

Passenger Loyalty and Satisfaction: Empirical Evidence at the South Sumatra LRT Station in Indonesia

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ABSTRACT

During its operation, Light Rail Transit in the Province of South Sumatra had not become the main choice of transportation for people in Palembang and its surroundings.

Objectives: *This research aimed to analyze the direct and indirect influences of operational performance and service quality on passenger loyalty mediated by Light Rail Transit passenger satisfaction.*

Methodology: *This research took the sample of all employees of the Station and passengers of Light Rail Transit Palembang as many as 100 people. The method of data analysis used in this research was the Path Analysis method.*

Finding: *The research found that operational performance and service quality had positive and significant direct and indirect influences on passenger satisfaction and passenger loyalty, also passenger satisfaction had a positive and significant influence on passenger loyalty.*

Conclusion: *Maintaining passenger loyalty needs an improvement in operational performance and service quality to achieve passenger satisfaction through the improvement of inter-division coordination and training. The improvement of operational performance and support from service quality will enhance passenger trust which, in turn, will increase the loyalty of LRT passengers.*

Keywords: *Light Rail Transit; Operational Performance; Service Quality; Satisfaction; Passenger Loyalty*

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INTRODUCTION

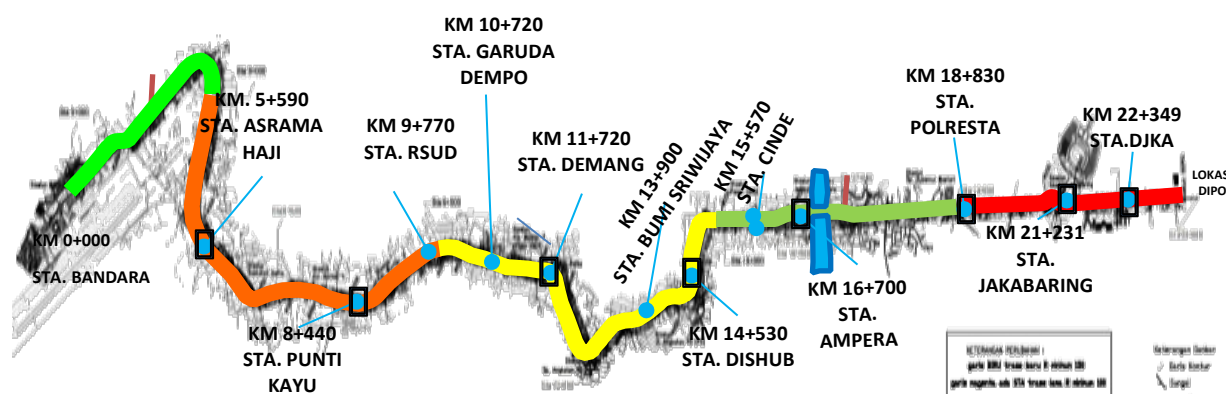
Reducing the use of private transport and increasing the use of public transportation are two important jobs to resolve the problem of urban transportation (Kristiyanti et al., 2022). In general based on previous studies, effective and healthy public transportation services will attract more passengers to the system (Imaz et al., 2015). Khalid et al., (2014) in their research use some dimensions such as timeliness, train frequency, safety factor, and comfort to study passenger perception of the train services. The result of analysis by Obsie et al., (2020), reveals that users perceive the quality of public transportation service as the main element of public transportation service provider. Increasing accessibility through investment in public transportation, like urban railway transportation, can contribute positively to added value and subsequently to the value of the property (Dziauddin, 2023). The movement and switch of transportation modes based on the study by Idri et al., (2017) focus on the integration that can realize the easy connection with other transportation modes to generate the effectiveness and efficiency of transportation services, because of the ease of movement from one mode to another with the influences on reducing travel time and transportation cost. In addition, a study in Utah, USA, significant accessibility to urban amenities is needed to enhance walkability and bikeability at the same time around the transit station (Xiao & Wei, 2023).

