stated that the urban train should be restricted on the passenger number of train capacity and implements physical distancing by configuring passenger seat. Moreover, transportation infrastructure operator must implement the protocol of health for officers and passengers including the use of masks for officers and passengers, provide hand sanitizer or washing facilities with soap, checks passenger body temperature. Implementation of new normal policy provided various customers responses that could be acceptance or rejection (Handoko, Churniawan, & Rozaq, 2021). It was found customer's complaint on service at Maguwoharjo station which is still not optimal during covid-19 pandemic (Prasetyo & Wibawa, 2021).

LRT South Sumatra is one of the transportation modes for the citizens of Palembang which serves the International Airport Sultan Mahmud Badaruddin II with a Complex of OPI Mall. Customer of transportation including the LRT South Sumatra passengers still expects the services provided by transport operators to provide comfort and safe transport to prevent the spread of Coronavirus. In terms of services, the operator of the LRT South Sumatra has the task to create transport that is safe, and comfortable as wellcaring to passenger health, especially from the threat Coronavirus. Reliable public transport services will be able to reduce people's dependence on the use of private vehicles and reduce congestion on the roads in Palembang (Oktariansyah, Damayanti, Usman, & Putra, 2018). Customer satisfaction shows whether a company is doing the right things and in the right way for the customer (Lepistö, Saunila, & Ukko, 2022). To obtain the satisfaction level of service users, it is necessary to evaluate the level of service user satisfaction by comparing the level of customer satisfaction (performance) and the expectation (importance). In this way, it will know parameters that need to be improved according to the wishes of service users.

Moreover, consumers nowadays are critical consumers and PT. KAI (Persero) needs to improve service quality based on customer perceptions (Prathama, Mauliddia, & Firdausi, 2021). This research aims to find out the quality of services provided by South Sumatra LRT operators to service users during the Coronavirus pandemic. This research is focused on the service system at south Sumatra's LRT stops and stations. In the previous research, there was an influence on product quality, service quality, emotions, price, and cost to Palembang LRT customer satisfaction (Noprizal, 2019). Based on the study result, service quality is one of the parameters that affect the user satisfaction of the LRT South Sumatra. Previous research has been done on the perception level of LRT Palembang users using the importance-performance analysis (IPA) method with results showing that customers have been satisfied with physical

factors, responsiveness, assurance, empathy (Anisah, S, & Kustiani, 2020). In this study, the methods used service quality (ServQual) and Customer Satisfaction Index (CSI). CSI used to determine the level of overall satisfaction while Service Quality (gap analysis) can be used to determine the priority that should be considered by the LRT South Sumatra to improve customer satisfaction. Thus it is important to know the type of services desired by the service user, especially in the pandemic corona era. Because public satisfaction is one of the benchmarks for people who use transportation modes (Kristiana & Jodi, 2020)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Service Quality
Services are activities or benefits offered from one party to the other party, which are essentially intangible and have value for buyers because they can meet a particular need (Rahman & Supomo, 2012). Service is the key to success in various service activities because service has an important role to seize market or customers (Kusumawardani, Poerwanto, & Iswono, 2013). The degree of services should be adapted depending on society's need and the situation (Kristiana & Jodi, 2020).

The LRT South Sumatra provides products in the form of services to customers. Service is an activity or benefit offered by one party to another that is essentially intangible and does not result in any ownership (Nasution, 2005). The dimensions of service quality are designed in several parameters with the aim to obtain the difference between importance and customer satisfaction (performance). The dimensions used in assessing the quality of service there are realibility, responsiveness, assurance, emphaty and tangible (Berry, Zeithami, & Parasuraman, 1991). During the corona pandemic, train customers complained about the services provided by PT. KAI (Persero) and this matter need to be resolved based on the complaint (Putri M. S., 2021). Moreover, consumers nowadays are critical consumers and PT. KAI (Persero) needs to improve service quality based on customer perceptions (Prathama, Mauliddia, & Firdausi, 2021).

