

Passenger Satisfaction in Focus: How Facilities, Services, and Convenience Shape the BRT Experience on the Solo-Sumberlawang Route

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ABSTRACT

The purpose of this study is to understand how the facilities, services, and convenience level of the Trans Jateng BRT Solo-Sumberlawang Corridor affect passengers' overall satisfaction with the route. This study applied an accidental sampling method to collect survey data from one hundred bus passengers. Data were collected through the use of validated and reliable questionnaires. The analysis began with conventional assumption tests and continued with multiple linear regression. Model testing makes use of the F test and the R² test for coefficient of determination. It ended with hypothesis testing (t-test). The study discovered a strong correlation between the facility, service, and convenience factors and passenger happiness, these three factors contribute greatly to the variation in changes in Passenger Satisfaction.

INTRODUCTION

People today are more likely to choose modes of transportation that are fast, effective, and efficient. Vehicles can serve as support systems, drivers, and movers. Because consumers require facilities, services, and convenience that exceed their expectations, consumers are becoming increasingly choosy in making purchases.

Facility fulfillment strategies seek to attract new clients by meeting the needs of current clients and offering them unique benefits. Amenities are tangible goods or services provided to customers. In the case of transportation services, customer satisfaction is crucial. This includes things such as the convenience of waiting room seats, air conditioning, cleanliness of toilets, efficiency of staff, and quality of departure seats. It is expected that the transportation services provided can guarantee a safe and enjoyable journey for clients, resulting in satisfaction for consumers. One of the ways to measure a service that affects client satisfaction is by looking.

At the facilities, customers can feel more comfortable and benefit from these facilities in their daily lives (Srijani, 2017). Several academics have investigated the impact of facilities on satisfaction. Studies conducted by Yuliana (2017) and Fakhrudin (2021) show that facilities affect satisfaction. At the same time, Endang and Cholida (2017) found that facilities did not affect satisfaction.

Of course, it is not easy to make clients happy, because when receiving good service, consumers tend to feel satisfied. One indicator of service quality is a product's capacity to satisfy the psychological needs of its customers (Tresiya et al., 2018). Customers tend to repurchase products from a company if they have a pleasant experience with the service they receive. Then, the Convenience that consumers feel is considered an important aspect in realizing satisfaction.

When consumers use a product or something related to it, they should be able to measure how comfortable the product is for them. Customers are less likely to go to a rival brand if they are happy with the company's offerings (Sanjaya & Sawitri, 2018). When customers receive high-quality services, they will be satisfied and feel valued (Pantilu et al., 2018). According to the public service management book, there are methods to meet consumer demand, namely with an emphasis on services that are promoted to consumers in meeting their needs (Moenir, 2010). Expectations can be met through the fulfillment of demands and timeliness, which is the focus of service quality (William & Purba, 2020).

The effect of service on customer satisfaction has been studied by scholars. Evidence from research by Yuliana (2017) and Fakhrudin (2021) (2021) shows that service affects customer satisfaction. At the same time, Prathama et al. (2021) found no correlation between service and satisfaction.

Providing good customer service will increase the likelihood that consumers will repurchase a company's goods and services. An important component in generating satisfaction is the level of Convenience the client experiences. When someone uses a product or something connected to it, they can gauge how Comfortable the product is for them. When customers are

satisfied with a company's offerings, they will not move to competing brands (Sanjaya & Sawitri, 2018).

This will have an impact on the overall level of Convenience the customer experiences to fulfill his or her satisfaction with the outcome, as well as the performance of the service. One important reason to be loyal to a service is the sense of security and Convenience it provides. Several scientists have studied the impact of convenience on satisfaction. Dhita et al. (2018) and Khairunnisa et al. (2021) show that satisfaction is influenced by convenience. On the other hand, Ginanjar (2018) shows that satisfaction is not affected by how Comfortable a person is.

LITERATURE REVIEW

Passenger Satisfaction

A person is satisfied when his or her impression of a good or service matches or above his or her expectations. According to Tjiotono (2006), customer satisfaction is a unique attitude towards a product or service that arises after purchase and use and shows how much the customer likes or dislikes the service. Dwiyanto (2016) quotes Elwan (2019), who says that officials are not only servants of the state but also servants of the community who are tasked with serving the community through various public services.