Light Rail Transit (LRT) is an important part of public transportation that is interesting and needs policies to facilitate decision-making and planning of the future transportation system to enhance the utility of LRT for potential users (Abbasi et al., 2023). LRT development results in the measurement of traffic operational performance such as vehicle delay, length of queue, and Level of Service as well as testing its influence on level crossroads (Kodupuganti & Pulugurtha, 2021). Research on LRT, especially in Kuala Lumpur, gives useful information to help service providers, planners, and researchers formulate effectively the strategy to increase the use of LRT service (Ab Majid et al., 2021; Ibrahim, Borhan, Mat Yazid, et al., 2021). Studies by Ravensbergen et al., (2023) in some LRT stations in the USA, Canada, Australia, and New Zealand show that station design, the utilization of surrounding land, and the developed environment play an important role in promoting physical activities around LRT stations. Although LRT is beneficial, the transit line of METRORail as a transit train in Houston, USA, according to the study by Pan, (2019) has not gotten much attention from the planning research society since it was opened to the public in 2004. Whereas in Spain, there has been a feasibility study on the investment in LRT in terms of passenger level and cost-effectiveness (Ramos-Santiago et al., 2022).

Based on the calculation of project feasibility, LRT Jabodebek which is financed by a quite big loan is not feasible because the target number of passengers 116,000 people per day on average is too small, so the target revenue is not so big either (Yuliyanto et al., 2022; Arief H et al., 2023). The research by Pangestu et al., (2022) on LRT in Jakarta suggests the headway during rush hours in the morning and afternoon to last for six minutes with four trains in operation. Previously, LRT development in Jabodebek experienced delays due to land handover, which is a dominant factor (Fahmi, 2017). Whereas concerning the LRT project plan, Shadrina & Lestari, (2019) explain that the preparedness of passengers and the market environment for alternative sustainable transportation is the main point to maintain the success of the LRT project implementation in Bandung.

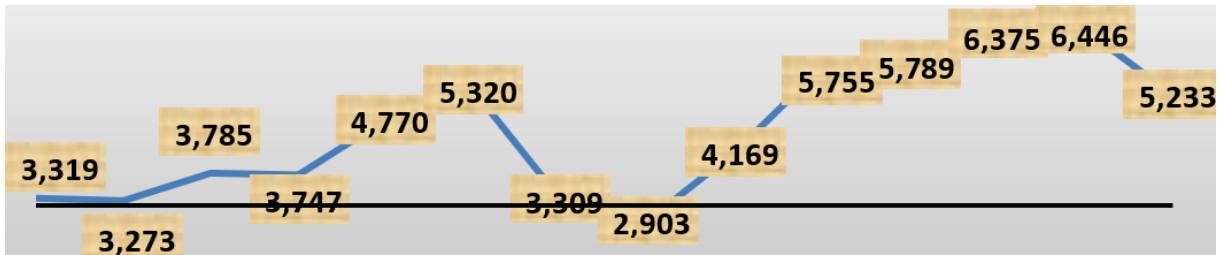
Especially in Palembang, the LRT project after the improvement of facilities in line with public perception has the potential to integrate the users of river transportation in the Province of South Sumatera (Kadarsa et al., 2023). Palembang LRT Station is much related to the appointment of Transit Oriented Development (TOD) area in Palembang city from the aspect of environment with crowded residences (Muhammad & Widyarningsih, 2023). According to the study by Hairi, (2020) through Social, Technological, Environmental, Economic, and Political (STEEP) analysis, Palembang City needs smart urban transportation, like LRT, to cope with traffic problems today and in the future, different from the other studies of LRT in Palembang, which state that such a transportation mode has not become the main choice for doing daily activities. Sarwandy, (2023) adds the new additional corridor for feeder transport service of LRT in Palembang is based on the respondent perception to attract people's interest to use LRT as their daily transportation mode.

Palembang is one of the big cities in Indonesia which has a fairly high spatial growth rate, because Palembang is the capital city of South Sumatra Province which acts as the center for government services, both the South Sumatra Provincial government and Palembang City government. On a regional scale, the City of Palembang plays a role as a center of economic activity for cities that are hinterland areas. Besides that, it also plays a role in creating the dynamics of economic activity and balanced development with other cities. The condition of transportation in Palembang City is now starting to face several urban transportation problems in general, namely related to traffic jams and the lack of public transport services. Having 12 stations, one depot, and a track as long as 23.4 kilometers, South Sumatra LRT is one of the train-based public transportation expected to overcome the transportation problems in Palembang City (Figure 1).



