

## Case of Millennial Generation: The Influence of Customer Satisfaction, Service Quality, and Price on Transjakarta Customer Loyalty in North Bekasi City

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### ABSTRACT

This study is to measure the effect of customer satisfaction, service quality, and price on the loyalty of millennial generation trans Jakarta users in the city of North Bekasi. This study uses quantitative research methods where the millennial generation of trans-Jakarta users in the city of North Bekasi are the objects. This study uses a non-probability sampling technique and uses a sample of 100 respondents. The design used in this study is hypothesis testing using a structural equation model (SEM) - SmartPLS 4.0. The results of this study indicate that customer satisfaction has an effect on customer loyalty of millennial generation trans Jakarta users in North Bekasi city, while service quality and price have no effect on customer loyalty of millennial generation trans Jakarta users in northern Bekasi city. This study has limited research objectives that are only carried out on millennial generation trans Jakarta users in North Bekasi. This is used as a suggestion for future researchers. The novelty in this study combines the variables of customer satisfaction, service quality, and price on the loyalty of millennial generation trans Jakarta users in the city of North Bekasi.

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## **INTRODUCTION**

At this time, the government has allowed the existence of factories and vehicle assembly in Indonesia. This causes the price of vehicles to be cheap so that Indonesian people are tempted and buy private vehicles. Now, ordinary Indonesian people already have a private vehicles which causes traffic jams that often occur in big cities, especially in the city of North Bekasi. Various ways have been done by the government to overcome congestion, such as one of them is by providing public transportation. Various types of public transportation have been provided, ranging from those that can carry many passengers at once or mass or small-scale transportation such as motorcycle taxis and taxis. Currently, in North Bekasi, there is already a Transjakarta Bus that is able to carry many passengers and offers affordable prices.

This Transjakarta Bus is available near Summarecon Mall Bekasi with the destinations of Tosari and Tj. Priok. Transjakarta buses in North Bekasi are still adapting to the North Bekasi environment because special lanes are still not available, and safety is still in doubt because there are still many other transportation parties who are not ready to accept Transjakarta Buses, including Mayasari Bakti Bus, which feels that many of its passengers are switching to using Transjakarta buses. Transjakarta buses because in terms of service quality, they are one step ahead of these buses. Transjakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia, operating since 2004 in Jakarta, Indonesia. Transjakarta is a BRT system with the longest track in the world (208 km) and has 242 BRT stations (formerly known as bus stops) spread over 13 corridors (lines). Especially for the city of North Bekasi, there are bus stops that have been provided with two operating routes, namely Summarecon Bekasi - Tosari and Summarecon Bekasi - Tanjung Priok. The following are some of the stops and transit stops that the two routes pass:

Table 1. Bus Stop Summarecon Bekasi-Tosari and Summarecon Bekasi-Tj. Priok

<b>No.</b>	<b>Summarecon Bekasi Tosari</b>	<b>Summarecon Bekasi Tj. Priok</b>
	Summarecon Mall Bekasi	Summarecon Mall Bekasi
	Tol Barat (MM)	Tol Barat (MM)
	Cawang Blue bird	Pedati Prumpung (Transit)
	Cawang Uki (Transit)	St. Jatinegara
	BNN (Transit)	Ahmad Yani Bea Cukai
	Cawang Ciliwung	Utan Kayu Rawamangun
	Tegal Parang	Pemuda Pramuka (Transit)
	Gatot Subroto Jamsostek	Kayuputih Rawasari
	Gatot Subroto LIPI	Pulomas By Pass
	Semanggi (Transit)	Cempaka Putih
<b>1</b>	Karet Sudirman	Cempaka Mas 2 (Transit)
<b>2</b>	Dukuh Atas 1(Transit)	Yos Sudarso Kodamar
	Tosari	Sunter Kelapa Gading (Transit)

3		
4		Plumpang Pertamina
5		Walikota Jakarta Utara
6		Permai Koja
7		Enggano
8		Tanjung Priok

From the bus stop data, it can be seen that the Transjakarta Bus already has many stops to facilitate the mobility of passengers from Bekasi. North Bekasi is one of the cities that participate in the Transjakarta Bus feeder route, which is very helpful for the community in facilitating transportation for people who work in Bekasi and Jakarta. Many people also feel the benefits of Transjakarta, one of which is the millennial generation. The millennial generation is a generation born around 1980-2000, and this generation has a lifestyle that tends to be consumptive. This is because people need convenience in all aspects of life with more practical principles and rely more on technology, so they can shorten the time and not interfere with their work. (W et al., 2019). The lifestyle of the millennial generation is compatible with the services offered by this Transjakarta bus. One example is buying tickets, which can be done through the application by phone, and payment using e-money, which can save time.

