The Customer Service Quality of Railway Station in Yogyakarta

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Abstract. The aims of this study was to determine the level of customer service quality in Railway Station in Yogyakarta based on the dimensions of physical evidence, reliability, responsiveness, reliability, and empathy. This study is a descriptive study using a quantitative approach. The population in this study is that all customers who had been a passenger train at the station in Yogyakarta. Method of data collection quota sampling technique with a sample of 200 subsequent data analysis conducted with SERVQUAL (item-by-item analysis and gap-by-dimension gap analysis) and Importance-performance analysis (IPA). The survey results revealed that the quality of customer service in Yogyakarta Lempuyangan Railway Station is still considered bad by the customer.

1. Introduction
The success of the company in providing quality services can be determined by service quality approach [1,2]. Service Quality is how far the difference between the customers' expectations and the reality of the services they receive [2,3]. Service Quality can be identified by comparing customer perceptions of the services that they actually receive with the service they expect [4,5]. Quality of service becomes the main aspect to be concerned by the company which involves all company resources [5].

Customer satisfaction has become a central concept in service company. Many studies prove that quality of service affects customer satisfaction, as shown by Rajeswari [6], Sheeba [7,8], Belayet [9] and Geetika [10]. These studies have found out what factors have an effect on cutomer satisfaction but have not identified the quality dimentios of which services need to be prioritized.

To find out the level of customer service quality at Lempuyangan Station of Yogyakarta, this research will study how service quality is seen from perception and expectation of rail passenger to customer service which is measured by Servqual (Service Quality) analysis [4,5]. In this Servqual (Service Quality) analysis, there are 5 main attributes used to measure the quality of service that is tangible, reliability, responsiveness, assurance and empathy. The results of this study aimed to determine the services needed and expected by the customer in order to create customer satisfaction [11-13].

2. Research Method
This research is a descriptive research using quantitative approach. Population of this research is all customer who become passenger of the train at Lempuyangan Railway Station of Yogyakarta. In determining the sample, the technique used is a quota sampling technique [4]. Gathering sampling is
based on criteria: the customer of train at Lempuyangan Railway Station of Yogyakarta and sample quota determined as 200 people.

Research instrument used questionnaire which was developed based on SERVQUAL model. Data analysis method in this research is SERVQUAL analysis (item-by-item gap analysis and dimension-by-dimension gap analysis) and Importance-performance analysis (IPA) [3-5].

3. Results and Discussion

3.1. Service quality analysis with servqual method

The result of the analysis with dimension-by-dimension gap analysis method is can be known from the 5 indicators used for the assessment of customer service quality variables that the expectation value is greater than perception value. This means that the services provided by Lempuyangan Railway Station are considered poor by passengers as consumers either from the dimensions of tangible, reliability, responsiveness, assurance or empathy. This result indicates that Lempuyangan Railway Station can not satisfy the consumers. The values of the service quality score from the highest are reliability (-0.23), responsiveness (-0.23), assurance (-0.31), empathy (-0.40), and tangible (-0.41). The result of this study are similar to previous studies in which servqual result in five dimensions of services are negative [11,12].

To see how high the gap, it can be seen in Figure 1.

![Figure 1. Expectation and Perception Gap of each Dimension.](image)

The result of the analysis with item-by-item gap analysis method is found that of 20 question items used to assess customer service quality at Lempuyangan Railway Station: the negative servqual value, expectation value, is greater than perception value. This means that the passenger perceives poorly toward the customer service provided by Lempuyangan Railway Station. The results of gap analysis for each dimension can be described in Figure 2.
3.2. Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is used to develop marketing management strategies. This analysis is used to cover the lack in the servqual. The results of data processing show that IPA analysis in A quadrant which has a high priority is the toilet, passenger service facility and security disturbances. In B quadrant, aspect needs to be maintained is the attribute of waiting room, boarding space, mosque, lighting, air circulation control facilities in closed waiting room, service information, security facilities, and security personnel. In the low-priority C quadrant are train travel disruption information, lighting, information and safety facilities, health information and facilities, and nursing mothers room. In D quadrant, the overriding is the attribute of ticketing sales service, Getting on/off facility, immediate passengers’ service, and facilities for disabled passengers.

From the four quadrants above, the quadrants taken as attributes to see the importance of the service attribute are the quadrant A which is the toilet, passenger service facility and security disturbances. Quadrant A is a high priority quadrant, so improving the quality of customer service needs to be focused on the three attributes. For more detail of the IPA result can be seen in Figure 3.

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**Figure 2.** Expectation and Perception Gap of each Service Attribute.
4. Conclusion
Based on the results of research and the discussion it can be concluded as follows: customer service quality of railway station in Yogyakarta based on dimensions of tangible, reliability, responsiveness, assurance and empathy are considered poor by passengers as consumers. The values of the service quality score from the highest are reliability (-0.23), responsiveness (-0.23), assurance (-0.31), empathy (-0.40), and tangible (-0, 41). In conclusion that the customer service quality in railway station in Yogyakarta is considered bad by the customer.

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