Sumber: IDWU, (2022)
Figure 1. South Sumatra LRT Trace Map

There is another mass public transportation named BRT Trans Musi Transport that operates in the City of Palembang. BRT or Bus Rapid Transit is a mass transit system with a customer orientation that combines the elements of station, and vehicle. Unfortunately, the people of Palembang City and its surroundings have not made it the main choice of transportation. Based on Figure 2, the number of South Sumatra LRT users per month is quite fluctuating, but its average growth each month is only 6.4 percent.



Source: NSLRMA, (2023)

Figure 2. Average North Sumatra LRT Usage 2021-2022

The main problems currently faced by South Sumatra LRT are the uneven spread of stations and delayed arrival of LRT at the station, which make people think more before traveling using LRT. This will influence working passengers and reduce public trust. In addition, the facilities at the LRT station in Palembang are considered inadequate whereas passengers look for comfort while waiting for the arrival of LRT or others. Access to other modes of transportation is not easy when the passengers getting off the train will still use other modes of transportation to their destination, or those who want to get to the station have to take other modes of transportation as well. This is coupled with poor operational coordination that can directly influence the level of LRT passenger loyalty.

Several previous researches relevant to the theory of each variable are described as one of the theoretical gaps in this research. Starting with the first, the phenomenon of operational performance, according to Patra, (2009), has several models of effective plans for infrastructure maintenance such as reliability, availability, maintenance, and safety. Based on the study (Awad et al., 2023), in the performance of urban train transportation systems there is a relationship between cost efficiency analysis and service quality level. The result of research on LRT in Indonesia, Pramudita & Nataadmadja, (2023) shows that the operational performance of LRT in Jakarta has been good.

Several previous researches relevant to the inter-variable influence are described as one of the empirical and methodological gaps in this research. Starting with the variables of operational performance and passenger satisfaction. Concerning the variables of operational performance and passenger satisfaction, the result of the study by Isradi et al., (2021), on the LRT route of Velodrome – North Boulevard in Jakarta using the Importance Performance Analysis method, shows the service performance and passenger satisfaction at the average level. The discussion leads to a hypothesis below:

H₁: Operational Performance has a direct influence on Passenger Satisfaction

In the second variable, the phenomenon of improving service quality is one way to enhance the competitiveness of railway services (Banu, 2018). Some other research on LRT is closely related to service quality, like several findings before (De Ona et al., 2015; R. De Oña et al., 2014; Dell’Olio et al., 2017).

Several previous researches relevant to the inter-variable influence are of service quality and service quality. Some variable dimensions related to service quality are stated to be influential

to LRT passenger satisfaction by using correlation tests and the Artificial Neural Network (ANN) model (Ibrahim et al., 2022). The research by Ibrahim, Borhan, Md. Yusoff, et al., (2021) implementing the Mann Test–Whitney U Test and Kruskal–Wallis Test can know the difference between LRT passenger satisfaction and service quality. Other research using the method of Structural Equation Modelling states that LRT service quality influences passenger satisfaction (Alçura et al., 2021; J. De Oña et al., 2016; Shen et al., 2016; Yilmaz et al., 2021). In addition, the main dimension of LRT service quality is the most effective in influencing passenger satisfaction. Whereas Sidharta et al., (2022), in the study of LRT service quality in Palembang using the Customer Satisfaction Index and Servqual for the gap analysis, state that overall the passengers are very satisfied. In another research in Turkey, Isikli et al., (2017) explain using the approach qualitative method, that the factor of LRT service quality contributes to passenger satisfaction. Whereas the variable of service quality has a significant relationship with passenger loyalty through the approach of Structural Equation Modelling (SEM) and the *American Customer Satisfaction Index* ACSI (Hamid & Baharudin, 2023). The discussion leads to the following two hypotheses:

H₂: Service Quality has a direct influence on Passenger Satisfaction

H₃: Service Quality has a direct influence on Passenger Loyalty

Concerning the third variable, some previous research relevant to the theory of variable has described it, namely passenger satisfaction. Then, with the general phenomenon of passenger satisfaction, to enhance passenger satisfaction in Malaysia, Hoo et al., (2023) also recommend an improvement of the public transportation system to fulfill the growing need of people. In general, the majority of passengers in the world feel satisfied with the safety, comfort, and cleanliness of LRT which provide mobility and become a choice for many people (Phoong et al., 2019). In addition, a study on LRT in Malaysia by Wang et al., (2018) explains that passengers in general feel satisfied with the facilities, comfort, information delivery, and service price. Some other researchers in Malaysia have conducted successful approaches to ensure the increase of the number of LRT passengers to increase their satisfaction as well (Ibrahim et al., 2019, 2022; Ibrahim, Borhan, Mat Yazid, et al., 2021), The result of researches by Obsie et al., (2020) and Woldeamanuel et al., (2022) shows that LRT safety and security as well as comfort are the most important factors influencing passenger satisfaction.