The degree to which an individual's experience fulfills or falls short of their expectations is a measure of their level of satisfaction with a service (Kotler, 2015) as cited in the book Marketing Management

Facilities

Facilities are considered a physical form offered to consumers. Businesses strive to meet or exceed the expectations of their customers, showing their concern for customers by providing tangible facilities that are easy to observe (Pantilu et al., 2018). The level of satisfaction, for example, by making customers more Comfortable, is the main goal of the facility (2020). The most important aspect of service marketing is facilities, because the delivery of goods to customers requires additional facilities (Santosa, 2007). Kotler (2004) defines them as tangible equipment that service providers offer to increase customer convenience. Thus, facilities are considered as tangible assets that need to exist before providing services to consumers. Elements that impact a service's facilities include supporting circumstances, supporting equipment, functional and aesthetic value, and facility design, according to Nirvana (2017).

Services

A service is considered high quality if it meets or above the expectations of the client. As a result, attempts to balance client expectations with their wants and requirements might be seen as an example of high-quality service (Tjiptono, 2007).

According to Kotler (2002), any activity or action that can be offered between the parties is generally intangible. It does not become an ownership or is considered a service, based on assumptions.

The activities or services of producers that satisfy consumer aspirations to achieve pleasure are referred to as services. According to Kotler's assumptions, this behavior may occur during, before, or after the transaction. Generally, optimal service will satisfy consumers enough to support repeat transactions

Convenience

According to Tresiya et al. (2018), convenience is a feeling that varies greatly depending on the individual experiencing the situation because everyone's Convenience level is different. According to Kolcaba (2004), Convenience is a condition where basic human needs are met, causing emotions of satisfaction and well being (Ruswinda Kolcabaal, 2019).

According to Sugiarto (1999), feelings of Convenience result from a person feeling satisfied with their current situation and feeling accepted as they are. The notion of Convenience is very challenging to explain, as it depends more on the respondent's subjective assessment (Oborne, 1995). Convenience cannot be precisely defined or measured. We often measure Convenience by how uncomfortable something is (Oborne, 1995). Although the five senses cannot perceive it, passenger Convenience can be felt.

The Effect of Facilities on Passenger Satisfaction

Facilities are considered essential for service marketing because a product that wants to be given to customers will center on supporting infrastructure to help introduce their services or products (Santosa, 2007). Facilities are considered a medium of measurement of a service, which can accompany satisfaction. The availability of facilities can help consumers find a sense of Convenience (Srijani, 2017). Studies conducted by Yuliana (2017), Fakhrudin (2021), Intan et al. (2022), Rangkuti et al. (2024), Saw et al. (2020) and Winata (2023) found that facilities contribute to satisfaction. The following hypothesis is put forth based on this description:

H1: Facilities contribute significantly to passenger satisfaction on the Solo-Sumberlawang Bus Rapid Transit Corridor

The Effect of Facilities on Passenger Satisfaction

Optimal service will create a good impression for every consumer when repurchasing a company's product. Then, consumers who feel comfortable will be a factor in realizing satisfaction. Convenience is considered a customer's feeling when using a product based on an assessment of themselves. Consumers who feel comfortable when using products from a company will have less potential to switch to another brand (Sanjaya and Sawitri, 2018). Service quality intends to fulfill consumer desires (William and Purba, 2020). Studies conducted by Yuliana (2017), Fakhrudin (2021), Fitri & Fakhrudin (2023), Prasidi et al. (2023), and Ibrahim et al. (2022) found that service contributes to satisfaction. From this description, the hypothesis is proposed as follows:

H2: Service quality contributes significantly to passenger satisfaction on the Solo - Sumberlawang Bus Rapid Transit Corridor.

