

Measuring Service Quality of Jakarta-bandung Shuttle Among Institut Teknologi Bandung Students

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— *Review of* —
**Integrative
Business &
Economics**
— *Research* —

ABSTRACT

Nowadays, the Jakarta-Bandung shuttle is becoming a trend and a lot of new shuttle companies are springing up. It is confusing for the customer to choose the Jakarta-Bandung shuttle, not only because of the similar names between the companies, but also the close or even same prices. Customer can easily move from one company to another based on price or facilities comparisons. Service quality is being used to measure the customer satisfaction of the company. In service industries, customer satisfaction can be measured with the result of the customer expectation and customer experience. In this study, service quality dimension has been used to measure service quality performance in Jakarta-Bandung shuttle brand. According to Parasuraman (1988) there are five dimensions to measure service quality. The dimensions are reliability, responsiveness, assurance, empathy, and tangibles. The result of this study is the rate of service quality performance of Jakarta-Bandung shuttle brand from the point of view of ITB student. In conclusion, by looking at the power of difference of each shuttle brand, each company can measure the most suitable program to improve their service quality and raise its customer satisfaction.

Keywords: Service Quality, customer satisfaction.

1. Introduction

Bandung is the capital city of West Java. Until now, Bandung becomes one of the most favorite cities for travelling. It is not only for local tourist, but also for international tourists attracted by the beauty and friendly atmosphere of Bandung. Most of local tourists come to Bandung to do shopping. Bandung has a lot of factory outlet which offer a lot of high quality fashion stuff with the cheap price. The international tourists mostly come to Bandung for its tradition or come to the historical place such as Geology museum, cave, rain forest, and others, but recently they also do shopping too.

In 2005, Asia-Africa Conference was held in Bandung. Lot of representative from the Asia-Africa conference participants come to Bandung at that time. Before the conference, there is no short cut way to reach Bandung from Jakarta. It takes four hours of travel via Puncak road. The Puncak road is not suitable for representative from other country, because it's takes a long time and inefficient. To solve the problem, Indonesian government made a short cut by construct Cipularang Toll Road. By using the new way from Jakarta to Bandung, Cipularang Toll Road, its only takes two hours on travel time. This new short cut is very efficient and easy for the representative from other country who reached Indonesia by airplane, because the international airport of Indonesia is located in Jakarta.

The faster way from Jakarta to Bandung, made a lot of different. People who live in Jakarta can easily reach Bandung and people who live in Bandung also can easily reach Jakarta. The new toll road also made a new trend for the university students who come from Jakarta. They can easily go home in the weekend, while before the Cipularang toll road was constructed by the government, the university students who come from Jakarta cannot went home easily because of long travel time. They will choose the special occasion, long weekend, or holiday time to go home. The new trend of university student was become the profitable opportunity to the business sectors.

1.1 Research Purpose

In this study, is to analyze the behavior of Jakarta-Bandung shuttle customer and their preference in choosing the shuttle brand. Other than that, it also measures about which shuttle companies give their best performance according to their customer by using service quality dimension. This study also cans becoming the reference to shuttle company to improve their service.

2. Literature Review

2.1 Service

According to Kotler (2000), service is when we can ordering something from one party to another parties and it can be anything including the physical products. Service is something intangible that we cannot measure it by looking at the process; we only can measure it when we experience it.

In the other hand Tjijtono in 2005 define that service system are consist of operation and delivery. Operation means the whole process of something. It can be the procedures and the activities of building something or to serve something. Delivery is the activities when the product is already done and ready to deliver to the customer

hand.

2.2 Service Quality Dimension

In this study, service quality dimension has been used to measure service quality performance in Jakarta-Bandung shuttle brand. According to Parasuraman (1988) there are five dimensions to measuring service quality. The dimensions are reliability, responsiveness, assurance, empathy, and tangibles. These dimensions are useable in every service sector.

1. Reliability

Zeithaml, Bitner, and Gremler state that reliability means the company can do the services that have been promised with responsibility and accurate. Not only have that, the reliability dimensioned also talking about the delivery, service provision, problem resolution, and also pricing.

2. Responsiveness

According to Zeithaml, Bitner, and Gremler, responsiveness dimension is talking about the inclination to give the quick service and help when the customer needed. They stated that responsiveness dimension including the way of confront with what customer needs and wants, question, complain, problems, and the way they interact with the customer

3. Assurance

Assurance is about employees' knowledge, courtesy and their ability to inspire trust and confidence. In order to measures the assurance dimension, there are four factors need to measures, there are security, competence, courtesy, and credibility. This dimension is very important for the company which provides the uncertainty services, like hospital.

4. Empathy

Empathy is the dimension which employees of company communicate as personal to the customer and giving the customized service to the customer in accordance with what customer need. In this dimension, employees have to understand that every customer is unique and need to be understood.

5. Tangibles

Tangibles is the physical things that consumer can see. For example, the tangibles aspects of shuttle brand are the waiting room, shuttle car, facilities on the shuttle car, and the transaction receipts.

Table 2.1 Correspondences between SERVQUAL Dimensions and Original Ten Dimension and Original for Evaluating Service Quality

Original Ten Dimensions for Evaluating Service Quality	SERVQUAL Dimension				
	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Tangibility					
Realibility					
Responsiveness					
Competence					
Courtesy					
Credibility					
Sequiry					
Access					
Communication					
Understanding the Customer					

3. Survey Design

This study is using the primary and secondary data from the respondent. The primary data are come from the questionnaire result and the secondary data are come from the FGD, literature review, and also the other source.

3.1 Focus Group Discussion

Focus group discussion was held by the writer to know the other people which involve with the research topic point of view. The FGD was held in Bandung June 13th, 2012 with ten ITB student as the representative of the university student in Bandung.