The result of the Mann-Whitney U test mentions the significant and positive relationship between passenger satisfaction and passenger loyalty to LRT (Ibrahim & Borhan, 2021). Another study by Carvalho dos Reis Silveira et al., (2022) using the approach of Structural Equation Modeling (SEM), states that satisfaction with public transportation has a strong positive impact on loyalty development. In Thailand, satisfaction is a very important variable influencing passenger loyalty with the Structural Equation Model approach in the method of research (Wonglakorn et al., 2021). The discussion leads to one hypothesis below:

H₅: Passenger Satisfaction has a direct influence on Passenger Loyalty

Furthermore, concerning the fourth variable namely passenger loyalty, the phenomenon of passenger loyalty, according to the study by Kristiyanti et al., (2022), shows that passenger loyalty to public transportation like MRT, LRT, and city bus is also considered the main source of competitive advantage. Wonglakorn et al., (2021) in their scientific study state that trust as well as satisfaction are the most influential dimensions toward passenger loyalty.

The main objective of this research is to analyze the direct and indirect influences of operational performance and service quality on passenger loyalty mediated by Light Rail Transit passenger satisfaction. The aim of this research is important because of some conditions such as the uneven existence of stations, the occurrence of delays in arrival, inadequate or uncomfortable facilities of LRT station, unfriendly accessibility using other transportation modes as well as poor operational coordination. The empirical study of problem-solving in this research will be conducted through a quantitative approach in the form of hypothetical testing on several variables such as operational performance, service quality, LRT passenger loyalty, and satisfaction. Therefore, the usage level of South Sumatra LRT still can be optimized. South Sumatra LRT has authorities to improve it to become a good state institution. The improved operational performance supported by quality service will increase LRT passenger trust and loyalty.

The empirical study for problem-solving in this research will be conducted through a quantitative approach using Path Analysis and a literature study will be done on its several main variables like LRT's operational performance, service quality, passenger loyalty, and passenger satisfaction.

LITERATURE REVIEW

Operational Performance

Theoretically, Kotler & Armstrong, (2018) explain that quality has a direct contribution to service performance. Operational performance can be measured because it results from several dimensions, namely organizational goals, process improvements, and quality initiatives (Adam & Kamase, 2019). Quality management according to Shaheen, (2022) plays an important role and significantly and positively influences operational performance.

Service Quality

According to Parasuraman, (2010), service quality is the function of the difference between the expected service and the customer perception of the actual service delivered. Service quality can help policymakers and service providers increase the attractiveness of the service and increase the number of passengers (De Ona et al., 2015). The research result (Agarwal & Dhingra, 2023), states that agility, service guarantee, reliability, service responsiveness, the usefulness contribute positively and significantly to the service quality as a whole. Service quality gives a positive contribution to perceived value, meaning that users benefit from the high service quality (Ansory & Safira, 2018). In general, Kotler & Armstrong, (2018) theoretically say that quality has a direct influence on service performance.

Passenger Satisfaction

Theoretically, satisfaction according to Kotler & Armstrong, (2018), is a person's feelings of pleasure based on work evaluation of work performance. Satisfaction can be a person's motivation to complete his work (Allen et al., 2019; Marlapa, E. 2020). According to Lovelock & Wirtz, (2011), satisfaction is a person's attitude based on his experience. Satisfaction is closely related to feelings of pleasure or dissatisfaction with service performance compared to someone's desires (Wiganda & Marsasi, 2023). Madiawati & Pardede, (2023), says that if the product purchased by a customer meets their needs and expectations, it will affect the level of customer satisfaction. In addition, passenger satisfaction with public transportation based on the studies of Fornell et al., (2006), Javid et al., (2013), and Ricardianto et al., (2021) is a major

factor in getting new passengers and retaining the existing passengers. Passenger satisfaction variables can be measured by several indicators including product quality, price, service quality, service quality, and consumer perceptions (Kotler, 2018). Satisfaction, according to Colquitt et al., (2015), and Oliver, (2010) is a pleasurable fulfillment that will satisfy public passenger expectations.