The Effect of Convenience on Passenger Satisfacti

To fulfill customer satisfaction with the results or performance, services will accompany the Convenience that will be felt. The higher the Convenience that each customer feels, the higher their satisfaction will be. Feeling safe and Comfortable is the main thing for every individual to behave loyally to a company. This is used as a company asset because it gains the confidence of each customer. Studies conducted by Dhita, et al (2018), Khairunnisa, et al (2021), Heng & Hamid (2021) found that convenience contributes to satisfaction. The following hypothesis is put forth based on this description:

H3: Convenience contributes significantly to passenger satisfaction with the Solo - Sumberlawang Corridor Bus Rapid Transit.

In an effort to win the competition, service providers certainly pay attention to some of the factors that can affect passenger satisfaction. Paying attention to adequate facilities, good service quality, and convenience for passengers is likely to increase passenger satisfaction on the Sumberlawang Corridor Bus Rapid Transit. The framework can be described as follows:

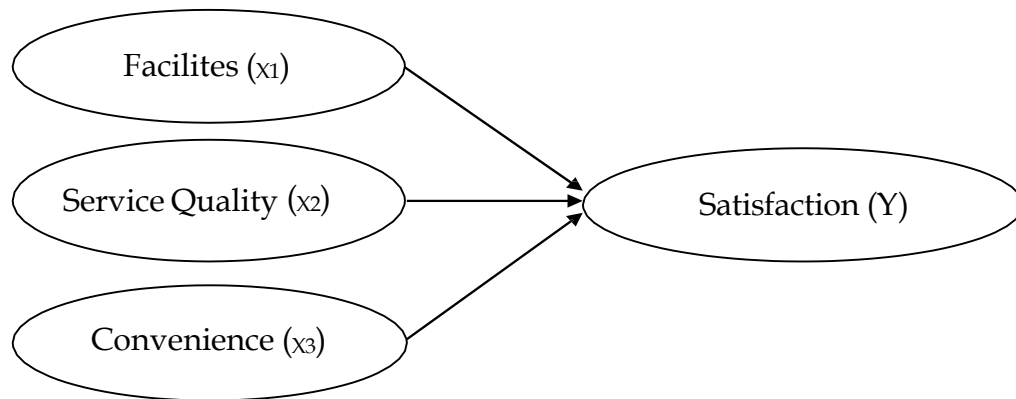


Figure 1. Conceptual Framework

METHODOLOGY

This study is an explanatory type of study that seeks to test a hypothesis that states an influence or relationship between some variables (Sukandarrumidi, 2016). The population in this study was all passengers of the Solo-Sumberlawang Corridor Rapid Transit Bus. Because the total population is not known with certainty, the formula will be applied to determine the sample as follows:

$$N/(1+Ne)(2)$$

Description:

N= Total population n= Total sample

e= Error Tolerance, 10% n= 1819/ (1+1819(0.1)2)

n = 1819 /19.19= 94.788, rounded to 100 respondents

There will be 100 participants in this study. The accident sampling technique will be applied to determine the sample. Then, secondary and primary data will be used. Reliability testing, validity, the F test, multiple linear regression analysis, the coefficient of determination, and the T test are among the data tools we will then employ to examine the data.

RESEARCH RESULT***Validity Test***

To decide if a statement is true or not, a few criteria are applied. Specifically, the test results are shown in the following table based on the degree of confidence = 95% ($\alpha = 5\%$), $(df) = n-2 = 100 - 2 = 98$, and the obtained r table = 0.1966:

Table 1 Validity Test Results

Variables	Statement or Question	R count	R tabel	Description
Facilities	X1a	0,854	0,1966	Valid
	X1b	0,843	0,1966	Valid
	X1c	0,831	0,1966	Valid
	X1d	0,795	0,1966	Valid
Services	X2a	0,872	0,1966	Valid
	X2b	0,776	0,1966	Valid
	X2c	0,866	0,1966	Valid
	X2d	0,868	0,1966	Valid
	X2e	0,762	0,1966	Valid
Convenience	X3a	0,948	0,1966	Valid
	X3b	0,859	0,1966	Valid
	X3c	0,746	0,1966	Valid
	X3d	0,886	0,1966	Valid
Passenger Satisfaction	Y1	0,898	0,1966	Valid
	Y2	0,81	0,1966	Valid
	Y3	0,857	0,1966	Valid
	Y4	0,835	0,1966	Valid
	Y5	0,87	0,1966	Valid

Source: Primary data processed, 2025

Through this table, it results in each indicator of each variable having a correlation coefficient above r table = 0.1966 (r table for $n = 100$), or it is assumed that each indicator is valid.

