



The Effect of Rural Public Transportation Service Quality on Passenger Satisfaction in Termnal Mena, Manggarai Regency

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ABSTRACT

The aims of this study were: (1) To determine the effect of the quality of rural public transport services on passenger satisfaction in Manggarai Regency. (2) To find out which rural public transport service quality indicators are most dominantly affecting passenger satisfaction in Manggarai Regency. This research is a quantitative study, with rural public transport passengers in Manggarai Regency as the population. The data collection technique used purposive sampling with 100 respondents. Analysis of the effect of service quality on passenger satisfaction using multiple linear regression method and data processing and analysis using SPSS software. Significantly the quality of rural public transport services has a positive effect on passenger satisfaction in Manggarai district with the equation $Y = 3.340 + 0.228.X1 + 0.170.X2 + 0.163.X3 + 0.166.X4 + 1.076.X5$. Based on the partial t test, it can be concluded that service quality has a significant effect on passenger satisfaction using public transportation services in Manggarai Regency, where each variable produces a t count $\geq$ t table. The results of the F test for simultaneous testing of the Reliability, Responsiveness, Assurance, Empathy and Physical Evidence of Passenger Satisfaction show that the 5 variables significantly affect Passenger Satisfaction at a significant level of 5%. From the results of the analysis, it is known that the most dominant variable influencing Passenger Satisfaction is the variable Physical Evidence (Tangible) = 1.076. Overall it can be concluded that 89.9% of service quality affects passenger satisfaction while other factors influence 10.1%.

INTRODUCTION

Rural transportation is transportation that goes from one location to another in the district area without having to deal with urban transportation routes (Indonesia, M. P. R., 2019). One of the important needs for village communities in Manggarai Regency is village transportation, which is an important part of village life. Microbuses, an example of village transportation, are essential, but if they are not taken care of properly, they will become a problem for village life.

Increasingly diverse human mobility needs to be supported by a sustainable transportation system. Especially for rural communities who generally live from agricultural activities, farmers need the easiest, cheapest, and fastest access to the market in selling their products (Adnin, 2018). Therefore, the rural transportation system should be adjusted to the needs of rural communities, which are generally goods transportation. For this reason, the services provided should create a sense of security, comfort, appropriateness, and regularity at an affordable cost for rural communities. Likewise, the frequency of fleet operations and the routes that will be traveled by the rural transportation.

Rural public transportation has various problems. These problems are usually such as unsatisfactory service levels. Basically, the low level of service concerns inadequate quality and reliability such as a long travel time, a number of passengers that exceed the carrying capacity, a low level of comfort and an inadequate network system and also the main problem of rural public transportation, namely the uneven distribution of public transportation. This can be caused by the lack of additional needs for rural public transportation and the lack of addition and improvement of rural public transportation infrastructure.

Manggarai Regency is the center of economic activities and local government. This can be seen from the mobility and activities of the community, such as activities to schools, offices, markets, or in other activities. The public transportation system in Manggarai district is a type of rural public transportation such as buses. Where transportation usually serves various routes including Ruteng-Cancar, Ruteng-Golo Welu, Ruteng-Pacar.

There are many community problems related to the provision and service of rural public transportation. The first is seen in terms of time, Manggarai Regency consists of many students and teachers who use rural public transportation as a means to travel to school, but the arrival and departure schedule of rural public transportation in Manggarai Regency is not well regulated to transport students and teachers, this results in students and teachers having to wait for a long time and even late to get to school. The second is the condition of old public transportation, this results in a decline in the performance of rural transportation where the travel time is long and the seating facilities are damaged and results in passengers who do not have seats are forced to hang on the car door.

RESEARCH METHODS

The research location was conducted at Mena Terminal, Langke Rembong District, Manggarai Regency, East Nusa Tenggara Province.

Variable Operational Definition

Sugiyono (2014) said that the operational variables of the study are anything that the researcher sets to study so that they can gather information about it and then make conclusions. The quality of rural public transportation services (X) and passenger satisfaction (Y) are the two independent variables in this study.

