THE INFLUENCE OF RELIABILITY, RESPONSIBILITY, ASSURANCE, EMPATHY AND PHYSICAL EVIDENCE ON CUSTOMER SATISFACTION WITH DISABILITIES AT TANGERANG STATION

Muhammad Nuril Huda[1], Beureukat[2], Melati[3], Kumba Digdowiseiso[4*]
[1,2,3,4]Faculty of Economics and Business, Universitas Nasional, Jakarta, Indonesia
Email: nurilhuda@gmail.com[1], beureukat@civitas.unas.ac.id[2], melati@civitas.unas.ac.id[3],
kumba.digdo@civitas.unas.ac.id[4*]

Abstract:

This study aims to determine the effect of responsiveness reliability, assurance, empathy and physical evidence on customer satisfaction with disabilities at Tangerang Station. The sampling method used is Non-Probability Sampling with Purposive sampling technique. This type of research uses quantitative descriptive methods and inferential analysis using primary data in the form of a closed questionnaire to 100 respondents and the data is analyzed using multiple linear regression analysis. From the data that has fulfilled the validity test, reliability test, classical assumption test and model feasibility test, a regression equation is obtained. The results of regression analysis in this study indicate a positive and significant effect on customer satisfaction, which is shown in the coefficient table in the regression equation model. The results of the model feasibility test shown with the significant value are shown in the model feasibility table which means that the model in this study is feasible to use based on the significant value obtained. The results of the hypothesis conclusion with the t test obtained a significant value on the variables of reliability, empathy, assurance, empathy and physical evidence on customer satisfaction.

Keywords: Reliability, Responsiveness, Assurance, Empathy, Physical Evidence, Customer Satisfaction

INTRODUCTION

One of the reasons public transportation is not yet inclusive is that people with disabilities are not involved in planning, designing and building transportation. This is related to the public and state perspective towards people with disabilities. In the past, disabled people were not considered subjects who could participate in development. After ratifying the Convention on the Rights of Persons with Disabilities (CRPD), Indonesia began to change its handling of people with disabilities from being charity-based to being based on human rights (HAM). This means that disabled people are now seen as equal subjects with other Indonesian citizens. This is strengthened by the Law on Persons with Disabilities. Apart from that, the train station is also equipped with guiding blocks, braille on lift buttons, and gates for wheelchair users. The company also collaborated with the National General Accessibility Movement (GAUN) to provide input.

Director General of Railways (DJKA) of the Ministry of Transportation (Kemenhub) Zulfikri said that every train-based mode of transportation is required to meet Minimum Service Standards (SPM), especially services for people with disabilities. The obligation to fulfill the SPM is as stated in the Minister of Transportation Regulation (Permenhub) Number PM 63 of 2019 concerning

Minimum Service Standards for Transporting People by Train. There are two obligations that must be fulfilled by railway transportation companies in providing facilities for disabled groups. First, providing accessible facilities and infrastructure, and second, providing personnel to help passengers with special needs.

PT Kereta Api Indonesia is committed to continuing to prepare systems and facilities that are friendly for all passengers, including people with disabilities. Persons with disabilities have the right to receive equality of service in various aspects, including transportation services. Thus, the government through Ministerial Regulation (PM) for Transportation Number 98 of 2017 regulates various matters related to accessibility in transportation facilities and infrastructure.

Jakarta is the first metropolitan city in Indonesia as well as the heart of the economy and the capital of Indonesia. Jakarta has provided various modes of public transportation, of which the most popular is the Jabodetabek Commuter Line Electric Train. KRL Commuter Line is a commuter fast transportation system based on Electric Rail Trains (KRL) operated by PT Kereta Commuter Indonesia (PT. KCI), a subsidiary of PT Kereta Api Indonesia (Persero) (PT KAI). KRL has been operating in the Jakarta area since 1925. In its implementation, KRL has reached the JABODETABEK area. From year to year, interest in users continues to increase. In line with these conditions, it is important for the government as the manager of transportation modes to improvise services from various sectors such as facilities, infrastructure, easier payment processes and punctuality of train trips.