Reliability Test

Table 2 displays the following test findings.

Table 2 Reliability Test

Variables	Cronbach's Alpha	Status
Facilities (X1)	0,841	Reliable
Service (X2)	0,885	Reliable
Convenience (X3)	0,882	Reliable
Passenger Satisfaction (Y)	0,903	Reliable

Source: Primary data processed, 2025

Through this table, it results in each variable having a Cronbach Alpha value exceeding 0.60, X1 of $0.841 > 0.6$, X2 of $0.885 > 0.6$, X3 of $0.882 > 0.6$, Y of $0.903 > 0.6$, alternatively, all concepts are reliable and suitable as measuring instruments.

Classical Assumption Test Normality Test

When assessing the regression model's residuals, the probability plot will be used to project this test, as shown in Figure 2 below:

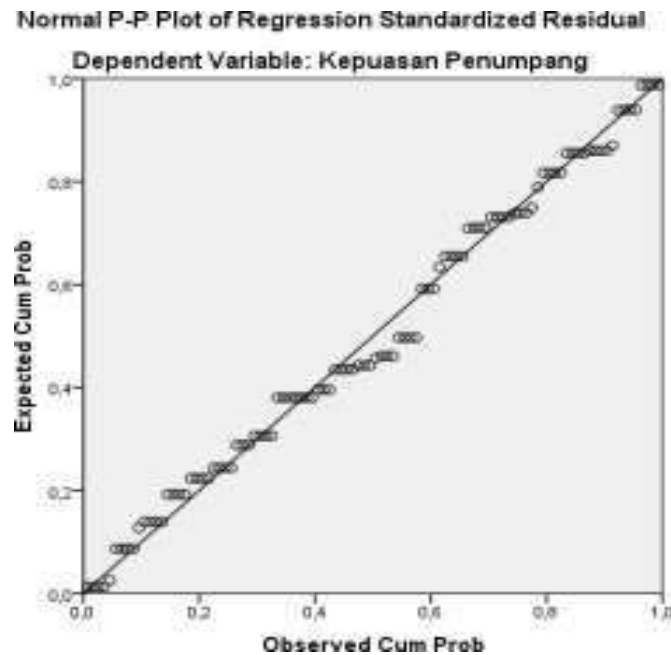


Figure 2 Normality Test Results

Source: Primary data processed, 2025

The model is normally distributed, as seen in Figure 2, where the titan distribution follows the diagonal line.

Multicollinearity Test

Then the VIF and Tolerance results of this test are listed in Table 3 below.

Table 3 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Facilities	0,558	1,791
Services	0,118	8,444
Convenience	0,146	6,841
a. Dependent Variable: Passenger Satisfaction		

Source: Primary data processed, 2025

To determine a decision in this test, it can be observed from tolerance > 0.10 , it means that it is free of multicollinearity, then if tolerance < 0.10 is produced, it means that it is symptomatic of multicollinearity, if VIF < 10.00 is produced, it means that it is free of multicollinearity, then if VIF > 10.00 , it means that it is symptomatic of multicollinearity.

Through table 4.7, it results in a tolerance of X1 of $0.558 > 0.10$, X2 of $0.118 > 0.10$, X3 of $0.146 > 0.10$, and VIF X1 of $1.791 < 10.00$, X2 of $8.444 < 10.00$, and X3 of $6.841 < 10.00$. Alternatively, it is interpreted as free of multicollinearity.

Heteroskedasticity Test

The results of this test are listed in Figure 4 below:

Table 4. Heteroscedasticity Test Results

Coefficients ^a		
Model		Sig.
1	(Constant)	0,014
	Facilities	0,792
	Services	0,739
	Convenience	0,920
a. Dependent Variable: RES2		

Source: Primary Data processed 2025

Through table 4, it is considered that each independent variable does not have heteroscedasticity symptoms, this is because X1 has a sig of $0.792 > 0.05$, X2 has a sig of $0.739 > 0.05$, and X3 has a sig of $0.920 > 0.05$, or it is interpreted that each independent variable does not have heteroscedasticity symptoms.