Table 1. Service Quality Indicators

Indicator Variables	
Reliability (<i>Reliability</i>)	a. Punctuality comes and goes
	b. Waiting time to get transportation
	c. Waiting time at the bus stop
	d. Travel time
	e. Providing the right information
	f. Availability of schedule and route information
Responsiveness (<i>Responsiveness</i>)	a. Driver discipline (Driver's compliance with traffic rules)
	b. Driver's skills in driving
	c. Clarity of driver and vehicle identity
	d. Availability of transportation when needed
	e. Passengers do not exceed the capacity of the vehicle
	f. Passenger density (not crowded)
	g. Public transport routes are not too long
	h. Ease of switching routes/routes and modes of transportation
Warranty (<i>Insurance</i>)	a. Passenger safety while on public transport
	b. Passenger safety when stopping at a bus stop or terminal
	c. Safety while on the vehicle or stopping at a stop or terminal
	d. Comfort while on board the vehicle
Empathy Good service from the driver (Friendly, polite, caring)	
Physical Evidence (<i>Tangible</i>)	a. Cleanliness/neatness of transportation
	b. Fleet feasibility (passenger cars)
	c. Cost (freight fare) of the trip

Source: Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 29 Indonesia, 2015)

Table 2. Passenger Satisfaction Indicators

Dimensions	Indicator
Expectations Fit	a. The service provided is as expected.
	b. The supporting facilities provided are as expected.
Repurchase interest	a. Interested in reusing because the service provided by employees is satisfactory.
	b. Interested in reusing because the facilities are adequate.
	c. Interested in reusing because of the value and benefits obtained.
Readiness Recommend	a. Willing to recommend because the service is satisfactory.
	b. Willing to recommend because of the adequate facilities
	c. Willing to recommend because of the value and benefits obtained.

Sumber: (Fadhilah and Amalia, 2021)

Data collection in this study was carried out by means of observation, interviews, literature studies, and questionnaires, data collection techniques using *the purposive sampling method*. Sample determination techniques using the slovin formula with a total of 100 respondents. The data analysis techniques used were descriptive statistical analysis and Multiple Regression statistical analysis with Validity and *Reliability Tests*, Hypothesis Tests partially (t-test), simultaneously (f test) and Coefficient of Determination (R²) tests. Which was carried out using the help of the SPSS Computer Program version 29.

RESULTS AND DISCUSSION

Overview

Mena Terminal serves transportation needs for various purposes. This terminal also serves logistics needs such as shipping goods, cargo, sending motorcycles and others. Mena Terminal is located on the outskirts of the Ruteng-Labuan Bajo Road section serving Ruteng vehicle lanes in the western part.

Passenger circulation in the terminal is still not well organized. The passenger circulation space is still mixed with the waiting room. This field condition shows that there is no special lane for passengers, both for passengers disembarking, boarding and passenger lanes for exchanging/transferring with modes of transportation. A good passenger circulation space is needed because it makes it easier for passengers to be terminal users and obtain more comfortable movement space.

Characteristics of Respondents

Table 3. Characteristics of Respondents by Gender

Gender	Quantity	Percentage
Male	57	57%
Women	43	43%
Quantity	100	100%

Source: Data Analysis 2022

Table 4. Characteristics of Respondents by Age

Age	Quantity	Percentage
16-30	43	43%
31-45	40	40%
50-65	17	17%
Quantity	100	100%

Source: Data Analysis 2022

Table 5. Characteristics of Respondents Based on Number of Trips

Lots of Sex	Quantity	Percentage
1-9 Times	66	66%
> 9 times	34	34%
Quantity	100	100%

Source: Data Analysis 2022

Table 6. Characteristics of Respondents by Occupation

Jobs	Quantity	Percentage
PNS	16	16%
Wiraswata	15	15%
Students	24	24%
Merchant	16	16%
Farmer	29	29%
Quantity	100	100%

Source: Data Analysis 2022

Distribution of Respondents' Answers

In this study, there are two constructs, namely Service Quality which is determined by 5 indicators consisting of, Reliability, Responsiveness, Assurances, Empathy and Tangible. Each of these indicators is measured by several question items in the research questionnaire. The results of respondents' answers will be measured quantitatively using a likert scale facing each question item in each indicator.

For more details, the respondents' perception of service quality will be seen in the following table:

Table 7. Results of the Distribution of Respondents' Answers

No.	Statement	Frequency					Total Score	Average Score
		5	4	3	2	1		
1	Are you satisfied with the punctuality of coming and going bus transport	33	27	28	11	1	380	3.8