In this FGD, writer ask the opinion from the respondent about their behavior in using Jakarta-Bandung Shuttle, their satisfaction or dissatisfaction about the top of mind brand of Jakarta-Bandung Shuttle, and also their brand switching behavior. The result of FGD will be the guideline to the further research in questionnaire.

3.2 Questionnaire

3.2.1 Sampling

The population of this research is the student of Bandung Institute of Technology (ITB). ITB students have been choosing as the population because most of the Jakarta-Bandung Shuttle customer is university student. They are using Jakarta-Bandung Shuttle because it is so practice and efficiency in time.

The samples of this study are the ITB students which are actively doing a Jakarta-Bandung Trip by using the Shuttle. ITB students was choose as the representative of university student in Bandung because ITB is one of the most influent university in Bandung and the more than 50% of its student are come from

Jakarta. Not only more than 50% students are come from Jakarta, the student come from another city also come to Jakarta often to do a lot of activities such as interview, internship, and joint a competition.

In this research, writer using the Slovin's sampling theory to determine how much sample writer needed to held the research. By using this theory, writer needs to determine the confident level to get the error level. The formula of Slovin's sampling theory is:

$$n = \frac{N}{(1 + Ne^2)}$$

Equation 3.1 Slovin's Sampling Theory Formula

n = Sample size

N = Total Population

E = Error

The number of population in this research is 13,671 people, and writer determines the level of confidence in this research is 90% which make the number of error will be 10%. Writer calculation the data by using Slovin's sampling theory formula and get 100 people as the sample size.

The number of error that the writer choose for this research is 10% because from the previous research with the similar topic and sector the other researcher also using 10% as the error. Besides that, writer assumes that not a lot of ITB student already has the experience using those three shuttle brand.

The questionnaire has been spread in two weeks in ITB. Not only the direct questionnaire, writer also made an online questionnaire to accommodate the ITB student who no longer stay in Bandung because of the midyear vacation.

Before spread the questionnaire to the respondent, writer have to make sure the qualification of the respondent by asking the personal information. The personal information that writer asked to the potential respondent is about their behavior of using Jakarta-Bandung travel.

3.2.2 Questionnaire Content

In this questionnaire, the questions are divided into three sections. The first section is about the respondent profile. In this section, writer wants to know the background profile of the respondent. Not only that, in this section, writer know whether the questionnaire is valid or not by looking at the occupation of the respondent.

The second section is respondent behavior. In this section, writer wants to know the behavior of using Jakarta-Bandung Shuttle of respondent. This data were used to know if the respondents really know the problem well or not.

The last section is about the service quality dimension of Jakarta-Bandung shuttle itself. This section consist of the multiple choice question, respondent have to choose

which shuttle brand give the best performance in each dimension.

Questionnaire Content Table

Service Quality Dimension	Variable	Sub Variable
Reliability	Dependable	Confirmation
	Accurate	Booking Process
		Waiting list handling
Responsiveness	Provide prompt service	Special Help
Assurance	Security	Car Security
		Waiting room security
	Competence	Employee Knowledge
	Courtesy	Professionalism
	Credibility	Information
Empathy	Caring	
	Individual Attention	
Tangibles	Physical Facilities	Delivery/Travel
		Waiting Room
		Booking Process

4 Data Analysis

4.1 Qualitative Research

In this FGD, it was asked two types of question to the participants. The first type of question was asked to know why the participants do switching the Shuttle brand, and the second types of question was asked to know the list of important factor which

influence them to choose the Travel brand.

In the first type of question, the first question was “How often you do Jakarta-Bandung trip by travel agent?” The participants at least do Jakarta-Bandung travel by the travel agent twice a month. The second question is “What brand do you usually use?” Most of the participants use Cititrans Shuttle, and two of them usually use Cipaganti Shuttle, and only one of them uses Xtrans Shuttle. Next question was “Have you ever do the brand switching before becoming the loyal customer for one brand?” All of the participants say yes as their answer. Then Researcher asked “Why are you do the brand switching?” to the participants. Most of them do the switching because they unsatisfied with the previous one. Participants feel the unfairness; because most of the Shuttle brand has a similar price but it’s give a different service. So, they are searching for the better service among the brand.

From the first type of question, researcher get the data about the reason of do the brand switching.

Second type of question is about what factors influence the participants the most to choose the Shuttle brand. Researcher asked “In your opinion, what factors usually influent you in choosing the Shuttle brand?” The answer is similar; they want to choose it which fulfills their needs. Most of them consider the number of sit in the Shuttle car as the important factors, they want the private sit, but there is one participant who feel that private sit is not important to her because she feel comfortable sharing the sit with another passengers in the Shuttle car. Most of them also consider the facility on Shuttle as the important factors. Nowadays, there is one Shuttle brand has the very excellent facility on travel. They serve the electricity plug and also private sitting, now the passengers’ expectation towards the Shuttle brand becoming higher. The participants also mentioning about no touch point, Air Conditioner, and also the easy to book the ticket as the important factors.

4.2 Quantitative Research

4.2.1 Reliability and Validity Analysis

Reliability and validity analysis is using to see if the respondent fill the questionnaire with all of their will and consistent in fill it.

Table 4.2 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.857	24

This questionnaire result get 85.7% of Cronbach's Alpha Based, this is means that the entire question on the questionnaire are reliable or consistent one and each other. Based on Nunnally (1994), the criterion of a variable to be reliable is if it gets minimum 0.7 or 70% of Cronbach's Alpha Based.

In the validity test by using Factor Analysis (CFA) test, all of the dimensions are valid. The criteria to be valid are having the Kaise-Meyer-Olkin Measure of Sampling Adequacy more than 0.5 or 50% and level of significant 0.

4.2.2 Correlation

In this study, each dimension consists of several questions. Correlation test was held to measure which question influence another question. There are two components in this test, dependent factor and independent factor. Dependent factor is factoring that get influence by the independent factor. One dependent factor can be influence by one or more independent factors. One factor is correlated with another factor if the results of this test get beta score less than 0.05.