F test

The F table can be traced from the 95 % confidence level, $\alpha = 5\%$, df N1 (total variables -1) and df N2 (n-k-1) (n total participants and k total independent variables), df N1 = $4 - 1 = 3$, df N2 = $100 - 3 - 1 = 96$ at the 0.05 level, which is 2.70. Table 5 below lists the test findings:

Table 5. F Test Results (Simultaneous)

ANOVA ^a			
Model		F	Sig.
1	Regression	148,509	0,000 ^b
	Residuals		
	Total		

a. Dependent Variable: Passenger Satisfaction
b. Predictors: (Constant), Convenience, Facilities, Services
Source: Primary data processed, 2025

This test will demonstrate if each independent variable concurrently contributes to the dependent variable based on Ghazali (2012)'s assumptions. It is possible to believe that there is a simultaneous contribution between independent variables on passenger happiness since the sig result for each independent variable on passenger satisfaction simultaneously is $0.000 < 0.05$ and F count $148.509 > F$ table (2.70) in this table.

Coefficient of Determination (R^2)

Table 6 presents the test's findings as follows:

Table 6. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,907 ^a	0,823	0,817	1,784

a. Predictors: (Constant), Convenience, Facilities, Services
Source: Primary data processed, 2025

Through this table, the adjusted R-squared is 0.817, or interpreted as each independent variable explaining variations in passenger satisfaction of 81.7%. Variables outside this study account for the difference of 18.3%.

Multiple Linear Regression Analysis

The results of the analysis processed through SPSS are listed in the following table:

Table 7. Multiple Linear Regression Analysis Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,315	1,208		1,915	0,006
Facilities	0,018	0,080	0,013	2,225	0,008
Services	0,234	0,129	0,225	2,804	0,007
Convenience	0,884	0,141	0,704	6,262	0,000

Source: Primary data processed, 2025

Through the table, the following equation is generated:

$$Y = 2.315 + 0.018X_1 + 0.234X_2 + 0.884X_3 + e$$

The constant 2.315 means that customer satisfaction is worth 2.315 when the independent variable is zero. With a regression coefficient of 0.018, a one-point increase in X_1 will result in a 0.018-point or 1.8% rise in Y . The X_2 regression coefficient of 0.234 indicates that if X_2 increases by 1 point, it will increase Y by 0.234 points or 23.4%. With an X_3 regression coefficient of 0.884, a one-point increase in X_3 will result in an 88.4% rise in Y .

Test t

The results are obtained from the statistical table with a sig of 0.05 ($\alpha/2$; $n-k-1 = 0.05/2$; $100-3-1 = 0.025$; $96 = 1.984$). The test results are listed in Table 7.

1. Hypothesis Testing 1

For X_1 (Facility) sig 0.008 < 0.05 and t count = 2.225 > t table (1.984) means H_0 is rejected & H_a is accepted. It is assumed that H_1 "Facilities contribute significantly to passenger satisfaction on the Sumberlawang Corridor Bus Rapid Transit" is accepted.

2. Hypothesis 2 Testing

For X_2 (Service) sig 0.007 < 0.05 and t count = 2.804 > t table (1.984) means H_0 is rejected & H_a is accepted. It is assumed that H_2 "Service contributes to passenger satisfaction on the Sumberlawang Corridor Bus Rapid Transit" is accepted.

3. Hypothesis Testing 3

For X_3 (Convenience) sig 0.000 < 0.05 and t count = 6.262 > t table (1.984) means H_0 is rejected & H_a is accepted. It is assumed that H_3 "Convenience contributes significantly to passenger satisfaction of the Sumberlawang Corridor Rapid Transit Bus" is accepted.

DISCUSSION

The Effect of Facilities on Passenger Satisfaction of the Solo - Sumberlawang Bus Rapid Transit Corridor

From the analysis that has been carried out, the resulting X_1 regression value is 0.013, which is assumed if the facility contributes positively to passenger satisfaction because a positive sign is found. Suppose the facilities provided can be improved so that passengers will be more satisfied.