2	Are you satisfied with the waiting time to get bus transportation	34	32	20	10	4	382	3.82
3	Are you satisfied with the waiting time at the bus stop	28	39	19	7	7	374	3.74
4	Are you satisfied with the bus travel time	32	31	19	11	7	370	3.7
5	Are you satisfied with providing the right information	38	28	19	12	3	386	3.86
6	Are you satisfied with the availability of schedule information	31	38	19	9	3	385	3.85
Average Total Reliability Indicator (Reliability))								3.795
No.	Statement	Frequency of Answers					Total Score	Average Score
		5	4	3	2	1		
7	Are you satisfied with discipline Driver (Driver's Obedience To Traffic Rules)	47	37	14	1	1	428	4.28
8	Are you satisfied with the driver's skills in driving	41	41	14	4	0	419	4.19
9	Are you satisfied with the clarity of the identity of the driver and the vehicle	37	40	18	4	1	408	4.08
10	Are you satisfied with the availability of transportation when needed	31	33	32	3	1	390	3.9
11	Are you satisfied that passengers do not exceed the capacity of the vehicle	39	39	17	4	1	411	4.11
12	Are you satisfied with passenger density (not crowded)	43	32	22	2	1	414	4.14
13	Are you satisfied with the public transport route is not too long	32	43	22	2	1	403	4.03
14	Are you satisfied with the ease of switching routes/routes and modes of transportation	34	51	12	2	1	415	4.15
15	Are you satisfied with the ease of switching routes/routes and modes of transportation	30	29	30	11	0	378	3.78
Average Total Responsiveness Indicator								4.07
No.	Statement	Frequency					Total Score	Average Score
		5	4	3	2	1		

16	Are you satisfied with passenger safety while on public transport	44	42	11	3	0	427	4.27
17	Are you satisfied with passenger safety when stopping at a stop or terminal	45	34	21	0	0	424	4.24
18	Are you satisfied with safety when on the vehicle or stopped at a stop or terminal	33	46	21	0	0	412	4.12
19	Are you satisfied with the comfort while on the vehicle	35	54	11	0	0	424	4.24
Average Total Assurance Indicator								4.22
No.	Statement	Frequency					Total Score	Average Score
		5	4	3	2	1		
20	Are you satisfied with the good service from the driver (Friendly, polite, caring)	37	41	19	3	0	412	4.12
21	Are you satisfied with the courteous service of the driver	28	39	20	13	0	382	3.82
22	Are you satisfied with the caring service of the driver	26	32	27	11	4	365	3.65
Average Total Empathy Indicators								3.863333
No.	Statement	Frequency					Total Score	Average Score
		5	4	3	2	1		
23	Are you satisfied with Cleanliness/neatness of transportation	40	36	19	5	0	411	4.11
24	Are you satisfied with the feasibility of the fleet (passenger car)	32	46	15	6	1	402	4.02
25	Are You Satisfied With The Cost (Freight Rates) of the trip	33	54	9	2	2	414	4.14
Average Total Physical Evidence Indicators (Tangible)								4.09

Source: Data Analysis 2023

Validity Test Results

Validity is the level of accuracy of the instrument, or measuring instrument, used to make measurements about what should be measured. Validity test is used to evaluate the accuracy and precision of measuring instruments in carrying out their functions. An instrument is declared valid if it is able to measure what

is desired and can display the data of the variables that are studied correctly and precisely.

Table 8. Results of Variable X Validity Test

No.	Pernyataan	r-kritis	r-hitung	Keterangan
1	Are you satisfied with Punctuality Come and Go Bus Freight	0.194	0.721	Valid
2	Are you satisfied with the wait time for Obtaining Bus Transportation	0.194	0.735	Valid
3	Are you satisfied with the waiting time at the bus stop	0.194	0.710	Valid
4	Are you satisfied with the bus travel time	0.194	0.825	Valid
5	Are you satisfied with providing the right information	0.194	0.681	Valid
6	Are you satisfied with the availability of schedule information	0.194	0.734	Valid
7	Are you satisfied with the driver's discipline (Driver's Obedience to Traffic Rules)	0.194	0.55	Valid
8	Are you satisfied with the driver's skills in driving	0.194	0.52	Valid
9	Are you satisfied with Clarity of Driver and Vehicle Identity	0.194	0.55	Valid
10	Are you satisfied with the availability of transportation when needed	0.194	0.69	Valid
11	Are you satisfied that passengers do not exceed the capacity of the vehicle	0.194	0.62	Valid
12	Are you satisfied with Passenger Density (Not Crowded)	0.194	0.71	Valid
13	Are you satisfied with the public transport route is not too long	0.194	0.73	Valid
14	Are you satisfied with the ease of switching routes/routes and modes of transportation	0.194	0.69	Valid
15	Are you satisfied with the ease of switching routes/routes and modes of transportation	0.194	0.60	Valid
16	Are you satisfied with passenger safety while on public transport	0.194	0.42	Valid
17	Are you satisfied with passenger safety when stopping at a stop or terminal	0.194	0.83	Valid