The correlation between each question from each dimension can be seen at the table above. Responsiveness dimension did not have the correlation test because in the questionnaire there is only one question measuring responsiveness dimension. Correlation test cannot be done if there is only one factor.

4.2.3 Behavioral Question

The first part of questionnaire is the behavioral question. The behavioral question was asked to the respondent to know their behavior in using Jakarta-Bandung Shuttle and also to know their preference in choosing Jakarta-Bandung Shuttle brand.

- Occupation

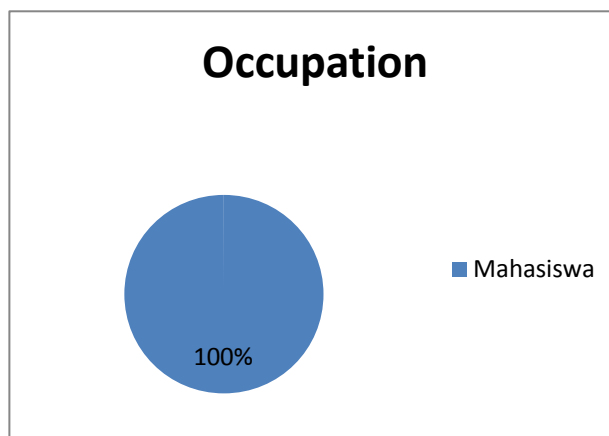


Figure 4.1 Occupation chart

As seen in the above chart, 100% of the respondents are student. This is happen because the questionnaire just had been spread in ITB student and this chart makes sure that this questionnaire has been spread to the right target respondent which is ITB student. By looking in this chart, these questionnaires already get the right target.

- Frequency in using Jakata-Bandung Shuttle in the past month

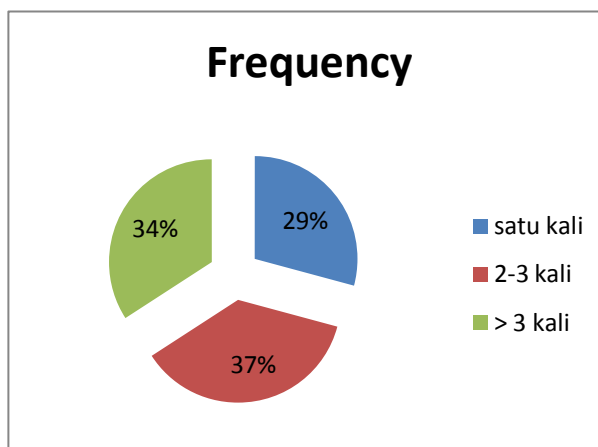


Figure 4.2 Frequency of using Jakarta-Bandung shuttle in the past month

To get the right respondent for this research, respondent must be at least doing Jakarta-Bandung trip by using shuttle brand once in the past month. By using it in the past month, makes the respondent have the clear vision about the current

situation of Jakarta-Bandung shuttle brand. The result from questionnaire shows that all of the respondent doing Jakarta-Bandung trip by using shuttle brand at least once in the past month. 37% of the respondent doing 2-3 times trip by using Jakarta-Bandung shuttle brand in the past month, 34% of the respondent doing three times trip by using Jakarta-Bandung shuttle brand, and the rest just do Jakarta-Bandung trip by using shuttle brand once in the past month.

- Willingness to use the farther shuttle brand but with the better service

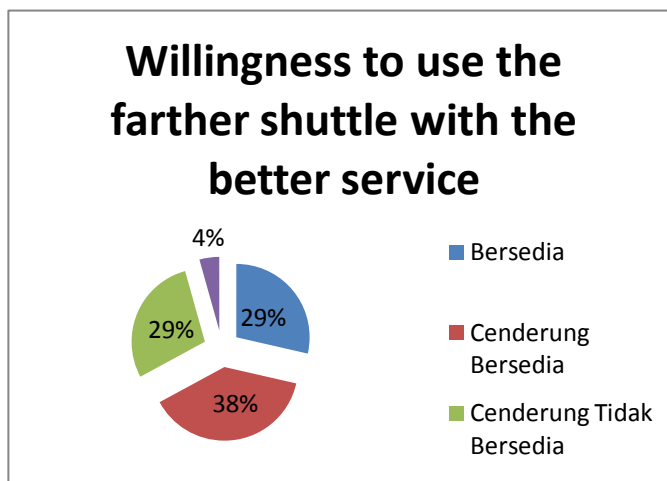


Figure 4.3 Willingness to use the farther shuttle with the better service

From 161 respondent, 38% of them tense to use the farther shuttle brand if it has the better service. It is shown us that the service still being the first consideration in choosing the shuttle brand. Respondent still will to give their effort to get the better service. In the second place with the same 29% score, the respondent will use the farther shuttle brand but have the better service, and another 29% of respondent are tense not to use the farther shuttle. In the last place with 4% of score, the respondent not willing to use the farther shuttle brand because they feel it's not efficient to reach the farther shuttle brand.