Customer Satisfaction
Consumers as individuals have different criteria and conditions from each other and this difference also causes the complexity of consumer behavior (Istiana, 2021). Satisfaction is the difference between the level of interest and the resulting result. Customer satisfaction is a comparison between what customers expect and perceived quality (Kotler, 2000). Customer satisfaction is a person's sense of happiness or depression that occurs after comparing between the perception of a product's performance and its expectations (Tjiptono, 2012). Satisfaction can be interpreted as the absence of difference between expectations and accepted performance (Yazid, 2003). The gap is a discrepancy between perceived service and expected service (Rahman & Supomo, 2012). The satisfaction formula that was developed by Berry, Parasuraman and Zeithaml (Tjiptono, 2012).

$$Q = P - E \qquad (1)$$

The formula represent Q as satisfaction level that is the result of subtracting perception or satisfaction level of users (P) and Expectations or interests of service users (E). The table below show customer assessment criteria from Fitriana, et al (2014).

Table 1 Customer Satisfaction Index

No	Index Value	Assessment Criteria
1	81%-100%	Very Satisfied
2	66%-80.99%	Satisfied
3	51%-65.9%	Quite Satisfied
4	5%-50.99%	Less Satisfied
5	0%-34.99%	Not Satisfied

Priority Improvement

Potential Gain in Customer Values (PGCV) value could be basic to identify improvement priority of services (Faisal & Setiawan, 2017). Potential Gain in Customer Values is calculated by following step (Nugraha, Selamat, & Iriani, 2018): (1) calculating Achieve Customer Value (ACV), where this value is based on the opinions of respondents; (2) calculating Ultimately Desire Customer Value (UDCV). UDCV is the value which based on the level of interest selected by the respondents; and (3) calculating PGCV by subtracting ACV with UDCV.

Research Variables

This research uses gap analysis and Customer Satisfaction Index as a tool to determine the wishes and needs of South Sumatra LRT customers. The attributes are developed in this study set out in table 1.

Table 2. Service Variables

Attributes	Reference
TANGIBLES	
1) Adequate facilities for disability people	(Quinta & Prakoso, 2016)
2) Adequate lounge facilities	(Quinta & Prakoso, 2016)
3) Comfortable lounge conditions	
4) Clean and safe toilet in lounge area	
5) Availability of the information board that makes easy to obtain the information	(Quinta & Prakoso, 2016)
6) The sound of information in the waiting room is clear and easy to understand	
7) Integrated stop/station with other modes of public transport	
8) Availability of LRT passenger Park and ride facilities	
9) Hand washing facilities or hand sanitizer is available for passengers	
REALIBILITY	
1) Reasonable and cheap ticket prices	
2) LRT officers provide clear and accurate information	(Setiawan, 2017; Setiawan, 2017)
3) The counter officer serves the queue quickly and responds with a queue number	
4) LRT officers arrange to direct passengers in and out of the train	
RESPONSIVENESS	
1) LRT officers always help everybody when needed	(Setiawan, 2017)
2) Counter officers serve quickly and according to the queue	(Setiawan, 2017)

Attributes	Reference
ASSURANCE	
1) LRT officers are always polite and friendly	(Setiawan, 2017)
1) I feel safe and convenient riding the LRT	(Riyanta, 2015)
2) I find it easy to buy LRT tickets	(Riyanta, 2015)
3) LRT arrives and departs on time	(Riyanta, 2015)
4) LRT officers always wear masks during on duty.	
5) LRT officers perform body temperature detection of passengers at each entrance point.	
6) LRT officers arrange physical distancing of LRT passengers	
EMPATHY	
1) LRT officers facilitate to submit complaints and suggestions	(Setiawan, 2017)
2) LRT Officers respond to complaints and advices of LRT consumer	(Setiawan, 2017)

RESEARCH METHOD

Research Population

An accidental sampling method was applied by distributing questionnaire to passenger of LRT Sumatra Selatan. The questionnaire is divided into two parts which the first part contains questions about the characteristics of the respondent while the second part contains 24 questions representing 5 service factors. The likert scale is used in questionnaires where respondents are asked to respond to questions. As a rating guide, the scale is used for the level of importance and satisfaction listed in table 3.