Accessibility of facilities and infrastructure in rail transportation has been regulated in Minister of Transportation number 63 of 2019. One of the implementations of accessibility that has been carried out in rail transportation is by providing a cellphone application to make it easier for people with disabilities who cannot interact with officers. An example of this application is KAI Access which is equipped with a screen reader, voice assistant and advanced access.

As a manager of KRL transportation services, you can focus on increasing the service user satisfaction index. Customer satisfaction is a response from consumers regarding the performance that has been provided in accordance with customer expectations. Customer satisfaction is a company's benchmark for how things will go in the future or there are even some things that need to be changed because customers feel dissatisfied or disadvantaged. If consumers are not satisfied, of course they will not come back and may also complain about their dissatisfaction to other consumers.

The reality on the ground is that there are still complaints from KRL customers who feel that the transportation services are deemed inadequate. Such as the limited number of trains due to the increasing number of users. Apart from that, punctuality. Sometimes there are still delays in arrival and departure. Facilities, facilities such as limited waiting areas, toilets that are not clean and limited security officers if there are disabled users, loss of valuables and disputes between other users. Moreover, there are priority seat facilities that are not on target. The payment method is also still a concern for users which is considered to still not be fundamentally usable by all KRL transportation service users.

As a comparison, there is previous research regarding measuring customer satisfaction index. According to research results (Wildan AF 2018) the results of PT. Indonesian Railways reached 66.7%, apart from that, research results (Saputra 2021) show that the satisfaction of people using KRL on the Jakarta Kota - Bogor route is 63.07%. From the results of the two studies above, it shows that the public is not completely satisfied with public transportation services, especially trains, both trains and electric trains.

The research background wants to test the level of satisfaction of disabled customers as users of PT services. Indonesian Commuter Train at Tangerang Station. This area is the center point of the author's research because this KRL route is the favorite route for people living in areas outside

Greater Jakarta. The interest of people using KRL at Tangerang Station is increasing. This is because the Jakarta area is increasingly densely populated. Forcing people who mostly migrate to Jakarta to live outside the Jakarta area. Based on data from PT. Commuter Line Indonesia's average users of KRL transportation services in the last three months are as follows:

Figure 1. Graph of Number of Passengers at Tangerang Station 2023
Source: Tanggerang Station, 2023 (data has been processed)

From the data above, it shows that public interest in using KRL tends to fluctuate (as in the table), in January and March passengers tend to increase, in February there tends to be a decrease. Based on this data, whether passenger fluctuations can be influenced by public dissatisfaction as users of KRL services.

This needs to be carried out further research, so that there is a difference between the increase and decrease in KRL users in Jabodetabek and other operational areas. This is because KRL is the most efficient transportation service in terms of travel time. This condition is the background for the author to research the satisfaction index of people using KRL transportation services. The main focus of passenger transportation services is on passenger satisfaction with Indonesian Commuter Train transportation services at Tangerang Station. These aspects are then broken down including, Facilities in the train series such as seats, priority seats, availability of carriages or train series according to passenger capacity, security and comfort therein.

Apart from that, in terms of infrastructure, it includes facilities for people with disabilities, toilets, waiting rooms, breastfeeding rooms, health rooms, station cleanliness. Another thing that is important is payment methods that include easy access and affordability for all groups. Aspects of community satisfaction indicators that cannot be ignored include supporting resources such as machinists, security officers, on-train customer service, as well as cleaners and other officers.

KRL customer satisfaction with the services provided by PT. The Indonesian Commuter Train in the Tangerang Station area is considered very important for improving the quality of service for mass transportation service users, especially for disabled service users in the Tangerang area. To get satisfaction from KRL customers, especially disabled users, the company needs to improve reliability, such as accuracy of information, friendly service by officers. Responsiveness such as polite officer service and speed in officer service to customers. Assurance such as security in the station environment and punctuality of travel. Empathy such as the response of officers to customers with disabilities, as well as the availability of disability guidance channels. Tangibles include the availability of wheelchairs at each station, and provided toilets and other supporting facilities.