Passenger Loyalty

Consumer loyalty refers to the behavioral manifestation of decision-making units to make continuous purchases of goods or services from a selected company (Griffin, 2013). Consumer loyalty is a form of customer loyalty to a brand that allows them to avoid the attractiveness of other brands make regular repeat purchases and tend to offer the brand to others (Kotler, 2018). Loyalty can be measured using several indicators including recommendations, commitment, and repurchase (Ou et al., 2014).

The research gap based on previous studies is seen partially not simultaneously on several same variables such as operational performance, service quality, train passenger satisfaction as well as loyalty as the main determining factor of competitive advantage. The four variables will be arranged as the theoretical framework simultaneously whether they have either direct or indirect influences. The four variables are simultaneously worthy of research through this study and, in line with the aim of the research, will be tested empirically through a hypothetical test.

Based on the previous research as a part of research gaps like theoretical gap, evidence, and methodological gaps, there are two variables with very limited results of research namely operational performance and passenger loyalty. So, the description can be used to illustrate the impact of operational performance and service quality variables which directly and indirectly influence passenger loyalty to LRT in Palembang, Indonesia mediated by passenger satisfaction.

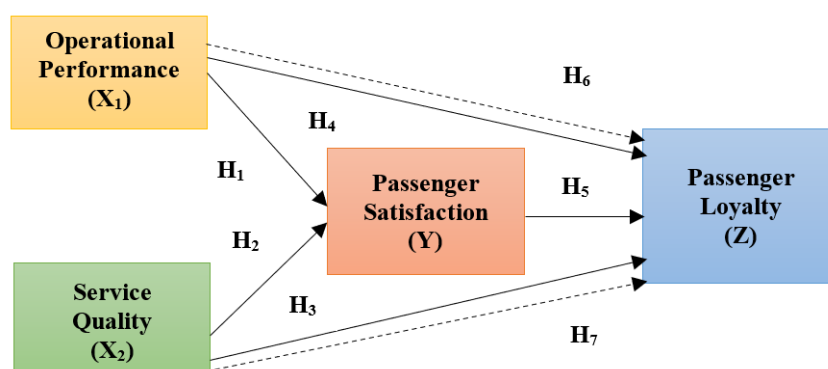


Figure 3. Conceptual Model

Based on the conceptual model, it can be concluded in the seven research hypotheses:

- H₁: Operational performance has a direct influence on passenger satisfaction
- H₂: Service quality has a direct influence on passenger satisfaction
- H₃: Service quality has a direct influence on passenger loyalty
- H₄: Operational performance has a direct influence on passenger loyalty
- H₅: Passenger satisfaction has a direct influence on passenger loyalty
- H₆: Operational performance indirectly influences passenger loyalty through passenger

satisfaction

H₇: Service quality indirectly influences passenger loyalty through passenger satisfaction

METHOD

The sample of this research is all the employees of South Sumatera LRT station and the passengers of South Sumatera LRT as the users of LRT transportation service as many as 100 people. This research uses the variables of service quality, and the performance of operational division as exogenous variables, customer satisfaction as a dependent variable, and delivery performance as an intervening variable. Operational performance as an exogenous variable uses six variable dimensions namely objectives of team and individual employees, supporting cultural changes, employee training, employee development, evaluation of standard operational procedure, and total services. Another exogenous variable, service quality, also uses six variable dimensions such as information variety, information clarity, payment system, privacy, easy-to-understand application system design, and attractive application system design. Passenger satisfaction, as the mediating variable, uses six variable dimensions; passenger trust, service suitability, service delivery, easy access to products, payment method, and price. The endogenous variable is passenger loyalty which uses six variable dimensions such as customer habit, giving recommendations, customer trust, improved service, in line with customer taste and customer need. This research uses associative research and the data testing uses Path Analysis, beginning with validity test and reliability test. The F_{-test} is conducted to know the simultaneous test and the significance of the relationship between exogenous variables and dependent variables. A T_{-test} is conducted on the regression coefficients to explain how an exogenous variable statistically relates to a dependent variable in partial. Subsequently, Path Analysis is conducted by finding the path coefficients of sub-structure 1 and sub-structure 2 to know how big the direct and indirect influences among variables are. The testing method used for indirect influence is the Sobel Test, especially to know the influence of the mediating variable, that is cargo delivery.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Based on the validity test results, it can be explained that the value of Pearson correlation in each of the questions on the variables of research is greater than the value of the r_{table} (0.1966). It can be interpreted that all the questions on each research variable are valid, ranging from 0.598 to 0.920. Based on the reliability test results, it can be explained that the value of Cronbach's alpha on the variables of research is greater than the value of Cronbach's alpha of 0.70, ranging from 0.855 to 0.860. This can be interpreted that all the variables in this study are reliable. From the result of validity and reliability analyses, all the statements of each variable can be distributed to 100 respondents because each statement shows a valid and reliable result.