Table 3 Likert Scale Level of Interest and Satisfaction

Weight	Importance Level	Satisfaction Level
1	Not at all important	Strongly Disagree
2	Unimportant	Disagree
3	Neutral	Neutral
4	Important	Agree
5	Very Important	Strongly Agree

Refers to Isaac Michael table, for error margin 5%, a minimum number of 349 respondents were needed in analysis however in this study involved 360 respondents. On the characteristics of respondents based on gender, the data states that of the 360 respondents who filled out the questionnaires as much as 61 % percent were men while the remaining 38,7% were female respondents. The age of the respondents was 34,4% on 17-25 years, more over 40 years were 19,8% and mostly on 26-40 years old (45,8%). Educational qualification of respondents, mostly respondents were found to be graduates of senior high school to the tune of 46,9% and followed by bachelor as 41,5% and the respondents with minimum educational background (Junior High School) graduates were 4,8%. Another important factor which involve in this study was the experience of using LRT. The experience of using LRT could support the respondents to give valuation for LRT Sumatra Selatan service level. The respondents were at least 1x used LRT Sumatra Selatan and mostly had 3x experiences 79,5%.

Data Analysis Method

Valid could be interpreted that the instrument can be used to measure what should be measured. This study used the validated questionnaire that was distributed to 32 passenger of LRT Sumatra Selatan as respondent. Validity test conducted to ensure that survey tools can measure precisely. Validity test is conducted using Pearson Product Moment correlation. Pearson correlation results (r) are used for the validity of each question item. Question is categorized as valid if Pearson's calculation value (r) results in greater than the critical value on the Product Moment table(r). Realibility is a parameter that indicates the level of test consistentity based on the test results. A reliable instrument is an instrument that, when used multiple times to measure the same object, will produce the same data (Sugiyono, 2011).

Service quality analysis is conducted by calculating the gap between importance and performance (Winarno & Absor, 2017). There are three assessment criteria used in the servqual method which is the gap value equal to zero meaning the quality of service is equal to expectations, the gap value is less than zero meaning the quality of service is less than the expectation while the gap value is more than zero can be interpreted that the quality of service exceeds the expectations of the consumer. Servqual is also known for its gap analysis model (Syukri, 2014). With gap analysis, we can find out the customer satisfaction level by considering the importance of each variable. This can help the management of LRT Sumatra Selatan take strategic and prioritized action to improve the quality of service. Customer Satisfaction Index (CSI) is used to obtain the overall level of customer satisfaction by considering the level of importance of product/service attributes (Syukri, 2014). Customer Satisfaction Index can be analyzed with the following steps (Aritonang, 2005): (1) specifies the Mean Importance Score (MIS) of each variable; (2) create weight factors (WF) of each variable; (3) determine the Mean Satisfaction Score (MSS) of each attribute; (4) create a Weight Score (WSk) of each variable; (5) determining the Customer Satisfaction Index (CSI).

RESULT AND DISCUSSION
Starting by validity test was conducted using a margin of error of 5 percent and number of 32 samples. Therefore, the product moment value (r table) used is 0,349. Validity test results showed that the entire r-count value exceeded 0,349. This indicates that the entire questions on the questionnaire are valid. Variables are categorized to be reliable if Cronbach Alpha > 0,600 (Gunawan, 2016). Meanwhile the reliability test results showed that the Cronbach alpha value was 0,919, this indicates that the questionnaire is reliable.