Transjakarta users, especially millennials, certainly want to get the best price and quality of service so that they can create a sense of satisfaction with the services provided, such as affordable prices but still expect the best quality, including friendly employees, bus drivers driving with SOPs or not being reckless, clean facilities, and patrol officers in charge of sterilizing the Transjakarta Bus lane so that vehicles other than Transjakarta buses are not entered so that the journey becomes more effective and efficient because it is not affected by traffic jams. However, judging from the implementation, there are still some things that have not been implemented properly, such as the bus stop in Bekasi is still too small so that customers have to be willing to jostle, the Transjakarta bus driver who drives too fast, and recklessly, the condition of the bus stop that has a lot of graffiti, not to mention the poor security still lacking. This is evidenced by the ongoing harassment and pickpocketing on Transjakarta buses. Consumers who are satisfied with Transjakarta services will continue to reuse Transjakarta services, but dissatisfied consumers will not use Transjakarta services in their activities (Dahlan, 2020). For this reason, every transportation service company is required to make customers feel satisfied by providing better offers and services, considering that currently, there is a lot of intense competition to maintain its market position in order to be able to provide satisfaction to its consumers.

## **THEORETICAL REVIEW**

### *Customer Satisfaction*

According to Kotler & Keller (2016:153), in general: "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations." Satisfaction is a person's feelings of pleasure or disappointment as a result of comparing the performance of a product or service with his expectations. The customer concept is basically satisfaction, which includes the difference between expectations and perceived performance outcomes (Hernikasari et al., 2022)(Rianto et al., 2022). Based on this definition, it can be concluded that customer satisfaction is a good feeling created because of what consumers expect in accordance with the performance obtained from a product or service.

### *Service Quality*

Service quality is the level of excellence expected, and control over the level of excellence is to meet customer expectations (Hadita, 2017). Service quality is to provide service excellence to achieve customer desires or expectations (Normasari, 2013). In increasing customer loyalty to service companies, good service quality is needed good and satisfying according to the needs and desires of consumers (Anggraini & Budiarti, 2020). Based on this definition, it can be concluded that service quality is an advantage in providing products or services that are in accordance with what consumers want.

### *Price*

Price is the amount of money that must be paid to get products and services. Prices can vary depending on the product or service being sold (Sugiarsih Duki Saputri, 2019)(Rianto et al., 2022). A price is a form of the exchange rate used to obtain services or products.

### *Customer Loyalty*

Loyalty to the brand is obtained because of a combination of satisfaction and complaints, while customer satisfaction comes from most of the company's performance to generate satisfaction by minimizing complaints so that long-term purchases are made by consumers (Siregar & Hakim, 2017). customers buy a product or service from a company, then the customer is loyal (loyal) to the company's products or services (Farisi et al., 2020). Based on this definition, it can be concluded that customer loyalty is a customer effort to appreciate the company's good performance in create a sense of satisfaction for its customers so that these customers make repeat purchases over a long time. According to Schnaars in the book (Tjiptono, 2019:79) basically, the purpose of a business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including harmonious relations between business people and their customers, providing a good basis for repeat purchases, and forming positive recommendations that are profitable for business actors. This is supported by research (Norhermaya & Soesanto, 2016) which states that overall

customer satisfaction has a positive effect on customer loyalty because, with increasing customer satisfaction, customer retention will also increase.

The success of the company if it is able to provide good service so that customers feel satisfied, and, in the eyes of customers, the image becomes positive. It can foster customer loyalty. This is supported by research (Normasari, 2013) and (Anggraini & Budiarti, 2020) in their research stating that the better the company provides its services, the higher the customer loyalty it creates. According to (Kotler & Armstrong, 2008), price is the main determinant of market demand and is also a driver in influencing the competitive position. The importance of the price depends on the nature of the buyer. The higher the level of conformity of product prices offered by the company according to consumers, the higher the customer loyalty. This is supported by research (Farisi et al., 2020) which states that low prices and appropriate service are the expectations of every customer, especially when new competitors emerge. The company provides a much cheaper price level to its old customers. This is, of course, will provide a level of customer loyalty to the company. Based on the arguments above, several hypotheses are drawn as follows:

- H1. Customer Satisfaction has an effect on Customer Loyalty
- H2. Service Quality has an effect on Customer Loyalty
- H3. price has an effect on Customer Loyalty

The Framework of thought is an important part of the thinking process to describe the relation of variables in research (Handayani & Rianto, 2021) .