- Willingness to Pay

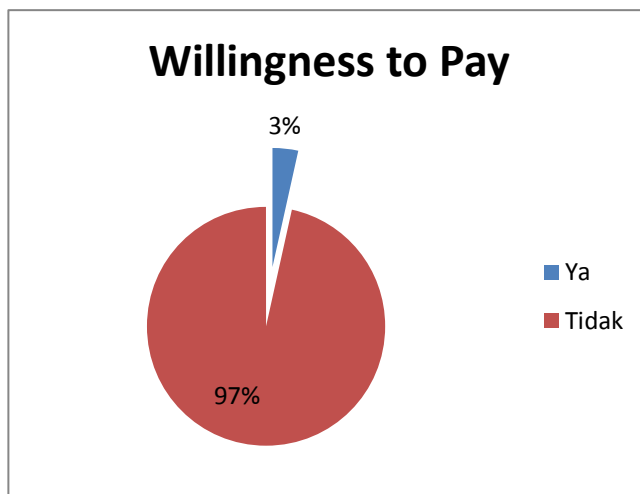


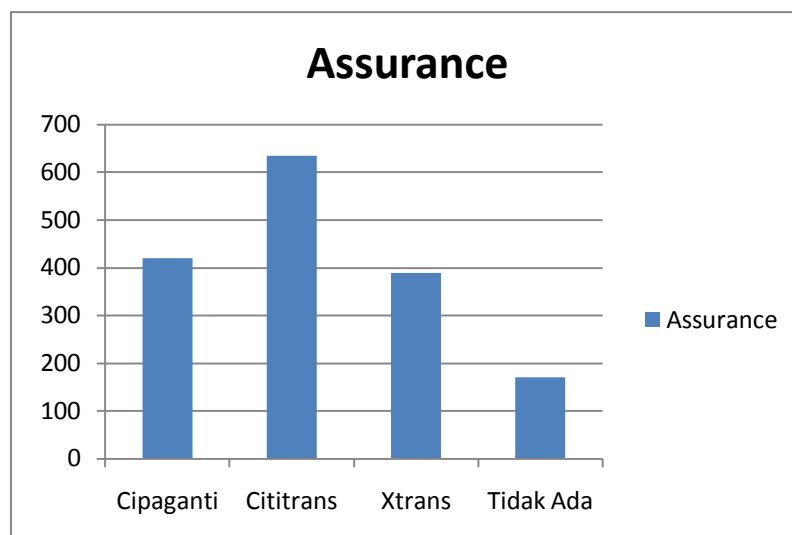
Figure 4.4 Willingness to Pay

According to the questionnaire, only 3% of the respondent will to pay more to get the better service, meanwhile 97% of the respondent not willing to pay more. This situation might be occurred because the respondent of his research is university student which do not have their own income.

4.2.4 Service Quality Dimension

The second part of questionnaire is the service quality dimension questions. In this section, respondent have to choose the best shuttle brand among the three brand which are Cipaganti travel, Cititrans travel, and Xtrans travel, or they can choose 'no answer' if they feel there are no suitable answer.

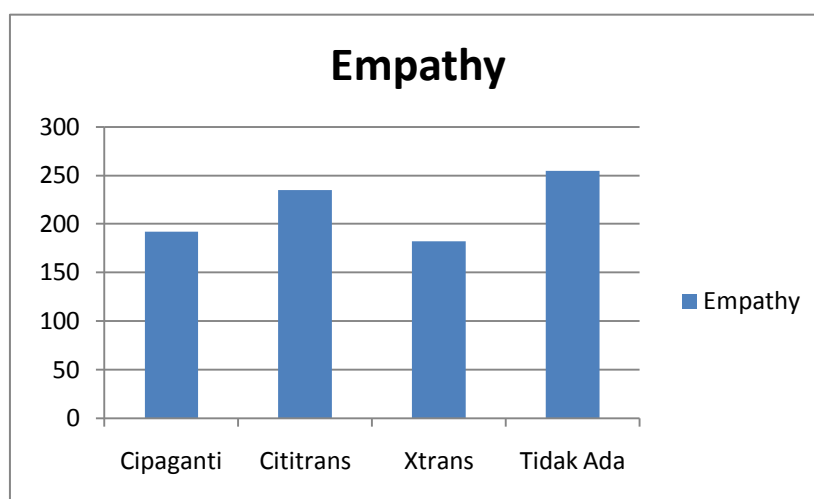
- Assurance



Assurance

In the assurance dimension, respondent has been asked about the securities, competence, courtesy, and credibility of the shuttle brand. By looking at the histogram above, Cititrans has the highest vote among the others. Respondents feels that Cititrans makes them feel secure, not only in the waiting room and the treatment from the staff, but also when they having a trip. In the second place, there is Cipaganti, and in the last place with the small gap Xtrans shuttle. In this question, some of the respondent still answer none of the brand give them the assurance. They feel insecure even though the companies try to give them the best effort.

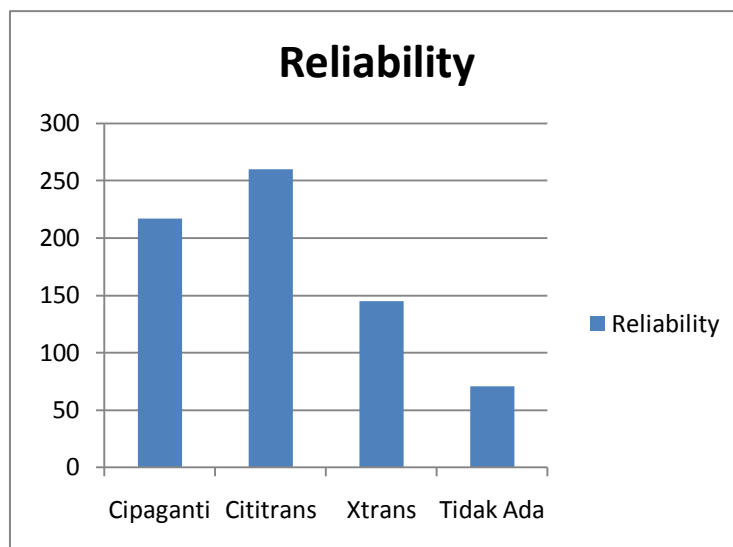
- Empathy



Empathy

As the summary of the empathy dimension, the histogram above shown that the votes for none of the shuttle brand is higher than the other votes. In respondent point of view, the empathy level of each shuttle brand is still low, but from the three shuttle brand, Cititrans is the better one. In the question of empathy, the staff on field is the main key of empathy dimension. The staff on field is the one who meet the customer directly and can react to their motion. Staff must be very sensitive and help the customer even though customer did not ask it.