Tabel 4 Validity and Reliability Test Results

Factor	Attributes	R count		Croncbach's Alpha result	r table
		Importance	Performance		
Tangibles	TANG 1	0,39	0,70	0,919	0,349
	TANG 2	0,40	0,49		
	TANG 3	0,47	0,61		
	TANG 4	0,67	0,63		
	TANG 5	0,60	0,63		
	TANG 6	0,61	0,53		
	TANG 7	0,51	0,51		
	TANG 8	0,45	0,65		
	TANG 9	0,38	0,51		
Reliability	REAL 1	0,46	0,44		
	REAL 2	0,63	0,66		
	REAL 3	0,51	0,67		

Factor	Attributes	R count		Croncbach's Alpha result	r table
		Importance	Performance		
Responsiveness	REAL 4	0,57	0,74		
	RESP 1	0,61	0,50		
	RESP 2	0,53	0,70		
Assurance	ASS 1	0,64	0,70		
	ASS 2	0,74	0,64		
	ASS 3	0,71	0,49		
	ASS 4	0,60	0,60		
	ASS 5	0,68	0,72		
	ASS 6	0,70	0,50		
	ASS 7	0,70	0,56		
Empathy	EMP 1	0,73	0,68		
	EMP2	0,70	0,70		

The analysis was started by measuring degree of customer satisfaction using Customer Satisfaction Index (CSI). After examining the Customer Satisfaction Index was 85.6%. This shows that the services provided by LRT Sumatra Selatan during the corona pandemic has provided very satisfied for LRT Sumatra Selatan consumer. The ServQual analysis is used to determine service quality for each attribute by calculating the difference between perception and expectation scores (Herawati & Suryono, 2020). The following is the analysis of each dimension.

Tangibles Dimension
The table below shows the average performance and importance of tangible dimension, as also the Servqual score categorization.

Table 5 Average of Performance and Importance of Tangible Dimension

No	Dimensions	Score		Servqual Score
		Performance	Importance	
1	Adequate facilities for disability people	4,22	4,46	-0,24
2	Adequate lounge facilities	4,30	4,46	-0,16
3	Comfortable lounge conditions	4,25	4,47	-0,22
4	Clean and safe toilet in lounge area	4,23	4,47	-0,24
5	Availability of the information board that makes easy to obtain the information	4,13	4,49	-0,36
6	The sound of information in the waiting room is clear and easy to understand	4,30	4,49	-0,19
7	Integrated stop/station with other modes of public transport	4,21	4,45	-0,24
8	Availability of LRT passenger Park and ride facilities	4,24	4,46	-0,22
9	Hand washing facilities or hand sanitizer is available for passengers	4,27	4,45	-0,18
	Average	**4,24**	**4,47**	**-0,23**

The average servqual Score is -0.23. If the servqual score is negative, the service level could be categorized as unsatisfactory (Herawati & Suryono, 2020). Based on the data on above table, it could be tangible dimensions haven't met the customer expectations.

Reliability Dimension
The table below shows the average of performance and importance of reliability dimension, as also the Servqual score categorization.

Table 6 Average of Performance and Importance of Reliability Dimension

No	Dimensions	Score		Servqual Score
		Performance	Importance	
1	Reasonable and cheap ticket prices	4,30	4,47	-0,17
2	LRT officers provide clear and accurate information	4,33	4,47	-0,14
3	The counter officer serves the queue quickly and responds with a queue number	4,30	4,45	-0,15
4	LRT officers arrange to direct passengers in and out of the train	4,30	4,48	-0,18
	Average	**4,31**	**4,47**	**-0,16**

The Servqual score of reliability dimension shows -0,16, which means that customers are not satisfied with the service of LRT Sumatra Selatan.

Responsiveness Dimension
The tabe below show the average of performance and importance of responsive dimension

Table 7 Average of Performance and Importance of Responsivenes Dimension

No	Dimensions	Score		ServQual Score
		Performance	Importance	
1	LRT officers always help everybody when needed	4,33	4,49	-0,16
2	Counter officers serve quickly and according to the queue	4,31	4,47	-0,16
	Average	**4,32**	**4,48**	**-0,16**

Form the above table, the average level of performance is lower than the importance level. It shows that the service level given by LRT Sumatra Selatan has not met the customer's expectations.