According to Tjiptono (2018), Reliability is the ability to provide reliable and accurate services. Performance must match customer expectations without errors. There are also those who define it as the ability to carry out promised services reliably and accurately. This means the level of reliability in the eyes of customers, including the ability to provide promised services immediately,

accurately and satisfactorily, which includes complete transaction records, credibility/bona fides/company image and the attractiveness of superior service quality.

According to Rivai (2019), Responsiveness is a responsive attitude of listening and responding to consumers in an effort to satisfy consumers. Being able to help and provide fast and accurate service to consumers by delivering it without a clear reason causes a negative perception of service quality.

According to Parasuraman (2018), Guarantee is the knowledge, politeness and ability of company employees to foster customers' trust in the company. Consists of several components, including communication, credibility, security, competence and courtesy.

According to Taufik, (2017) Empathy is providing sincere and individual or personal attention given to customers by understanding consumer desires. Where a company is expected to have understanding and knowledge about customers, understand specific customer needs, and have operating times that are comfortable for customers.

According to Handayani & Fatoni (2019), physical evidence is a form of actual physical actualization that can be seen or used by employees according to its use and utilization which can be felt to help the service received by people who want the service, so that they are satisfied with the service they feel, which also shows work performance for the provision of services provided.

Based on the problem formulation above, the objectives of this research are; (1) To find out and analyze the effect of reliability on satisfaction of disabled customers at Tangerang Station, (2) To find out and analyze the effect of responsiveness on satisfaction of disabled customers at Tangerang Station, (3) To find out and analyze the effect of guarantees on satisfaction of disabled customers at the Station Tangerang, (4) To determine and analyze the influence of empathy on satisfaction of disabled customers at Tangerang Station, and (5) To determine and analyze the influence of physical evidence on the satisfaction of disabled customers at Tangerang Station.

RESEARCH METHODS

This research uses primary data sources that come from respondents directly, namely customers with disabilities at Tanggerang station. The type of data used is primary data, obtained directly from respondents through interviews and questionnaires. Apart from that, this research also uses secondary data originating from the Employment Law, books, journals and articles related to the research topic.

The population in this study were customers with disabilities at Tanggerang station, while the sample taken was 100 respondents. The sampling technique used is probability sampling, with a simple random sampling method. The population used in the sample calculation was 15,305 people, and after using the Slovin formula, a sample size of 100 respondents was obtained.

The data collection technique used in this research is a questionnaire, which is arranged on a Likert scale. The questionnaire was distributed to respondents online via Google Form. The results of interviews obtained from informants regarding the research topic were also used as primary data. From the data sources found, this research uses a quantitative approach with causal associative research methods. The data used in this research are the results of questionnaire answers from respondents, namely consumers who use delivery services. The analytical tool used in this research is SPSS 24.

The study employs both descriptive and inferential analysis methods. The inferential analysis includes regression analysis, and the validity and reliability of the data are tested. The study also conducts classic assumption tests, such as normality, multicollinearity, autocorrelation, and heteroscedasticity tests. The study also uses the F-test and the coefficient of determination (R^2) to test the model's fitness. Finally, the study uses the t-test to test the hypothesis.

RESULTS AND DISCUSSION

Instrument Feasibility Test Results

Validity Test Results

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Following are the results of the validity test results

Table 1. Validity Test Results

No Items	Variable	r value count	Table r value	Decision
X1.1	Reliability (X1)	0.803	0.1966	VALID
X1.2		0.829		VALID
X1.3		0.834		VALID
X1.4		0.780		VALID
X1.5		0.823		VALID
X1.6		0.815		VALID
X2.1	Power Responsiveness (X2)	0.848	0.1966	VALID
X2.2		0.803		VALID
X2.3		0.781		VALID
X2.4		0.848		VALID
X2.5		0.860		VALID
X2.6		0.791		VALID
X3.1	Guarantee (X3)	0.885	0.1966	VALID
X3.2		0.720		VALID
X3.3		0.819		VALID
X3.4		0.696		VALID
X3.5		0.814		VALID
X3.6		0.889		VALID
X4.1	Empathy (X4)	0.602	0.1966	VALID
X4.2		0.663		VALID
X4.3		0.690		VALID
X4.4		0.733		VALID
X4.5		0.694		VALID
X4.6		0.719		VALID
X5.1	Physical Evidence (X5)	0.794	0.1966	VALID
X5.2		0.827		VALID
X5.3		0.813		VALID
X5.4		0.833		VALID
X5.5		0.804		VALID
X5.6		0.748		VALID
Y1	Employee Performance (Y)	0.821	0.1966	VALID
Y2		0.843		VALID
Y3		0.889		VALID
Y4		0.725		VALID
Y5		0.889		VALID