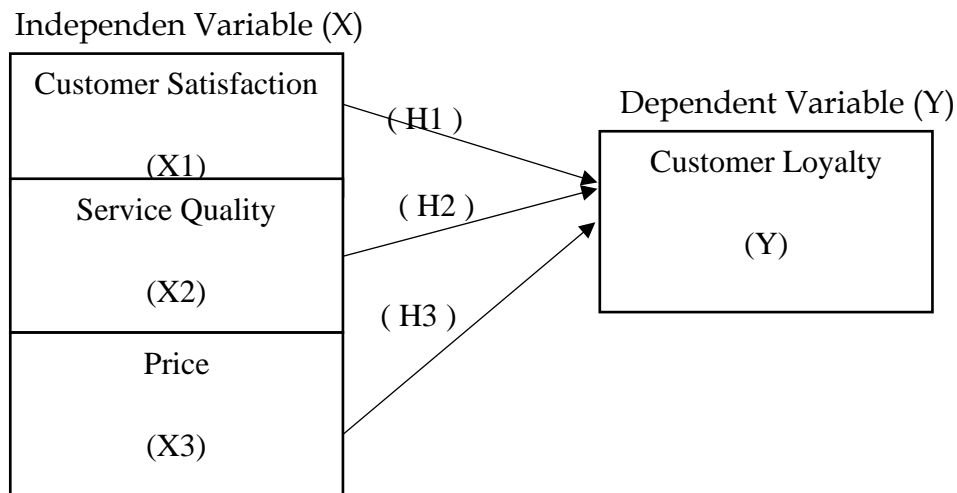


Figure 1. Conceptual Framework

## METHODOLOGY

The research method that the Author uses in this study is a quantitative method, and the Author uses the Nonprobability sampling method, which is a sampling method that does not provide equal opportunities or opportunities for each element of the population to be selected as a sample. The basis of study used 100 respondents to be used as samples in the study, which in this study used primary data obtained by distributing questionnaires to millennial generation Transjakarta bus users in North Bekasi. In this study, the authors

used a Likert scale to determine the effect of customer satisfaction, service quality, and price on customer loyalty of millennial generation Transjakarta users in the city of North Bekasi. According to (Rianto, 2021) the Likert scale is a question that shows the level of agreement or disagreement of the respondent. This study uses the SmartPls analysis tool to test the feasibility of the data and draw conclusions about the hypothesis. The outer model test and the inner model test are the analytical tools that will be used in this study.

## RESULTS

### Result of Outer Model Test

The outer model validity test is the extent to which the research results (1) accurately represent the data collected (internal validity) and (2) can be generalized or transferred to other contexts (external validity) (I. Ghozali & Latan, 2020). Validity testing is done by looking at content validity and construct validity. Content validity is the extent to which instrument measurements can represent all the characteristics of the variable. Content validity is judgmental.

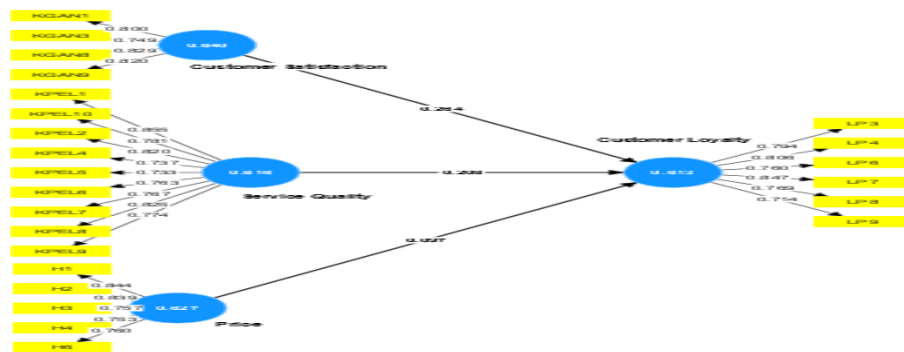


Figure 2. SmartPLS 2022 Data Processing

Based on the validity test above, it can be concluded that the outer loading value is above 0.7, so it can be said that the data used in this study is valid and feasible to be used in a study.

Table 2. This Statement can have Consistent Results if It is Used to Measure in Different Places and Times

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Price	0.855	0.898	0.893	0.627
Customer Satisfaction	0.815	0.827	0.877	0.640
Service Quality	0.924	0.933	0.935	0.616
Customer Loyalty	0.873	0.881	0.905	0.613

Based on the results of the reliability test above, it can be concluded that the value of Cronbach's alpha on each variable is 0.815 for customer satisfaction, service quality 0.924, price 0.855, and customer loyalty 0.873 meaning that the value is above 0.7 so it can be stated that the data used in this study is feasible to use at the next stage.

*Result of Inner Model Test*

The inner test is a structural model to predict or estimate the relationship between latent variables in research that has been developed in the previous discussion (P. D. H. I. Ghozali & Latan, 2015).