Assurance Dimension

Table 8 Average of Performance and Importance of Assurance Dimension

No	Dimensions	Score		Servqual Score
		Performance	Importance	
1	LRT officers are always polite and friendly	4,15	4,46	-0,31
2	I feel safe and convenient riding the LRT	4,30	4,44	-0,14
3	I find it easy to buy LRT tickets	4,30	4,46	-0,16
4	LRT arrives and departs on time	4,31	4,44	-0,13
5	LRT officers always wear masks during on duty.	4,32	4,46	-0,14
6	LRT officers perform body temperature detection of passengers at each entrance point	4,30	4,41	-0,11
7	LRT officers arrange physical distancing of LRT passengers	4,28	4,45	-0.17
	Average	**4.28**	**4,45**	**-0,17**

The average score of performance for assurance dimension is lower than importance score, it could be categorized that service level that given by LRT Sumatra Selatan has not met the customer requirement.

Empathy dimension

Table 9 Average of Performance and Importance of Responsivenes Dimension

No	Dimensions	Score		Servqual Score
		Performance	Importance	
1	LRT officers facilitate to submit complaints and suggestions	4,28	4,43	-0,15
2	LRT Officers respond to complaints and advices of LRT consumer	4,28	4,45	-0,17
	Average	**4,28**	**4,44**	**-0,16**

The table above shows that the servqual score average is minus. It shows that the service level for the empathy dimension has not met the customer's expectations. Based on the servqual score of the overall dimension that is less than zero, it means that the overall service quality of LRT Sumatra Selatan has not met the customer's expectations. Therefore, these achievements need to be improved in some ways in order to increase customer satisfaction levels. The service quality improvement could be taken by the LRT Sumatra Selatan through the determination of priority improvement by considering the gap value between expectations and customer satisfaction. The improvement can be performed gradually starting from the largest Potential Gain in Customer Values (PGCV) value. The table below shows the PGCV value.

Table 10 Calculation Result of Potential Gain in Customer Values

NO	DIMENSIONS	ATTRIBUTES	SCORE		ACV	UDCV	PGCV
			X	Y			
1	Availability of the information board that makes easy to obtain the information	TANG 5	4,13	4,49	18,5	22,45	3,91
2	LRT officers are always polite and friendly	ASS 1	4,15	4,46	18,5	22,30	3,79
3	Integrated stop/station with other modes of public transport	TANG 7	4,21	4,45	18,7	22,25	3,52
4	Adequate facilities for disability people	TANG 1	4,22	4,46	18,8	22,30	3,48
5	Clean and safe toilet in lounge area	TANG 4	4,23	4,47	18,9	22,35	3,44
6	Availability of LRT passenger Park and ride facilities	TANG 8	4,24	4,46	18,9	22,30	3,39
7	Comfortable lounge conditions	TANG 3	4,25	4,47	19,0	22,35	3,35
8	Hand washing facilities or hand sanitizer is available for passengers	TANG 9	4,27	4,45	19,0	22,25	3,25
9	LRT officers arrange physical distancing of LRT passengers	ASS 7	4,28	4,45	19,0	22,25	3,20
10	LRT Officers respond to complaints and advices of LRT consumer	EMP 2	4,28	4,45	19,0	22,25	3,20
11	LRT officers facilitate to submit complaints and suggestions	EMP 1	4,28	4,43	18,9	22,15	3,19
12	The sound of information in the waiting room is clear and easy to understand	TANG 6	4,30	4,49	19,3	22,45	3,14
13	The counter officer serves the queue quickly and responds with a queue number	REAL 3	4,30	4,45	19,1	22,25	3,12
14	I feel safe and convenient riding the LRT	ASS 2	4,30	4,44	19,09	22,20	3,11
15	Reasonable and cheap ticket prices	REAL 1	4,30	4,47	19,2	22,35	3,13
16	LRT officers arrange to direct passengers in and out of the train	REAL 4	4,30	4,48	19,2	22,40	3,14
17	LRT officers perform body temperature detection of passengers at each entrance point	ASS 6	4,30	4,41	18,9	22,05	3,09