Source: SPSS 25 Processing Results

Based on table 1, the validity test results explain that the validity test results for a research instrument have a calculated r value > r table (0.1966). So it can be concluded that all instruments in this research are valid.

Reliability Test Results

Reliability testing was carried out on question items that were declared valid. This test is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable over time. A questionnaire is considered reliable if the Cronbach's Alpha value is > 0.05. The following are the results of reliability testing obtained from SPSS Software:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Reliability(X1)	0.896	Reliable
Responsiveness (X2)	0.903	Reliable
Guarantee (X3)	0.888	Reliable
Empathy (X4)	0.755	Reliable
Physical Evidence (X5)	0.920	
Customer Satisfaction (Y)	0.910	Reliable

Source: SPSS 25 Processing Results

Based on table 2, the results of the reliability test explain that the results of the reliability test can be shown by the Cronbach's Alpha value above 0.05, so it can be concluded that the variables in this study are reliable.

Classic assumption test

Normality Test Results

The classic assumption test of normality is used to determine whether the research variables have a normal distribution or not. Data is declared to be normally distributed if the significance value obtained in the Kolmogorov-Smrirnov test is greater than the significance level of 0.05. The following are the results of the normality test in this study:

Table 3. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	,0000000
	Std. Deviation	2.15537351
Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,054
Statistical Tests		,079
Asymp. Sig. (2-tailed)		.126c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 25 Processing Results

Based on table 3 of the One-Sample Kolmogorov-Smirnov Test, it can be seen that the residual data from this research has a normal distribution. As stated in table 3, the value of Asymp. Sig. (2-tailed) is the Asymp Value. Sig. (2-tailed) 0.126 > 0.05, it is concluded that the data is normally distributed.

Multicollinearity Test Results

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. The following are the results of the multicollinearity test in this study

Table 4. Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reliability	,488	2,050
	Responsiveness	,243	4,118
	Guarantee	,274	3,646
	Empathy	,285	3,504
	Physical Evidence	,152	6,598
A. Dependent Variable: Customer Satisfaction			

Source: SPSS 25 Processing Results

Based on Table 4, the results of the multicollinearity test can be obtained as follows:
1) The tolerance and VIF values for the Reliability variable are 0.488 > 0.10 and 2.050 <10.00, so it can be concluded that there are no symptoms of multicollinearity in the data.
2) The tolerance and VIF values for Responsiveness are 0.243 and 4.118 < 10.00, so it can be concluded that there are no symptoms of multicollinearity in the data.
3) The tolerance and VIF values for Guarantee are 0.274 and 3.646 <10.00, so it can be concluded that there are no symptoms of multicollinearity in the data.
4) The tolerance and VIF values for Empathy are 0.285 and 3.504 <10.00, so it can be concluded that there are no symptoms of multicollinearity in the data.
5) The tolerance and VIF values for Physical Evidence are 0.152 and 6.598 < 10.00, so it can be concluded that there are no symptoms of multicollinearity in the data.