18	Are you satisfied with safety when on the vehicle or stopped at a stop or terminal	0.194	0.83	Valid
19	Are you satisfied with the comfort while on the vehicle	0.194	0.73	Valid
20	Are you satisfied with the comfort while on the vehicle	0.194	0.51	Valid
21	Are you satisfied with the courteous service of the driver	0.194	0.84	Valid
22	Are you satisfied with the caring service of the driver	0.194	0.86	Valid
23	Are you satisfied with the cleanliness/neatness of the transportation	0.194	0.86	Valid
24	Are you satisfied with the feasibility of the fleet (passenger car)	0.194	0.88	Valid
25	Are You Satisfied With The Cost (Freight Rates) of the trip	0.194	0.83	Valid

Source: Results of Researcher Data Processing, 2022

Table 9. Results of the Y-Variable Validity Test

No.	Statement	r-kritis	r-hitung	r-hitung
1	Are you satisfied with the service provided by bus transportation	0.194	0.760	Valid
2	Are you satisfied with the supporting facilities provided by bus transportation	0.194	0.297	Valid
3	Are you satisfied and interested in reusing because of the service provided by bus transportation	0.194	0.711	Valid
4	Are you satisfied and interested in reusing it because of the facilities of bus transportation	0.194	0.842	Valid
5	Squirt Are you satisfied and interested in reusing because of the value and benefits obtained?	0.194	0.864	Valid

Source: Results of Researcher Data Processing, 2022

Based on the results of the validity test of all the statements submitted, it is necessary to calculate $r\text{-count} > r\text{-table}$ so that all the statement items disseminated are valid and the variables of this research are suitable for analysis at the next stage.

Reliability Test Results

The results of the reliability test can show that an instrument can be trusted to be used as a data collector. An instrument is said to be good if it is able to direct respondents to choose certain answers, and a reliable instrument will produce reliable data if the data is indeed in accordance with reality

Table 10. Reliability Test Results (Reliability Statistics)

VARIABLE	N OF ITEMS	CRONBACH'S ALPHA
RELIABILITY	6	0.829
RESPONSIVENESS	9	0.808
WARRANTY	4	0.647
EMPATHY	3	0.606
PHYSICAL EVIDENCE	3	0.820
PASSENGER SATISFACTION	5	0.927

Source: SPSS v29 Data Processing Results, 2022. Test Results

The results showed that of the 30 statement items in the rural transportation service satisfaction variable, the test results had a Cronbach's Alpha of more than 0.6. These results showed that the statements in this study variable were worthy of further evaluation.

Normality Test

This test is carried out to find out whether the data is normally or close to normal by using the test criteria: The value of the significant level (Sig.) > 0.05, then H0 is rejected (normal). A significant level value (Sig.) < 0.05 then H0 is accepted (abnormal). By using the normality test with Kolmogorov-Smirnov, the following results were obtained:

Table 11. Results of the One-Sample Normality Test Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a ,b Mean		0.0000000
Std. Deviation		1.25728944
Most Extreme Differences	Absolute	0.084
	Positive	0.084
	Negative	-0.040
Test Statistic		0.842
Asymp. Sig. (2-tailed) ^c		0.772
Monte Carlo Sig. (2-Sig. tailed) ^d		0.824
99% Confidence Interval		0.753
Lower Bound		0.895
Upper Bound		

Source: Results of Researcher Data Processing, 2022

The results of the *Kolmogorov-Smirnov test* in table 11, show that the value of Sig. (2 tailed) is $0.772 > 0.05$ so it can be said that the data is normally distributed and can be used for further analysis.

Heterokedasticity Test

This test was carried out to find out whether the model in the regression occurred variance from the residual observation to another observation. The Heterokedasticity test was carried out using the *glycer method* which states that the heterogeneity problem does not occur, namely if the value between independent variables is greater than 0.05. The results of the heterokedasticity test with the *glyceric* method with the help of SPSS are presented in Table 12.