From the T test, X_1 found sig 0.008 < 0.05 and t count = 2.225 > t table (1.984). Then sig 0.008, or below 0.05 (t count > t (table) and sig < 0.08). It is interpreted as rejecting H_0 (accepting H_a). Alternatively, it can be assumed that, partially, there is a significant contribution from X_1 facilities to passenger satisfaction (Y). For H_1 , which reads: "Facilities contribute significantly to passenger satisfaction on the Sumberlawang Corridor Bus Rapid Transit" (accept H_a). This result is relevant to the studies of Yuliana (2017) and Fakhrudin (2021), who found that facilities contribute significantly positively to customer satisfaction.

The Effect of Service on Passenger Satisfaction of the Bus Rapid Transit Corridor Solo - Sumberlawang

Based on the conducted study, X2 has a regression value of 0.225, which is assumed to contribute positively to passenger satisfaction because a positive sign is found, so if the company adjusts its services according to the wishes of its customers, passengers will be more satisfied with the service. From the T test, X2 produces a sig of $0.007 < 0.05$ and $t \text{ count} = 2.804 > t \text{ table} (1.984)$.

For the sig X2 result of 0.007, or below 0.05 ($t \text{ count} > t \text{ table}$ and $\text{sig} < 0.05$). It means reject H_0 (accept H_a). Alternatively, it can be assumed that, partially, there is a significant contribution from service X1 to passenger satisfaction (Y). For H_2 , which reads: "Service contributes significantly to the satisfaction of passengers of the Sumberlawang Corridor Bus Rapid Transit" (accept H_a). The findings of this investigation are pertinent to the research of Yuliana (2017) and Fakhrudin (2021), who found that service contributes significantly positively to customer satisfaction.

The Effect of Convenience on Passenger Satisfaction of the Solo-Sumberlawang Bus Rapid Transit Corridor

Based on the results of the analysis, the test conducted shows that the convenience variable (X3) has a regression value of 0.704, which means that convenience has a positive effect on passenger satisfaction. Therefore, increasing customer expectations for Convenience will increase passenger satisfaction.

Based on the t-test results, the significant threshold obtained is $0.000 < 0.05$ for the convenience variable (X3) of $0.000 < 0.05$ and the value of $t \text{ count} = 6.262 > t \text{ table} (1.984)$. With a significant t value of 0.000 for the convenience variable (X3), the significance value is less than the significance threshold value of 0.05. The test results fulfill the following equation: $\text{sig} < 0.08$ and $t \text{ count} > \text{table}$, then reject H_0 (accept H_a). It can be said that Convenience (X3) has a considerable influence on passenger satisfaction (Y).

Therefore, H_3 , which reads: "Convenience has a significant effect on passenger satisfaction on the Sumberlawang Corridor Rapid Transit Bus," can be accepted and proven correct (accept H_a). Research by Dhita et al. (2018) and Khairunnisa et al. (2021) further supports the findings of this study, showing that it significantly and positively affects customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

The following findings are derived from data processing, analysis, and discussion of studies on how facilities, services, and convenience affect passengers' satisfaction with the Solo - Sumberlawang Bus Rapid Transit Corridor:

1. An important factor influencing passenger happiness on the Solo-Sumberlawang Corridor Bus Rapid Transit is the facilities.
2. On the Sumberlawang Corridor Bus Rapid Transit, passenger satisfaction is significantly impacted by service.
3. The Bus Rapid Transit Corridor Solo-Sumberlawang shows that customer happiness is significantly impacted by convenience.

ADVANCED RESEARCH

Building upon the findings that facilities, services, and convenience significantly influence passenger satisfaction on the Solo–Sumberlawang BRT corridor, future research should explore the interaction effects among these variables and assess their impact over time. Additionally, comparative studies across different BRT corridors or cities could provide broader insights into regional transit system performance. Incorporating passenger demographic factors and utilizing real-time data analytics may also yield more nuanced recommendations for transit service improvements.

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