Hesterocedasticity Test Results

The results of the heteroscedasticity test aim to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity. To test whether heteroscedasticity occurs or not, the research was carried out using scatterplots and the Glatzer Test

Hesterocedasticity Test Results with Scatterplot

The following are the Hesterocedasticity Results with Scatterplot below:
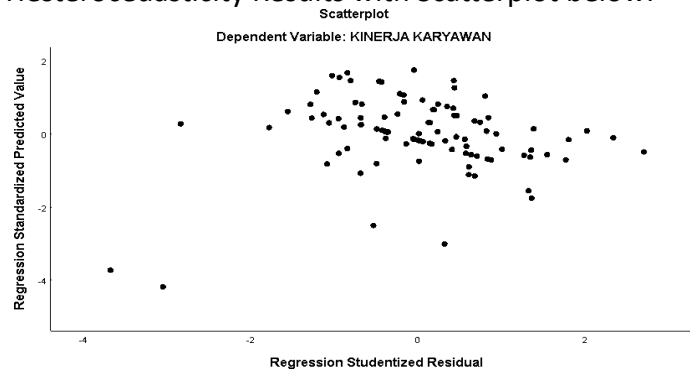

Figure 2. Hesterocedasticity Test Results

Source: SPSS 25 Processing Results

Based on Figure 2, the results of the heteroscedasticity test can be concluded that the points spread randomly, do not form a particular pattern, and spread above and below zero. This indicates that there are no symptoms of heteroscedasticity

Hesterocedasticity Test Results Using the Glatzer Test

The following are the results of the heteroscedasticity test with the Glatzer test as follows:

Table 5. Glatzer Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,563	1,021		5,448	,000		
	Reliability	-,045	,046	-,133	-,977	,331	,488	2,050
	Responsiveness	,068	,058	,224	1,165	,247	,243	4,118
	Guarantee	-,067	,072	-,169	-,933	,353	,274	3,646
	Empathy	-,008	,072	-,019	-,108	,914	,285	3,504
	Physical	-,110	,087	-,308	- 1,263	,210	,152	6,598

	Evidence								
A. Dependent Variable: RES_2									

Based on Table 5, the results of the heteroscedasticity test can be concluded as follows:

1) If the significance value is greater than 0.05 then the conclusion is that there are no symptoms of heteroscedasticity in the regression model.

2) If the significance value is smaller than 0.05 then the conclusion is that symptoms of heteroscedasticity occur in the regression model

3) So it can be concluded that the significance value in table 5 of the Glajer test results shows that the significance value is greater than 0.05, so there are no symptoms of heteroscedasticity in the regression model.

Autocorrelation Test Results

The autocorrelation test is used to determine whether or not there are deviations from the classic assumption of autocorrelation, namely the existence of correlation between sample members. Ghozali (2017: 110) argues that "The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in the previous period or t-1". To determine whether there is autocorrelation, a Durbin Watson test is carried out with the following conditions: Good data has a Durbin Watson (DW) value between 1.550 – 2.460.

Table 6. Auto Correlation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin-Watson
1	,831a	,691	,674	2.21195	2,350
A. Predictors: (Constant), Physical Evidence, Reliability, Empathy, Assurance, Responsiveness					
B. Dependent Variable: Customer Satisfaction					

Source: SPSS 25 Processing Results

Based on the test results in table 6 of the autocorrelation test results above, this regression model has no autocorrelation, this is proven by the Durbin-Watson value of 2.350 which is between the interval 1,550 – 2,460.

Multiple Liner Regression Test Results

The results of the regression analysis of Communication, Self-Motivation and Work Discipline were then processed using SPSS 25, the data of which can be seen as follows:

Table 7. Multiple Liner Regression Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,570	1,659		2,152	,034		
	Reliability	,058	,075	,064	2,776	,002	,488	2,050
	Responsiveness	,069	,094	,085	3,728	,038	,243	4,118
	Guarantee	,418	,116	,393	3,590	,001	,274	3,646
	Empathy	,109	,117	,100	2,927	,026	,285	3,504
	Physical Evidence	,430	,141	,449	3,048	,003	,152	6,598
a. Dependent Variable: Customer Satisfaction								

Source: SPSS 25 Processing Results

Based on the results of table 7 Multiple Linear Regression Test Results, a multiple linear regression equation is obtained