NO	DIMENSIONS	ATTRIBUTES	SCORE		ACV	UDCV	PGCV
			X	Y			
18	Adequate lounge facilities	TANG 2	4,30	4,46	19,1	22,30	3,12
19	I find it easy to buy LRT tickets	ASS 3	4,30	4,46	19,1	22,30	3,12
20	LRT arrives and departs on time	ASS 4	4,31	4,44	19,1	22,20	3,06
21	Counter officers serve quickly and according to the queue	RESP 2	4,31	4,47	19,2	22,35	3,08
22	LRT officers always wear masks during on duty.	ASS 5	4,32	4,46	19,2	22,30	3,03
23	LRT officers always help everybody when needed	RESP 1	4,33	4,49	19,4	22,45	3,01
24	LRT officers provide clear and accurate information	REAL 2	4,33	4,47	19,3	22,35	2,99

A higher PGCV value indicates that customer satisfaction with the quality of service is still lacking, so the PGCV value can be used to determine the priority of improvement (Wirawan, Indriani, & Kiswandono, 2020). There are 7 tangible attributes in the top ten highest PGCV value, which means that need to be taken more seriously by LRT Sumatra Selatan especially the availability of the information board that makes it easy to obtain the information and facility of Integrated stop/station with other modes of public transport and park and ride in LRT stop area. Concerning the corona pandemic phenomenon, the provision of hand washing or hand sanitizer facility needs to be taken more seriously even though this attribute is the 9th priority.

According to the World Bank, hand washing is one of the most effective ways to prevent transmission of disease — not just the coronavirus (e.g. COVID-19). Meanwhile, it is predicted that corona pandemic will end in 2022 (Putri G. S., 2020). The CSI method could be used by LRT Sumatra Selatan to determine the overall customer satisfaction level. Meanwhile, gap analysis could be used to find out in detail which attributes are the priority of improvement. Increasing the satisfaction level of LRT customers could increase the number of LRT Sumatra Selatan consumers. Satisfaction with customers is determined by customers' perceptions of the performance of a product or service in meeting their expectations of customers (Sari, Sunaryo, & Mugiono, 2018). The previous study has been done by using a different method, done before corona pandemic situation, and not involved a reliability factor even though the overall results showed similar performance's LRT Sumatra Selatan.

CONCLUSION
Based on the observation, it was obtained Customer Satisfaction Index was 85,6% which means overall LRT Sumatra Selatan customers felt very satisfied. Meanwhile, there is still a gap between the customer's wishes and the performances that have been provided by LRT Sumatra Selatan. The highest gap value lies in the Integration between the LRT Stop and other modes of -127. The improving priority of service quality can be determined through the value gap between expectations and performance. To increase customer satisfaction, especially in corona pandemic situation, the company should pay attention to some service dimensions needed by customers based on PGCV value. In the corona pandemic, though the provision of hand washing facilities with soap or hand sanitizer for passengers has not the highest gap, it should be a special consideration for LRT Sumatra Selatan because the existence of this facility is very important to prevent the spread of coronavirus. Increasing, service performance could increase customer satisfaction

and customer loyalty. To achieve those performances, it's necessary to formulate a systematic strategy for the company to achieve and maintain performance (Setiawati, Fachrial, & Widiarti, 2020). This study has a limitation which only discusses the limited variables of customer satisfaction but has not involved the marketing organization's performance and employee performance. The other thing is future research needed to add some variables such as related to LRT Sumatra Selatan's policy. Future studies could also test the interconnection between organizational performance such as employee performance which is at the forefront that faces customers directly and customer satisfaction.

REFERENCES

Anisah, S., S, B. U., & Kustiani, I. (2020). *Analisis Persepsi Pengguna Layanan Transportasi LRT Kota Palembang.* Lampung: Universitas Lampung.

Aritonang, R. (2005). *Kepuasan Pelanggan.* Jakarta: Gramedia.

Astuti, H. J. (2007). Analisis Kepuasan Konsumen (Servqual Model dan Important Performance Analysis Model). *Media Ekonomi Universitas Muhammadiyah Purwokerto*.

Berry, L. L., Zeithami, V. A., & Parasuraman, A. (1991). Refinement and reassessment of the ServQual instrument. *Journal of Retailing*.