- Reliability

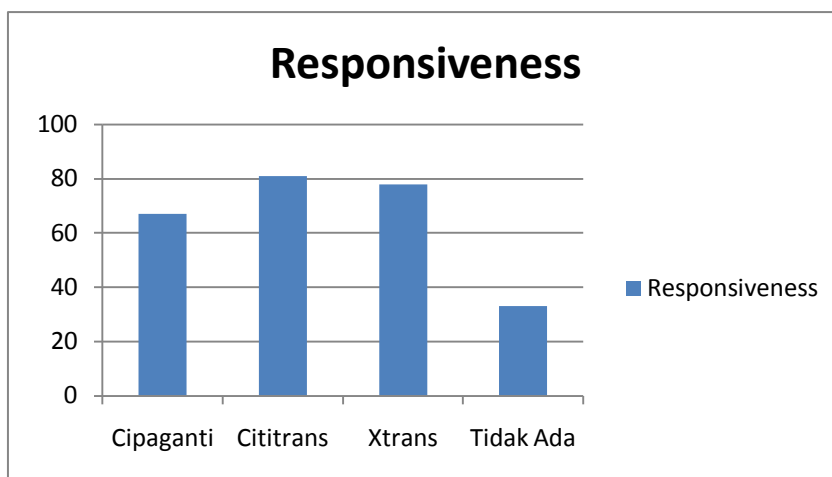


Reliability

In the chart above, Cititrans get the highest vote among the other shuttle brand. In the reliability questions, respondent have to choose the most truthful and dependable shuttle brand among the others. In the summary, Cititrans shuttle get the highest score with 260 votes. Respondent feels that Cititrans is very dependable and can be trust for the information that they give. In the second place, Cipaganti shuttle with 217 votes and the last place Xtrans shuttle with 145 votes. In this summary, there also 71 votes that feel none of the brand give the dependable and reliable information to the customer.

- Responsiveness

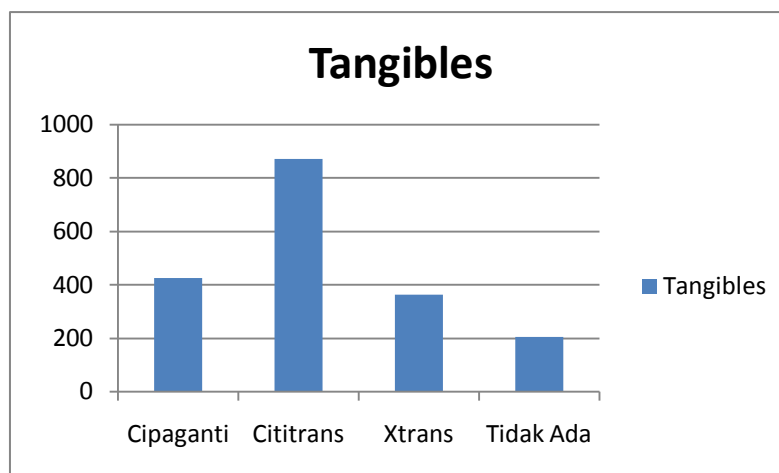
In this questionnaire there is only one question to measure the responsiveness of the travel brand to the customer. The result of the question is:



Responsiveness

From the chart above, it shown that Cititrans shuttle have the biggest number of responsiveness from the respondents with 81 answers. Xtrans shuttle is right behind Cititrans shuttle with only three points different, which are 78 answers, but Cipaganti shuttle have the lowest number of answer with only 67 answers.

- Tangibles



Tangibles

From all the questions in the questionnaire about the tangibles dimension, the summary from the result is Cititrans get the highest vote among the others. Cipaganti and Xtrans are behind Cititrans with the similar amount of vote, but there are 216 votes none of the brand give them the satisfaction for tangibles dimension. According to the result, Cititrans maintaining their facilities and services well, so customers always feel comfortable and satisfied with the services. The other brand might maintaining the facilities and services well, but Cititrans keep doing the improvement so Cititrans can be one step ahead from its competitors.

5 Conclusion

From the data gathering and data analysis, writer made a conclusion to answer the research objective in the introduction. There are two types of research that writer does, the first one is focus group discussion and the second one is questionnaire.

5.1.1 Focus Group Discussion

The conclusion that researcher can conclude from the Focus Group Discussion activities are:

1. All of the participants do switching of the Shuttle brand at least once before their becoming the loyal customer for a travel brand. They searching the best brand which gives them the most satisfying service, because the entire brand has the similar price but they has a different service.
2. The reason of switching the Shuttle brand are to search the best service among them, because of the similar price they can switch the Shuttle brand easily. The other reason is because some of the brands do not develop the idea to satisfying the customers and also some of the brands do not maintain its resource well.
3. Every participants has their own important factors in choosing Shuttle brand, but in conclusion, they are consider about:
 - Number of sit
 - Privacy
 - Safety (Driver) behavior
 - On Time schedule
 - Air Conditioner
 - Facility on the Shuttle
 - Easy to book the ticket

5.1.2 Questionnaire

By looking to the data gathering and analysis in the previous chapter, the conclusion of the service quality dimension between the three brands is:

Summary of Service Quality Dimension

	Reliability	Responsiveness	Assurance	Empathy	Tangibles	Points
Cipaganti	217	67	420	192	409	1305
Cititrans	260	81	635	235	872	2083
Xtrans	145	78	389	182	360	1154

In the table above, we can see that from the number of point has been gather, Cititrans

shuttle get the highest points among the others. From total 4542 points, Cititrans shuttle get 45.9% choose it. In the second place, Cipaganti shuttle get 1305 answer out of the total number of answer or about 28.7%. In the last place, Xtrans shuttle get 1154 answers or about 25.4%.