Y = 3.570 + 0.058X1 + 0.069X2 + 0.418X3+ 0.109X4+0.430X5

1) The Reliability variable has a regression coefficient value of 0.058, this means that if the value of other independent variables is fixed or does not change, then every one unit increase in the Reliability variable increases Customer Satisfaction by 0.058
2) The Responsiveness variable has a regression coefficient value of 0.69, this means that the other independent variables are fixed or unchanged, so every one unit increase in the Responsiveness variable will increase Customer Satisfaction by 0.069
3) The Guarantee variable has a regression coefficient value of 0.418, this means that the other independent variables are fixed or do not change, so every one unit increase in the Guarantee variable increases Customer Satisfaction by 0.418
4) The Empathy variable has a regression coefficient value of 0.109, this means that the other independent variables are fixed or do not change, so every one unit increase in the Empathy variable increases Customer Satisfaction by 0.109
5) The Physical Evidence variable has a regression coefficient value of 0.430, this means that the other independent variables are fixed or do not change, so every one unit increase in the Physical Evidence variable increases Customer Satisfaction by 0.430

Model Feasibility Test
Simultaneous Test Results (F Test)

Simultaneous test (F test) is a simultaneous test to determine whether the variables Reliability, Responsiveness, Assurance, Empathy and Physical Evidence together have a significant influence on Customer Satisfaction. The F test is carried out by comparing Fcount and Ftable. From the analysis results, the following output results are obtained:

Table 8. Simultaneous Test Results (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1027,072	5	205,414	41,983	,000b
	Residual	459,918	94	4,893		
	Total	1486,990	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Physical Evidence, Reliability, Empathy, Assurance, Responsiveness						

Source: SPSS 25 Processing Results

Based on table 8, it can be seen that the significance value is 0.000 or smaller than the tolerable error limit, namely 5% (α = 0.05), so accept H0. So it can be concluded that the variables Reliability, Responsiveness, Guarantee, Empathy and Physical Evidence have a significant effect on Customer Satisfaction simultaneously. F table (3.12)

Coefficient of Determination Test Results

This coefficient of determination is used to determine how much influence the independent variables can explain variations in the dependent variable. The results can be seen in the table 9.

Table 9. Coefficient of Determination Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,831a	,691	,674	2.21195	2,350
a. Predictors: (Constant), Physical Evidence, Reliability, Empathy, Assurance, Responsiveness					
b. Dependent Variable: Customer Satisfaction					

Source: SPSS 25 Processing Results

Based on table 9 of the Determination Coefficient Test Results above, it is known that the coefficient of determination or R square value is 0.691 or equal to 69.1%. This figure means that the variables Reliability, Responsiveness, Assurance, Empathy, Physical Evidence simultaneously influence Job Satisfaction by 72.2%. Meanwhile, the remainder (100-72.2=27.8%) is influenced by other variables outside the variables studied.

Hypothesis test
Partial Test Results (t Test)
The partial test (t test) is used to measure how far one independent variable partially influences the variation in the dependent variable. The tcount value will be compared with the ttable value with an error rate of α = 5%. The calculation results can be seen in the table below:

Table 10. Partial Test Results (t Test)

Coefficients[a]							
	UnstandardizedCoefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	Q	Sig.	Tolerance	VIF
1 (Constant)	3,570	1,659		2,152	,034		
Reliability	,058	,075	,064	2,776	,002	,488	2,050
Responsiveness	,069	,094	,085	3,728	,038	,243	4,118
Guarantee	,418	,116	,393	3,590	,001	,274	3,646
Empathy	,109	,117	,100	2,927	,026	,285	3,504
Physical Evidence	,430	,141	,449	3,048	,003	,152	6,598
A. Dependent Variable: Customer Satisfaction							

Source: SPSS 25 Processing Results

It can be seen from table 10 that the partial test results (t test) for each variable can be explained as follows:

1) Effect of Reliability Variables

Based on the processing results in table 4.19, the results of the partial test (t test) above can be seen that the t-count value is greater than the t-table, namely 2.776 > 1.66023 and the significance value is 0.002, which is smaller than 0.05. This shows that H0 is rejected and Ha1 is accepted, which means that there is a positive and significant influence of the Reliability variable on Customer Satisfaction