Faisal, A. G., & Setiawan, H. (2017). Pengukuran IndeksKepuasan Pasien Terhadap Pelayanan dan Penentuan Prioritas Perbaikan Di Puskesmas Dengan Metode (Potential Gain in Customer Value) Di Kota Cilegon. *Jurnal Teknik Industri, 5*(3).

Fitriana, D., Dwi H., J. U., Y.K.O. , F., & Tanto, D. (2014). Pengukuran Kepuasan Kontraktor Terhadap Kinerja Klien Pada Proyek Konstruksi Swasta. *Jurnal Karya Teknik Sipil, 3*(1).

Fitriani, Z. N., Setyaningsih, Y., & Denny, H. M. (2021, April). Review Literature: Studi Perilaku Kesiapsiagaan Tanggap Darurat Kebakaran. *Jurnal Ilmiah Permas, 11*(2).

Gunawan, A. A. (2016). Pengaruh Kompensasi Dan Disiplin Kerja Terhadap Kinerja Karyawan Pada PT. Gesit Nusa Tangguh. *Jurnal Ilmiah Manajemen Bisnis. VOL.16 (1)*.

Gustami, N. K. (August 29, 2020). *Menurunnya Moda Transportasi Pada Masa Pandemi Covid-19*. https://www.suara.com/yoursay/2020/06/08/120151/menurunnya-moda-transportasi-pada-masa-pandemi-covid-19?page=all

Handoko, Churniawan, E., & Rozaq, F. (2021). Analisis Respon Penumpang Terhadap Penerapan New Normal Pada Layanan Kereta Api Jarak Jauh di Pulau Jawa. *Jurnal Perkeretapian Indonesia, V*(1), 36-46.

Herawati, & Suryono, D. W. (2020). Analysis Service Quality With Method Importance Perfomance Analysis (IPA) on Transjakarta Bus. *Indonesian College of Economics*.

Istiana, D. M. (2021). Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan pada Transportasi Online Roda Dua PT X. *Jurnal Manajemen , 12*(2). doi:http://dx.doi.org/10.32832/jm-uika.v12i2.4113

Kotler, P. (2000). *Marketing Management. Edisi Milenium.* New Jersey: Prentice Hall Intl, Inc.

Kristiana, R., & Jodi, S. (2020, December). Analisis Pengukuran Kualitas Kinerja Infrastruktur LRT Jakarta Selama Kondisi Pandemi Covid-19. *Jurnal Teknik Sipil C-Line, X*(1).

Kusumawardani, D. P., Poerwanto, & Iswono, S. (2013). *Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan PT. Kereta Api Indonesia (Persero) Kereta Api Sritanjung Kelas Ekonomi AC.* Universitas Jember, Jurusan Ilmu Administrasi.

Lepistö, K., Saunila, M., & Ukko, J. (2022). Enhancing Customer Satisfaction, Personnel Satisfaction And Company Reputation With Total Quality Management: Combining Traditional And New Views. *Emerald Insight*. doi:https://doi.org/10.1108/BIJ-12-2021-0749

Lupiyadi, R., & Hamdani, A. (2006). *Manajemen Pemasaran Jasa.* Jakarta: Salemba Empat.

Mayasari, S. (2020, March 25). *Dampak Covid-19, Okupansi Kereta Api Turun Hingga 40%.* https://industri.kontan.co.id/news/dampak-covid-19-okupansi-kereta-api-turun-hingga-40

Nasution, M. N. (2005). *Manajemen Mutu Terpadu.* Jakarta: Ghalia Indonesia.

Noprizal, A. (2019). *Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Pada Jasa Transportasi LRT Palembang, Fakultas Ekonomi Dan Bisnis.* Palembang: Universitas Muhammadiyah Palembang.

Nugraha, N., Selamat, S., & Iriani, J. (2018). Importance of Performance Analysis and Potential Gain in Customer Value's of Service Quality in Hospitals. *1st Social and Humaniora Research Symposium. 307.* Atlantis Press.