By looking at the findings above, there are a few of conclusion that are related to each shuttle brand point of different. The conclusions are:

1. Cipaganti Shuttle

Cipaganti shuttle has 'Trust and Care' as their motto as can seen in their logo. With this motto, Cipaganti shuttle hope that it can be trusted by the customer and take care of the customer well. In Cipaganti shuttle website, it stated that its outlet is in the strategies place, each waiting is comfortable to waited the shuttle car, professional driver, and 24 working hours for reservation as their main advantages. The advantages of Cipaganti shuttle are on empathy, assurance, and tangibles dimension of service quality.

As the result of questionnaire, points that Cipaganti shuttle get in empathy, assurance, and tangibles dimension of service quality are medium comparing to Cititrans shuttle. By looking at Cipaganti shuttle motto and point of differences, it has to improve the empathy, assurance, and tangibles dimension, because this aspect is the main service that Cipaganti shuttle has promised to serve to the customers.

In assurance and empathy dimension, the variables are mostly correlated one with each other. It means that Cipaganti shuttle can make an integrated program to improving the assurance of its service to reach the point of difference. While in tangibles dimension, some of the variables are not correlate. Cipaganti shuttle must take a look to each tangibles aspect that they have and doing the survey about the condition of their tangibles aspect.

2. Cititrans Shuttle

Point of different Cititrans shuttle is to become the shuttle brand which gives the executive environment for every customer as it stated in the logo of Cititrans shuttle. Executive environment is the part of tangibles, responsiveness, and also empathy in service quality dimension.

In the questionnaire result, Cititrans shuttle already get the highest point for the entire service quality dimension. Means that not only achieve its point of differences but Cititrans shuttle is also already above its target.

3. Xtrans Shuttle

Xtrans shuttle positioned itself as the pioneer of on time shuttle. Other than that, in Xtrans shuttle website, it also define itself as the shuttle brand which provide great service and prioritize its customer safety and security. In this point, Xtrans shuttle focused on responsiveness and assurance dimension of service quality as their point of difference.

In fact, as the result of this study, Xtrans shuttle get the lowest point in almost all service performance. In responsiveness dimension, Xtrans shuttle get the better points than Cipaganti shuttle, but still it hasn't the highest point even though it is the point of differences.

In responsiveness and assurance dimension, Xtrans shuttle can improve its performance by held a training to refresh the employees' knowledge and also keep maintaining to their employees performance to control the responsiveness to the customer. The driver also has to be controlled by the company, so customer will feel safe when doing a trip by their service.

In conclusion, only Cititrans shuttle that already achieve the point of differences that it wants. Both Cipaganti and Xtrans shuttle are still lacking in some point of differences that it trying to reach. In data analysis there is a finding about the correlation between the factors. This correlation can be used to do the improvement

APPENDIX

Appendix A

Focus Group Discussion

Questions and answer:

1. How often are you use Jakarta-Bandung Shuttle in a month?
Respondent #1: Twice in a month
Respondent #2: 2 – 3 times in a month
Respondent #3: Twice in a month
Respondent #4: Twice in a month
Respondent #5: Twice in a month

- Respondent #6: Twice in a month
- Respondent #7: Twice in a month
- Respondent #8: Twice in a month
- Respondent #9: 2 – 3 times in a month
- Respondent #10: Twice in a month

2. Which brand are you usually used?

- Respondent #1: CitiTrans
- Respondent #2: CitiTrans
- Respondent #3: CitiTrans
- Respondent #4: CitiTrans
- Respondent #5: CitiTrans
- Respondent #6: Xtrans
- Respondent #7: CitiTrans
- Respondent #8: Cipaganti or TransTol
- Respondent #9: Cipaganti or Xtrans
- Respondent #10: CitiTrans

3. Have you ever switching before becoming loyal customer for one brand?

- Respondent #1: yes
- Respondent #2: yes
- Respondent #3: yes
- Respondent #4: yes
- Respondent #5: yes
- Respondent #6: yes
- Respondent #7: yes
- Respondent #8: yes
- Respondent #9: yes
- Respondent #10: yes

4. According to the previous answer, it seems that you are very often changing the brand. Why are you doing that?

Respondent #1

Respondent 1 trying all Shuttle brands to know which one is the most satisfying brand to her. She want a Shuttle which comfortable and also fast. There are two brands which not satisfying her the most, it has the touch point in the middle of travel trip. In the beginning, the touch point is intended to the

passengers who want to go to bathroom, but now is often used by the drivers to do their personal thing like smoking or chatting with the other drivers. Sometimes the driver did not paying attention to the passengers who are sleeping in the car or waiting for them and keep doing their personal thing.

Respondent #2

Now respondent 2 choose Cititrans as her Shuttle brand. Before Cititrans, she often travels by Xtrans Shuttle. However when she know that Daytrans has a lot of promotional stuff, she began to use Daytrans. At first, Daytrans Shuttle can satisfying her needs, the TV on the car always entertain the passengers during the trip, but as the times goes by, the TV on the car was never on again, the driver also often play the rock music out loud and annoy the passengers, and the cashier is not polite as well. After she had the bad experience with Daytrans, her friends suggest her to try Cititrans, and now she always chooses Cititrans as the best Shuttle brand.

Respondent #3

She uses Cititrans as the best travel now, however it was far from her house. There are Cipaganti and also Xtrans which are near from her house, but because those three Shuttle brand has the same price but very different service, she choose Cititrans Shuttle.

Respondent #4

Respondent 4 choose Xtrans Shuttle because it's near from his house, but after knowing Cititrans from his friends, he ended up to choose Cititrans rather than Xtrans. Both of the brand has the same price, but Cititrans has many advantage such as convenience of passengers on the car, on time, comfortable chair, and it has the standardize car.

Respondent #5

Respondent 5 switch the brand because the price of all Jakarta-Bandung Shuttle is similar, but it provides the different services. Respondent 5 searching for the best Shuttle brand which provide all his needs and also comfortable for doing a trip.