Table 3. The Relationship between Latent Variables in Research that has been Developed in the Previous Discussion

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Price -> Customer Loyalty	0.097	0.113	0.129	0.749	<b>0.454</b>
Customer Satisfaction-> Customer Loyalty	0.264	0.287	0.078	3.397	<b>0.001</b>
Service Quality -> Customer Loyalty	0.208	0.232	0.122	1.704	<b>0.088</b>

Based on the results of the inner test above, it can be concluded that the influence of customer satisfaction on customer loyalty of millennial generation Transjakarta users with a p-value of 0.001 which means it is smaller than 0.05 ( $0.001 < 0.05$ ), it can be concluded that there is an influence between customer satisfaction on customer loyalty of millennial generation Transjakarta users. The results of this study also prove that hypothesis 1 (H1) is accepted. Then the results of the inner test in this study show that the quality of service on the loyalty of the trans-Jakarta users of the millennial generation has no effect with a p-value of 0.088 which is greater than the 0.05 significance level where ( $0.088 > 0.05$ ) means that the hypothesis (H2) is rejected. Finally, the results of the inner test in this study also show that price has no effect on customer loyalty for millennial trans Jakarta users with a p-value of 0.454, which is greater than the 0.05 level of significance where ( $0.454 > 0.05$ ) which means that the hypothesis (H2) is rejected.

**DISCUSSIONS**

The results of the data analysis above have provided new findings and conclusions that there are several factors that affect the loyalty of millennial generation Transjakarta users. The results of the first study show that the customer satisfaction variable affects the loyalty of the millennial generation of

trans-Jakarta users in North Bekasi. This research is in line with previous research (Supertini et al., 2020), which states that customer satisfaction is a level where the needs, desires, and expectations of customers are met which will result in repeat purchases or continued loyalty. The performance produced by Transjakarta is considered good so that the expectations and desires of consumers are fulfilled and create a sense of satisfaction. The millennial generation has a simple character and relies on technology. This has been given by Transjakarta to its users, especially the millennial generation, so that there is a match that creates a sense of pleasure or satisfaction. The second finding results that service quality has no effect on customer loyalty for millennial generation trans Jakarta users in North Bekasi. This research is in line with previous research regarding the relationship between service quality and customer loyalty (Kusuma, 2018) which states that buyers are still worried that the security of the data provided will be misused by service providers or user safety, causing service quality directly to not have a significant effect. to customer loyalty.

The quality of service provided by Transjakarta still cannot meet the expectations and desires of users, especially the millennial generation in the city of North Bekasi, where there are still many incidents of harassment and pickpocketing on buses and bus lanes that are often snatched by private vehicle drivers. The last finding shows that price does not affect the loyalty of millennial generation trans Jakarta users in North Bekasi. This research is in line with previous research regarding the relationship between price and customer loyalty (Pongoh, 2013) which states that indications of loyalty include willingness to pay more, re-purchase, and so on. However, because competitors have better services that will be obtained so that consumers do not make repeated purchases of the same product or service even though the price offered is cheap. Therefore, low prices do not necessarily affect customer loyalty. Likewise, what happened in this case, where Transjakarta offered a fairly low price, but because the service quality was not good, consumers were no longer interested in making repeat purchases even though the price offered was cheap.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study is to measure the effect of customer satisfaction, service quality, and price on the loyalty of millennial generation trans Jakarta users in the city of North Bekasi. This study uses quantitative research methods where the millennial generation of trans-Jakarta users in the city of North Bekasi are the objects. This study uses a non-probability sampling technique and uses a sample of 100 respondents. The design used in this study is hypothesis testing using a structural equation model (SEM) - SmartPLS 4.0. The results of this study indicate that customer satisfaction has an effect on customer loyalty of millennial generation trans Jakarta users in North Bekasi city, while service quality and price have no effect on customer loyalty of millennial generation trans Jakarta users in northern Bekasi city. This study has limited research objectives that are only carried out on millennial generation trans Jakarta users

in North Bekasi. This is used as a suggestion for future researchers. The novelty in this study combines the variables of customer satisfaction, service quality, and price on the loyalty of millennial generation trans Jakarta users in the city of North Bekasi.

### **FURTHER STUDY**

The results of this study provide important updates in strategic management for companies and industries engaged in services. Researchers hope this research can be useful for the wider community and the transportation industry. Further researchers are expected to add other independent variables such as trust, credibility, brand image, brand trust, and many more that can explain the effect on customer loyalty which was not examined in this study. Besides that, it is also to find out more about the phenomena that occur in Transjakarta buses. This is due to the limitations of the Author in this research.

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