Oktariansyah, Damayanti, R., Usman, B., & Putra, A. E. (2018). Analisis Kualitas Pelayanan Angkutan Umum (Transmusi) Melalui Kinerja Terhadap Kepuasan Masyarakat di Kota Palembang. *Jurnal Manajemen dan Bisnis Sriwijaya.*

Prasetyo, B. G., & Wibawa, S. A. (2021, June). Analisis Kepuasan Konsumen Kereta Api Indonesia Terhadap Pelayanan Selama Masa Pandemi Covid-19 (Studi Kasus Stasiun Maguwoharjo DIY). *Jurnal Media Komunikasi Dunia Ilmu Sipil (MoDuluS), 3*(1).

Prathama, A., Mauliddia, A. N., & Firdausi, D. S. (2021). Pengaruh Kualitas Layanan Dan Penyediaan Fasilitas Terhadap Kepuasan Konsumen Di Era Pandemi Covid19 (Studi Kasus Penumpang Ka PT KAI (Persero)). *Journal Publicuho, 4*(2), 553-569.

Putri, G. S. (2020, April 28). *Tanggapan Ahli UI Soal Prediksi Corona di Indonesia Berakhir Juni.* https://www.kompas.com/sains/read/2020/04/28/190000223/tanggapan-ahli-ui-soal-prediksi-corona-di-indonesia-berakhir-juni?page=3

Putri, M. S. (2021). *Manajemen Krisis PT. Kereta Api Indonesia Dalam Menangani Keluhan Pelanggan di Masa Pandemi Covid 19.* Universitas Sahid, Fakultas Ilmu Komunikasi . Retrieved from http://repository.usahid.ac.id/531/

Quinta, F. A., & Prakoso, H. E. (2016). Kajian Pemanfaatan Moda Transportasi Kereta Rel Listrik (KRL) Commuter Line dalam Pergerakan Komuter Bekasi-Jakarta. *Jurnal Bumi Indonesia, 5*(2).

Rahman, A., & Supomo, H. (2012). Analisa Kepuasan Pelanggan pada Pekerjaan Reparasi Kapal dengan Metode Quality Function Deployment (QFD). *Jurnal Teknik ITS Vol.1 (1).*

Sari, S. W., Sunaryo, & Mugiono. (2018). The Effect Of Service Quality On Customerretention Through Commitmentandsatisfaction As Mediation Variables In Java Eating Houses. *Journal of Applied Management (JAM), 16*(4).

Setiawan, M. R. (2017). *Analisis Kepuasan Konsumen Di Pt. Kereta Api Indonesia Menggunakan Metode Importance Performance Analysis (Studi Kasus PT. Kereta Api Indonesia Pada Stasiun Lempuyangan, Yogyakarta).* Tugas Akhir, Universitas Islam Indonesia, Faculty of Industrial Technology . Retrieved from https://dspace.uii.ac.id/handle/123456789/4739

Siregar, R. A. (2020). *2 Tahun Beroperasi, LRT Palembang Angkut 5,1 Juta Penumpang.* Retrieved August 30, 2020, from https://news.detik.com/berita/d-5105183/2-tahun-beroperasi-lrt-palembang-angkut-51-juta-penumpang_ga=2.164732095.1099820389.1598757901-140369886.1589760907

Syukri, S. (2014). Penerapan Customer Satisfaction Index (CSI) dan Analisis gap pada Kualitas Pelayanan Trans Jogja. *Jurnal Ilmiah Teknik Industri (13(2)).*

Tjiptono, F. (2012). *Pemasaran Strategik.* Yogyakarta: Andi Offset.

Valerisha, A., & Putra, M. A. (2020). Pandemi Global Covid-19 dan Problematika Negara-Bangsa: Transparansi Data Sebagai Vaksin Socio-Digital? *Jurnal Ilmiah Hubungan Internasional.*

Wirawan, N. K., Indriani, S., & Kiswandono. (2020). Upaya Peningkatan Kualitas Pelayanan di Superindo Tlogomas Menggunakan Metode PGCV (Potential Gain in Customer Value). *Jurnal Valtech, 3*(2), 160-165.

Yazid. (2003). *Pemasaran Jasa : Konsep dan Implementasi.* Yogyakarta: Ekonisia.