Respondent #6

Respondent 6 has switched the brand many times, but she sticks with one brand because it is very near from her house, even though the Shuttle not

satisfies her needs. She cannot switch it because the other brand is very far from her house.

Respondent #7

Respondent 7 switch the brand because she moves from her previous house. At first this is the main reason she choose another brand, but now she realize that the new brand is more comfortable and satisfying than the last one although it has the same price.

Respondent #8

Respondent 8 do switching because she dissatisfy with the Shuttle brand. She does switching about three times with three different companies. The price of the travel company is similar, so it's not a problem to switch from one company to another to search the best company.

Respondent #9

Respondent 9 switching the brand because the last one is always late, so she tries the other brand with the same price. The new brands satisfy her a lot. Because the number of sit on the car makes her made a new friends in every trip and can chat a lot with the other passengers, it also on time, and the drivers drive well so she can sleep well.

Respondent #10

Respondent 10 switch the brand because of some bad experience. Like the uncomfortable waiting room, the car is not good enough to do the trip, the drivers impolite, and also the pool is far from her house.

5. So, in your opinion, what factors usually influent you in choosing the Shuttle brand?

Respondent #1:

- Comfortable
- Easy to booking the ticket
- On time
- Driver Safety Behavior
- Private Sit
- Facility on the Shuttle
 - Windows Film
 - Air Conditioner

- Electric Plug
- Comfortable sit

Respondent #2:

- On time
- Number of Pool
- Comfortable car
- Facility on travel

Respondent #3:

- Safety
- On time
- Reminder
- Information Access
- Color

Respondent #4:

- Easy to call the Shuttle pool
- Comfortable
 - Comfortable and private sit
 - AC
- Facilities on the Shuttle
 - Electric Plug
 - Lamp

Respondent #5:

- Easy to access the Shuttle call center
- On time
- Worth it price
- Facilities on the Shuttle
 - Private sit
 - AC
 - Electric Plug
- Service
 - Ticket checking before depart

Respondent #6:

- Safety
- On time
- Pool location

Respondent #7:

- On time
- Time schedule

- Easy to call the Shuttle pool
- Online ticketing
- Promotion
- Privacy on the Shuttle (private/single sit)
- Comfortable
- Clean
- Price worth it with the service and facilities
- Location
- No touch point
- Safety

Respondent #8:

- Location
- Easy to call the Shuttle pool
- Sit condition
- Car Comfortable
- On time
- No touch point

Respondent #9: Same answer with respondent one, totally the same.

Respondent #10:

- Safety
- Easy to call the Shuttle pool
- Comfortable
 - Single sit
 - AC
 - Electric Plug
- On time

Appendix B

Validity of Service Quality Dimension Question

Validity of Empathy Dimension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.633
Bartlett's Test of Sphericity	Approx. Chi-Square
	31.046
	df
	6
	Sig.
	.000

Validity of Reliability Dimension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.605
Bartlett's Test of Sphericity	Approx. Chi-Square
	29.572
	df
	3
	Sig.
	.000

Validity of Assurance Dimension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.712
Bartlett's Test of Sphericity	Approx. Chi-Square
	225.541
	df
	21
	Sig.
	.000

Validity of Tangibles Dimension

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.681
Bartlett's Test of Sphericity	Approx. Chi-Square
	199.274
	df
	28
	Sig.
	.000

Appendix C

Correlation Result

- Assurance

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.199	.449		-.444	.658
VAR00003	.366	.077	.364	4.761	.000
VAR00012	.053	.074	.052	.716	.475
VAR00013	-.057	.082	-.057	-.699	.485
VAR00014	.350	.096	.259	3.657	.000
VAR00021	.128	.078	.122	1.637	.104
VAR00022	.132	.081	.124	1.634	.104

a. Dependent Variable: VAR00002

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.549	.420		3.692	.000
VAR00002	.385	.073	.386	5.283	.000
VAR00012	.092	.073	.091	1.262	.209
VAR00013	.362	.076	.364	4.776	.000
VAR00014	-.125	.099	-.092	-1.254	.212
VAR00022	-.130	.084	-.122	-1.543	.125
VAR00023	.094	.076	.094	1.244	.215

a. Dependent Variable: VAR00003

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.833	.479		1.739	.084
VAR00002	.098	.087	.099	1.125	.262
VAR00003	.112	.089	.113	1.262	.209
VAR00013	.189	.088	.192	2.135	.034
VAR00014	.175	.109	.132	1.600	.112
VAR00022	-.026	.094	-.025	-.279	.781
VAR00023	.127	.083	.128	1.524	.130

a. Dependent Variable: VAR00012

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.291	.434		.671	.503
VAR00002	-.061	.078	-.061	-.773	.441
VAR00003	.357	.075	.355	4.776	.000
VAR00012	.152	.071	.150	2.135	.034
VAR00014	.205	.098	.151	2.093	.038
VAR00022	.328	.080	.306	4.116	.000
VAR00023	-.005	.075	-.005	-.068	.946

a. Dependent Variable: VAR00013

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.779	.323		5.511	.000
VAR00002	.231	.061	.312	3.778	.000
VAR00003	-.081	.065	-.109	-1.254	.212
VAR00012	.093	.058	.124	1.600	.112
VAR00013	.135	.065	.183	2.093	.038
VAR00022	.007	.068	.009	.099	.921
VAR00023	.112	.061	.151	1.853	.066

a. Dependent Variable: VAR00014

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.095	.407		2.689	.008
VAR00002	.167	.074	.179	2.255	.026
VAR00003	-.117	.076	-.125	-1.543	.125
VAR00012	-.019	.069	-.020	-.279	.781
VAR00013	.302	.073	.324	4.116	.000
VAR00014	.009	.095	.007	.099	.921
VAR00023	.346	.067	.368	5.183	.000

a. Dependent Variable: VAR00022

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.841	.459		1.830	.069
	VAR00002	-.057	.084	-.057	-.677	.499
	VAR00003	.106	.085	.106	1.244	.215
	VAR00012	.117	.077	.116	1.524	.130
	VAR00013	-.006	.086	-.006	-.068	.946
	VAR00014	.194	.105	.145	1.853	.066
	VAR00022	.430	.083	.404	5.183	.000

a. Dependent Variable: VAR00023

- Empathy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.943	.602		3.228	.002
	VAR00003	.339	.153	.178	2.223	.028
	VAR00004	.059	.065	.074	.905	.367
	VAR00001	.080	.060	.106	1.330	.185

a. Dependent Variable: VAR00002

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.270	.809		1.570	.118
	VAR00002	.138	.104	.105	1.330	.185
	VAR00003	.218	.203	.086	1.078	.283
	VAR00004	.219	.084	.207	2.608	.010