Table 12. Heterokedasticity Test Results Using the Glejser Method Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.159	0.333		3.481	0.001
Reliability	-0.081	0.059	-0.561	-	0.173
Responsiveness				1.373	
Warranty	0.044	0.042	0.409	1.033	0.304
Empathy	0.033	0.035	0.178	0.940	0.349
Physical	0.037	0.039	0.181	0.927	0.316
Evidence	-0.027	0.055	-0.103	-	0.627
				0.488	

a. Dependent Variable: R ES2

Source: SPSS v29 Data Processing Results, 2022. Test Results

Based on the significant value (Sig.) of each variable in table 12, it can be explained that the Reliability variable (X1) has a significant value of 0.173, Responsiveness (X2) has a significance value of 0.304, Assurance (X3) has a significance value of 0.349, empathy (X4) has a significance value of 0.316 and physical evidence (X5) has a significance value of 0.627. Based on these values, the data in this study do not have *heterokedasticity* in these variables (Significance Value > 0.05).

Multiple Regression Analysis

Table 13. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	3.340	0.565		5.908	0.000
	Reliability	0.228	0.101	0.304	2.262	0.000
	Responsiveness	0.170	0.072	0.308	2.537	0.020
	Warranty	0.163	0.059	0.172	2.746	0.007
	Empathy	0.166	0.063	0.170	2.785	0.009
	Physical Evidence	1.076	0.094	0.796	11.421	0.000
a. Dependent Variable: Passenger Satisfaction						

Source: Results of Researcher Data Processing, 2022

Table 13 shows that the results of multiple linear regression analysis can be written as follows:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + b_5.X_5$$

$$Y = 3.340 + 0.228.X_1 + 0.170.X_2 + 0.163.X_3 + 0.166.X_4 + 1.076.X_5$$

The conclusion of the above equation is as follows:

1. A constant value (a) of 3.340 indicates that customer satisfaction remains at 3.340 if the values of the variables Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence are equal to zero.
2. The reliability coefficient value of 0.228 indicates that each increase in the unit reliability value will affect the customer satisfaction value of 0.228, or the better the service provided, the customer satisfaction.
3. The value of the Responsiveness coefficient of 0.170 indicates that every increase in the Responsiveness value of 1 unit will affect the Passenger Satisfaction level of 0.170
4. The value of the Guarantee coefficient of 0.163 indicates that any increase in the Guarantee value of 1 unit will affect the Passenger Satisfaction level of 0.163.
5. The value of the Empathy coefficient of 0.166 indicates that each increase in the Empathy value by 1 unit will affect the Passenger Satisfaction level by 0.166.
6. The value of the Physical Evidence coefficient of 1.076 indicates that every increase in the value of Physical Evidence by 1 unit will affect the Passenger Satisfaction level of 1.076.

Hypothesis Testing

Partial Significance Test (t-test)

The t-test, which is performed partially, assesses how the individual independent variables affect the dependent variables. To perform the test, the t-values of the table and the t-table were compared with a significance level of 0.05. The basis of this research t-test is:

Ho = There was no significant impact between Quality of Service (X) on Passenger Satisfaction (Y).

Ha = There is a significant impact between Quality of Service (X) on Passenger Satisfaction (Y).

Table 14. Partial Significance Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.340	0.565		5.908	0.000
Reliability	0.228	0.101	0.304	2.262	0.026
Responsiveness	0.170	0.072	0.308	2.357	0.020
Warranty	0.163	0.059	0.172	2.746	0.007
Empathy	0.166	0.063	0.170	2.785	0.009
Physical Evidence	1.076	0.094	0.796	11.421	0.000

a. Dependent Variable: Passenger satisfaction

Source: Results of Researcher Data Processing, 2022

The results of the t-test shown in Table 14 were tested at a significant rate of 5%. In addition, the freedom level ($df = 100 - 5 = 95$).

1. A partial test between the dimensions of Reliability to Passenger Satisfaction found a significant influence between the dimensions of Reliability on Passenger Satisfaction, with the value of t calculated (2.262) greater than t table (1.661) or significance value (0.026) less than (0.05).
2. A partial test between the dimensions of Responsiveness to Passenger Satisfaction found that the value of t-count (2.357) was greater than t-table (1.661) or significance value (0.020) was less than (0.05).
3. The Partial Test between the dimensions of Guarantee on Passenger Satisfaction was obtained that the value of t calculated (2.746) was greater than t of the table (1.661) or the significance value (0.007) was less than (0.05) so that there was a significant influence between the dimensions of Guarantee on Passenger Satisfaction.
4. The Partial Test between the dimensions of Empathy for Passenger Satisfaction was obtained that the value of t calculated (2.785) was greater than t of the table (1.661) or the significance value (0.009) was less than (0.05) so that there was a significant influence between the dimension of Empathy on Passenger Satisfaction.
5. In a partial test between the dimensions of Physical Evidence on Passenger Satisfaction, it was found that the calculated t-value (11.421) was greater than the table t-value (1.661), or the significance value (0.000) was less than 0.05.