Hypothesis Test Results

Path Analysis Test Results

Structural Path Equation I

Operational performance (X₁) and service quality (X₂) simultaneously influences passenger satisfaction (Y). Based on the calculation, it shows that F_{-test} is significant. So, both variables significantly and simultaneously influence passenger satisfaction. Based on the calculation, it

shows that the $t_{\text{-test}}$ partially of operational performance (X_1) influences passenger satisfaction (Y) is significant. The size of the direct influences on both variables is shown as 0.382. Based on the calculation, it shows that the $t_{\text{-test}}$ partially of service quality (X_2) influences passenger satisfaction (Y) with the path analysis coefficient being significant. So, service quality positively and significantly influences passenger satisfaction, and the size of the direct influences on both variables is shown as 0.289.

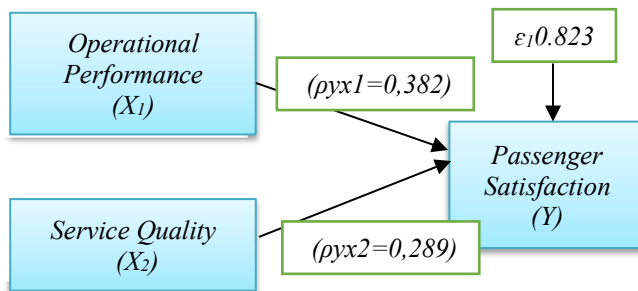


Figure 4. Structural Path Analysis I

Structural Path Equation II

Based on the calculation of all of the variables, shows that the $F_{\text{-test}}$ with path analysis coefficient is significant and significantly. Based on the calculation of operational performance (X_1) influences Passenger loyalty (Z), shows that the $t_{\text{-test}}$ partially is significant and the size of the direct influences of both variables is shown 0.394. Based on the calculation of Service Quality (X_2) influences passenger loyalty (Z), shows that the $t_{\text{-test}}$ partially with path analysis coefficient is significant. The size of the influence of both variables is shown as 0.266. Based on the calculation of passenger satisfaction (Y) influences passenger loyalty (Z), it shows that the $t_{\text{-test}}$ partially with path analysis coefficient is significant. The size of the direct influence of both variables is shown as 0.363.

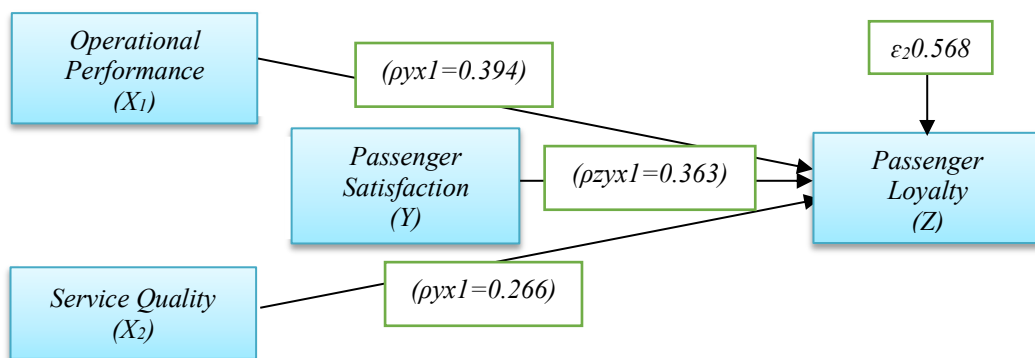


Figure 5. Structural Path Analysis II

Thus, from the hypothetical test on the two sub-structures, it can be concluded in the table of direct influence (Table 1). All the exogenous variables have a positive and significant direct influence on the endogenous variable with a significance value less than 0.05.