2) Influence of Responsiveness Variables

Based on the processing results in table 4.19, the results of the partial test (t test) above can be seen that the t-count value is greater than the t-table, namely 3.590 > 1.66023 and the significance value is 0.038, which is smaller than 0.05. This shows that H0 is rejected and Ha2 is accepted, which means that there is a positive and significant influence of the Responsiveness variable on Customer Satisfaction

3) Influence of Collateral Variables

Based on the processing results in table 4.19, the results of the partial test (t test) above can be seen that the t-count value is greater than the t-table, namely 3.590 > 1.66023 and the significance value is 0.001, which is smaller than 0.05. This shows that H0 is rejected and Ha3 is accepted, which means that there is a positive and significant influence of the Guarantee variable on Customer Satisfaction

4) Influence of the Empathy Variable

Based on the processing results in table 4.19, the results of the partial test (t test) above can be seen that the t-count value is greater than the t-table, namely 2.927 > 1.66023 and the significance value is 0.026, which is smaller than 0.05. This shows that H0 is rejected and Ha4 is

accepted, which means that there is a positive and significant influence of the Empathy variable on Customer Satisfaction

5) Influence of Physical Evidence Variables

Based on the processing results in table 4.19, the results of the partial test (t test) above can be seen that the t-count value is greater than the t-table, namely 2.927 > 1.66023 and the significance value is 0.003, which is smaller than 0.05. This shows that H0 is rejected and Ha5 is accepted, which means that there is a positive and significant influence of the Physical Evidence variable on Customer Satisfaction.

Discussion

The Effect of Reliability on Customer Satisfaction

Based on the results of research conducted by researchers, they can show that reliability has a positive and significant effect on customer satisfaction, so it can be stated that the reliability variable has an effect on customer satisfaction. This can be shown in the t test, the result of which is that the significant value is smaller than the probability limit for the error level used, namely 5%= (0.002<0.05) which shows that H0 is rejected and H1 is accepted.

Tjiptono & Chandra (2018) Reliability is the ability to provide promised services promptly, accurately and satisfactorily. Speed is the ability to serve quickly which refers to customer satisfaction. Gunjung Reliability is defined as a service provider that can provide something that is needed and trusted. Reliability is also defined as a service provider obtaining accurate reliability, in providing services as promised, has become the minimum standard for the service sector to maintain a profitable business.

The results of this research also support the results of previous research conducted by Tefera & Govender (2016) and Apriyani & Sunarti (2017) which resulted in the conclusion that reliability has a positive and significant effect on customer satisfaction.

The Effect of Responsiveness on Customer Satisfaction

Based on the results of research conducted by researchers, they can show that responsiveness has a positive and significant effect on customer satisfaction, so it can be stated that the responsiveness variable has an effect on customer satisfaction. This can be shown in the t test, the result of which is that the significant value is smaller than the probability limit for the error level used, namely 5%= (0.038<0.05) which shows that H0 is rejected and H2 is accepted.

Responsiveness is the willingness to help consumers and provide services quickly. Apart from that, responsiveness is the desire of staff and employees to help consumers and provide responsive service. The responsiveness aspect is a service that greatly influences the behavior of people who receive the service, so responsiveness is needed in serving customers regarding discrepancies regarding various forms of service that they are not aware of, this will create customer satisfaction. If the responsiveness of a service is improved, it can increase customer satisfaction,

The results of this research also support the results of previous research conducted by Apriyani and Sunarti (2017) and Putri (2020) which resulted in the conclusion that responsiveness has a positive and significant effect on customer satisfaction.

The Effect of Guarantees on Customer Satisfaction

Based on the results of research conducted by researchers, they can show that guarantees have a positive and significant effect on customer satisfaction, so it can be stated that the guarantee variable has an effect on customer satisfaction. This can be shown in the t test, the result of which is that the significant value is smaller than the probability limit for the error level used, namely 5% = (0.001 <0.05) which shows that H0 is rejected and H3 is accepted.