Simultaneous Significance Test (F Test)

The F-test on multiple linear regression is an additional test used to ascertain the regression model. Basically, the F-test determines whether each independent variable in the model affects the dependent or bound variables simultaneously (Ghozali, 2006).

Table 15. Results of ANOVA Correlation Coefficient and Determination Analysis^a

Model	Sum of Squares	df	Mean Square	F	Say.
1 Regression	1351.216	4	337.804	201.866	<.001b
Residual	158.974	95	1.673		
Total	1510.190	99			

a. Dependent Variable: Passenger Satisfaction
b. Predictors: (Constant), Physical Evidence, Responsiveness, Assurance, Reliability

Source: Results of Researcher Data Processing, 2022

Based on Table 15, it can be seen that the results of the F test in this study have a significance level of $0.001 < 0.05$, meaning that there is a significant influence of quality of influence on Passenger Satisfaction. Furthermore, the Quality of Service on Passenger Satisfaction is tested using the F test with *a level of significant 5%*.

Description:

n = number of samples

k = the number of independent variables

F value table = (k; n-k) = (1; 100 - 5) = (1:95)

So that the magnitude of the table F = 2.310

Correlation and Determinization Coefficients

Table 16. Correlation and Determinization Coefficients Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946a	0.895	0.890	1.294

a. Predictors: (Constant), Physical Evidence, Empathy, Responsiveness, Assurance, Reliability

b. Dependent Variable: Passenger Satisfaction

Source: SPSS Data Processing Results, 2022

Table 16 shows an R value of 0.946, which moves with a positive sign, which shows that the Transportation Service Quality variable (X) is directly correlated and has a very strong relationship with Passenger Satisfaction (Y). In addition, the R² determination value of 0.899, which is in the range of 0.779-1, shows that the Transportation Service Quality variable (X) has a very strong relationship with Passenger Satisfaction (Y).

Regression Coefficients

A test of the significance of the free variables in multiple linear regression was performed to show how much influence the dependent variable has.

Tabel 17. Hasil Koefisien Regresi

Model	B
1 (Constant)	3.340
Reliability	0.228
Responsiveness	0.170
Warranty	0.163
Empathy	0.166
Physical Evidence	1.076

Source: Results of Researcher Data Processing, 2022

Table 17 above shows that the Physical Evidence Indicator has a greater influence partially on Passenger Satisfaction (Y). This is based on the highest regression coefficient value of 1.076, the calculated t-value of 11.421, and the significance level of 0.000 ($\text{Sig} < 0.05$). The Assurance Dimension has the least influence on Passenger Satisfaction (Y), with a regression coefficient of 0.163.

CONCLUSION

Conclusion

Based on the formulation of the problem raised by the researcher, then an analysis was carried out on the Influence of Rural Public Transportation Service Quality on Passenger Satisfaction in Manggarai Regency, the following conclusions can be drawn:

1. The quality of rural public transportation services has a positive and significant influence on passenger satisfaction in Manggarai Regency as evidenced Based on the results of the test t-test, it can be seen in each variable, namely the Reliability Variable (X1) obtained a calculated t-value ($2,262 > t$ table (1,661) with a significance level of $0.026 < 0.05$, the Responsiveness Variable (X2) has a t-calculated value ($2,357 > t$ -table (1,661) with a significance level of $0.020 < 0.05$, The Guarantee Variable (X3) obtained a t-count value ($2.746 > t$ table (1.661) with a significance level of $0.007 < 0.05$, the Empathy Variable (X4) obtained a t-count value ($2.785 > t$ table (1.661) with a significance level of $0.009 < 0.05$, the Physical Evidence Variable (X5) obtained a t-count value ($11.421 > t$ table (1.661) with a significance level of $0.000 < 0.05$. Based on the partial results, it can be concluded that the Quality of Service has a significant effect on Passenger Satisfaction who use public transportation services in Manggarai Regency. Based on the results of simultaneous testing, namely the variables of Reliability, Responsiveness, Assurance, Empathy and Physical Evidence of Passenger Satisfaction, the results show that these 5 variables significantly affect Passenger Satisfaction
2. From the results of the analysis, it is known that the most dominant indicator affecting Passenger Satisfaction is the Physical Evidence (*Tangible*) indicator, this conclusion can be seen from the value of the regression coefficient of 1,076.

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