Influence	Significance	Size of Influence
Operational performance on Passenger satisfaction	0.000	0.382 = 38.2%

Service quality on Passenger satisfaction	0.002	0.289 = 28.9%
Operational performance on Passenger Loyalty	0.000	0.394 = 39.4%
Service quality on Passenger Loyalty	0.000	0.266 = 26.6%
Passenger satisfaction on Passenger Loyalty	0.000	0.363 = 36.3%

Model Goodness of Fit Test

The value of R^2 is 0.782 meaning that the data variety which can be explained by the model is 78.20 percent. Thus, this research model has a high predicting ability toward the behavior of the dependent variable signaled by the high coefficient of determination above 50 percent.

Result of Hypothetical Test on Path Analysis

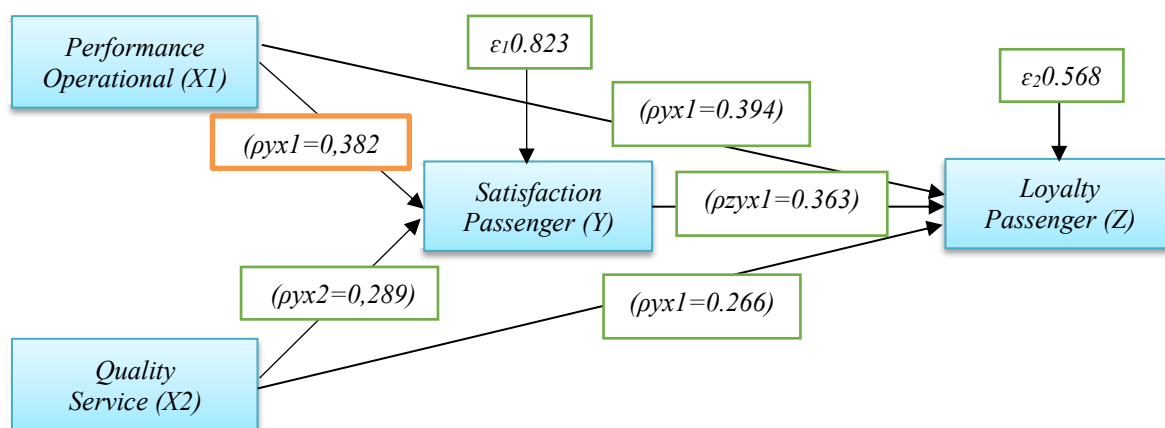


Figure 6. Diagram of Path Analysis Results

Discussion of Hypothetical Test

H₁: Operational Performance Has a Significant Influence on Passenger Satisfaction

Based on the result of the analysis, the path coefficient of both variables is 0.382 with a significance of 0.000. It means that if the operational performance is getting better, passenger satisfaction will be higher. Thus, the satisfaction felt by passengers is increasing. This will have a good influence in the form of enhancing public trust in the use of public transportation. The results of this study are following the results of research conducted by Rong et al., (2022); and Monsuur et al., (2021), stating that operational performance has a significant influence on passenger satisfaction.

H₂: Service Quality Has a Significant Influence on Passenger Satisfaction

Based on the result of the analysis, the path coefficient of both variables is 0.289 with a significance of 0.002. It means that if the service quality is better, the passenger satisfaction will be higher. Thus, the satisfaction felt by passengers is increasing. This will have a good influence in the form of enhancing public trust in the use of public transportation. The results of this study follow the results of research conducted by Esmailpour et al., (2022); Ginting et al., (2023), and Venkatakrishnan et al., (2023), stating that service quality has a significant influence on passenger satisfaction. This research is also in line with other research according to Harahap et al., (2021), saying that service quality is a predictor of customer satisfaction and

has a positive contribution to customer satisfaction. Studies of LRT in Jakarta according to Alfazri et al., (2020), go through the process of effectiveness and efficiency, customer satisfaction contributes positively to service quality.

H3: Service Quality Has a Significant Influence on Passenger Loyalty

Based on the result of the analysis, the path coefficient of both variables is 0.266 with a significance of 0.000. It means that if the service quality is getting better, passenger loyalty will be higher. Thus, passenger loyalty is increasing. This will have a good influence in the form of enhancing public trust in the use of public transportation. The test results explain that in general service quality has a positive and significant effect on customer loyalty (Sriwidadi & Prabowo, 2023). The results of this study are following the results of research conducted by Vicente et al., (2020) and Venkatakrisnan et al., (2023), stating that service quality has a significant influence on passenger loyalty.