Guarantees include the knowledge, competence, courtesy and trustworthiness of staff, free from danger, risk or doubt. Guarantee is the knowledge, courtesy and ability of employees to inspire confidence and trust where customers will feel safe and secure. Every form of service requires certainty regarding the services provided. The form of service certainty really depends on the guarantee of the service provided, with a guarantee customers will be more satisfied and confident in using the service. If the guarantee on a service is increased it can increase customer satisfaction,

The results of this research also support the results of previous research conducted by Utomo & Riswanto (2019) and Putri (2020) which resulted in the conclusion that guarantees have a positive and significant effect on customer satisfaction.

The Effect of Empathy on Customer Satisfaction

Based on the results of research conducted by researchers, they can show that empathy has a positive and significant effect on customer satisfaction, so it can be stated that the empathy variable has an effect on customer satisfaction. This can be shown in the t test, the result of which is that the significant value is smaller than the probability limit for the error level used, namely 5% = (0.026 <0.05) which shows that H0 is rejected and H4 is accepted.

Empathy is care and concern for individual service users provided by service providers. In principle, this emphasizes the officers' concern for the users of the services they serve. This means that officers are making serious efforts to help the people they serve to get out of the problems they are facing. Personal care and attention given to customers. The company's personal attention to customers, in terms of communicating with customers, and the company's efforts to understand employee desires and customer needs will increase customer satisfaction. If empathy for a service is increased it can increase customer satisfaction,

The results of this research also support the results of previous research conducted by Alaan (2016) and Gunawan, et al (2019) which resulted in the conclusion that empathy has a positive and significant effect on customer satisfaction.

The Effect of Physical Evidence on Customer Satisfaction

Based on the results of research conducted by researchers, they can show that physical evidence has a positive and significant effect on customer satisfaction, so it can be stated that the physical evidence variable has an effect on customer satisfaction. This can be shown in the t test, the result of which is that the significant value is smaller than the probability limit for the error level used, namely 5% = (0.003 <0.05) which shows that H0 is rejected and H5 is accepted.

The results of this research also support the results of previous research conducted by Alaan (2016) and Gunawan, et al (2019) which resulted in the conclusion that empathy has a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the results of the research and study in the previous chapter, which is accompanied by theories and concepts that support this research entitled "The Influence of Reliability, Responsiveness, Guarantee, Empathy and Physical Evidence on the Satisfaction of Disabled Customers at Tangerang Station", the following conclusions can be drawn: following:

1) Based on the results of hypothesis testing, reliability has a significant positive influence on customer satisfaction for customers with disabilities at Tangerang Station. Which means that if there is an increase in reliability, then this will influence an increase in customer satisfaction as well. The opposite applies, if there is a decrease in reliability it will affect a decrease in customer satisfaction.

2) Based on the results of hypothesis testing, responsiveness has a significant positive influence on customer satisfaction for customers with disabilities at Tangerang Station. Which means that if

there is an increase in responsiveness, then this will influence an increase in customer satisfaction as well. The opposite applies, if there is a decrease in responsiveness it will affect a decrease in customer satisfaction.

3) Based on the results of hypothesis testing, guarantees have a significant positive influence on customer satisfaction for Disabled Customers at Tangerang Station. Which means that if there is an increase in guarantees, then this will affect the increase in customer satisfaction as well. The opposite applies, if there is a decrease in guarantees it will affect a decrease in customer satisfaction.

4) Based on the results of hypothesis testing, empathy has a significant positive influence on customer satisfaction for customers with disabilities at Tangerang Station. Which means that if there is an increase in empathy, then this will influence an increase in customer satisfaction as well. The opposite applies, if there is a decrease in empathy it will affect a decrease in customer satisfaction.

5) Based on the results of hypothesis testing, physical evidence has a significant positive influence on customer satisfaction for customers with disabilities at Tangerang Station. Which means that if there is an increase in physical evidence, then this will influence an increase in customer satisfaction as well. The opposite applies, if there is a decrease in physical evidence it will affect a decrease in customer satisfaction.

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