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.270	.809		1.570	.118
VAR00002	.138	.104	.105	1.330	.185
VAR00003	.218	.203	.086	1.078	.283
VAR00004	.219	.084	.207	2.608	.010

a. Dependent Variable: VAR00001

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.068	.206		14.898	.000
VAR00001	.034	.031	.085	1.078	.283
VAR00009	.090	.040	.172	2.223	.028
VAR00024	.081	.033	.193	2.458	.015

a. Dependent Variable: VAR00010

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.312	.750		1.749	.082
VAR00001	.189	.073	.201	2.608	.010
VAR00009	.088	.097	.070	.905	.367
VAR00010	.456	.185	.192	2.458	.015

a. Dependent Variable: VAR00024

- Reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.112	.357		5.921	.000
	VAR00005	.199	.077	.198	2.576	.011
	VAR00007	.271	.084	.250	3.246	.001

a. Dependent Variable: VAR00004

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.819	.371		4.906	.000
	VAR00004	.203	.079	.204	2.576	.011
	VAR00007	.209	.085	.194	2.450	.015

a. Dependent Variable: VAR00005

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.904	.331		5.760	.000
	VAR00004	.231	.071	.251	3.246	.001
	VAR00005	.175	.071	.189	2.450	.015

a. Dependent Variable: VAR00007

- Tangibles

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.321	.591		5.621	.000
VAR00011	.005	.073	.006	.067	.946
VAR00016	.029	.131	.019	.223	.824
VAR00017	.022	.089	.021	.253	.801
VAR00018	-.181	.155	-.096	-1.165	.246
VAR00019	.111	.096	.090	1.155	.250
VAR00020	.117	.089	.131	1.324	.188
VAR00021	.197	.094	.217	2.091	.038

a. Dependent Variable: VAR00006

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.451	.715		.631	.529
VAR00006	.006	.089	.005	.067	.946
VAR00016	-.125	.144	-.067	-.865	.388
VAR00017	-.026	.098	-.021	-.267	.790
VAR00018	.419	.169	.188	2.483	.014
VAR00019	.109	.107	.075	1.024	.308
VAR00020	.270	.096	.256	2.817	.005
VAR00021	.216	.104	.202	2.080	.039

a. Dependent Variable: VAR00011

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.796	.395		2.014	.046
VAR00006	.011	.050	.017	.223	.824
VAR00011	-.039	.045	-.072	-.865	.388
VAR00017	.185	.053	.276	3.520	.001
VAR00018	.356	.092	.296	3.881	.000
VAR00019	.011	.060	.014	.188	.851
VAR00020	.074	.055	.131	1.361	.176
VAR00021	-.061	.059	-.105	-1.035	.302

a. Dependent Variable: VAR00016

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.082	.584		1.852	.066
VAR00006	.019	.074	.020	.253	.801
VAR00011	-.018	.067	-.022	-.267	.790
VAR00016	.404	.115	.272	3.520	.001
VAR00018	-.043	.142	-.024	-.305	.761
VAR00019	.028	.088	.024	.320	.749
VAR00020	-.035	.081	-.041	-.428	.669
VAR00021	.294	.084	.342	3.518	.001

a. Dependent Variable: VAR00017

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.028	.294		6.903	.000
VAR00006	-.049	.042	-.092	-1.165	.246
VAR00011	.092	.037	.206	2.483	.014
VAR00016	.252	.065	.303	3.881	.000
VAR00017	-.014	.046	-.025	-.305	.761
VAR00019	.021	.050	.033	.425	.671
VAR00020	-.029	.046	-.061	-.627	.532
VAR00021	.060	.049	.125	1.215	.226

a. Dependent Variable: VAR00018

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.406	.505		4.760	.000
VAR00006	.078	.067	.096	1.155	.250
VAR00011	.062	.061	.091	1.024	.308
VAR00016	.021	.109	.016	.188	.851
VAR00017	.024	.074	.028	.320	.749
VAR00018	.055	.130	.036	.425	.671
VAR00020	-.008	.074	-.011	-.103	.918
VAR00021	.096	.079	.132	1.217	.226

a. Dependent Variable: VAR00019

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.743	.586		1.268	.207
VAR00006	.097	.073	.086	1.324	.188
VAR00011	.183	.065	.192	2.817	.005
VAR00016	.161	.118	.091	1.361	.176
VAR00017	-.034	.081	-.029	-.428	.669
VAR00018	-.089	.141	-.042	-.627	.532
VAR00019	-.009	.088	-.007	-.103	.918
VAR00021	.532	.075	.524	7.089	.000

a. Dependent Variable: VAR00020

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.369	.549		-.671	.503
VAR00006	.141	.068	.128	2.091	.038
VAR00011	.127	.061	.136	2.080	.039
VAR00016	-.115	.111	-.066	-1.035	.302
VAR00017	.255	.072	.219	3.518	.001
VAR00018	.160	.132	.077	1.215	.226
VAR00019	.099	.082	.073	1.217	.226
VAR00020	.464	.066	.472	7.089	.000

a. Dependent Variable: VAR00021

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