H4: Operational Performance Has a Significant Influence on Passenger Loyalty

Based on the result of the analysis, the path coefficient of both variables is 0.394 with a significance of 0.000. It means that if the operational performance is getting better, passenger loyalty will be higher. Thus, passenger loyalty is increasing. This will have a good influence in the form of enhancing public trust in the use of public transportation. The results of this study are following the results of research conducted by Sidorchuk et al., (2020); and Sun & Duan, (2019), stating that operational performance has a significant influence on passenger loyalty.

H5: Passenger Satisfaction Has a Significant Influence on Passenger Loyalty

Based on the result of the analysis, the path coefficient of both variables is 0.363 with a significance of 0.000. It means that if passenger satisfaction is getting higher, passenger loyalty will be higher too. Thus, passenger loyalty can be reached well. This will have a good influence in the form of enhancing public trust in the use of public transportation. In general, this research supports the findings which state that there is a positive influence of satisfaction on customer loyalty (Nurjannah et al., 2022; Sriwidadi & Prabowo, 2023). *The results of this fifth hypothesis test support the empirical findings from Surya, (2019) research, that customer satisfaction has an impact significant positive effect on customer loyalty. This fifth hypothesis is in line with Sudarman et al., (2021) statement that satisfied customers will have a positive impact on customer loyalty.* The results of this study follow the results of research by Venkatakrisnan et al., (2023) stating that passenger satisfaction has a significant influence on passenger loyalty.

H6: Operational Performance Has a Significant Influence on Passenger Loyalty Through Passenger Satisfaction

The analysis indicates the result of a one-tailed probability as big as 0.00007133, less than 0.05. So, it can be concluded that the passenger satisfaction variable can mediate the indirect influence of operational performance on passenger loyalty. It means, that passenger satisfaction with the performance of operational implementation can increase passenger loyalty. It is proven that passenger satisfaction as the intervening variable can strengthen the influence of operational performance on passenger loyalty.

H7: Service Quality Has a Significant Influence on Passenger Loyalty Through Passenger Satisfaction

The analysis indicates the result of a one-tailed probability as big as 0.00081613, less than 0.05. So, it can be concluded that the passenger satisfaction variable can mediate the indirect influence of service quality on passenger loyalty. It means that passenger satisfaction with the implemented service quality can increase passenger loyalty. It is proven that passenger satisfaction as the intervening variable can strengthen the influence of service quality on passenger loyalty.

CONCLUSION

Based on the result of the hypothetical test it can be concluded that operational performance and service quality directly influence passenger loyalty and the passenger satisfaction variable also directly influences passenger loyalty. Whereas in terms of indirect influence, the variable of passenger satisfaction can mediate the influences of operational performance and service quality on passenger loyalty. Mass transportation in Palembang needs to be paid much attention to serve people. It is urgent to realize traveling on safe, comfortable, and affordable transportation with a wide scope area in Palembang city. The implication of this research finding is that operational performance and service quality are getting better, passenger satisfaction is increasing, the service delivery is getting more aligned with the operational activities can run maximally and in line with the company objectives, which refer to Standard Operating Procedures, technology utilization, to facilitate customers to access the online services.

The improvement of operational performance and support from service quality will enhance passenger trust which, in turn, will increase the loyalty of LRT passengers. It needs additional LRT stations to spread more evenly, reduce delays in the arrival time of LRT at the station, give comfort at LRT station, give easy access to other transportation modes both to and from the station, and improve operational coordination. It is suggested to study other variables such as motivation, work environment, and work effectiveness which will also have direct influences. It is expected that this research will be useful to give input and recommendations to the operator of South Sumatra LRT as well as to the academic field.

Based on the conclusion and result of this research as well as the description related to the theoretical gap; empirical gap; evidence gap, and methodological gap in the section introduction, then this research finds a Conceptual Model with two independent variables studied, namely operational performance and service quality which directly and indirectly influence the variable of passenger loyalty mediated by the variable of passenger satisfaction. The four variables studied including 24 research dimensions that have been explained in the Research Method can be simultaneously regarded as a novelty of this research because such a Conceptual Model has not been found in the previous research.

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