



The Evaluation of the Panoramic Cars Customer Satisfaction on the Papandayan Train Gambir – Garut Relation

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Abstract: The Indonesian public. This study aims to evaluate the level of satisfaction of customers of the panoramic cars, focusing on the Panoramic cars on the Papandayan Train. The research used a quantitative SPSS approach (Statistical Package for the Social Sciences). Data was collected through literature review, direct observation, and questionnaires. The results indicate that the evaluation of customer satisfaction with the Panoramic Cars on the Papandayan Train is influenced by various factors, such as product quality, comfort, and service reliability. The research sample was taken from the regular users of the Panoramic Cars, with data analysis focusing on interpreting questionnaire results to identify factors affecting customer satisfaction. It is hoped that the findings of this study will serve as a reference for train operators in improving the quality of Panoramic cars services, as well as a reference for researchers or academics in conducting further research related to the evaluation of customer satisfaction with the Panoramic cars on the Papandayan Train.

Keywords: Customer Satisfaction, Panoramic cars, Service Quality, PT Kereta Api Pariwisata

INTRODUCTION

The Railways is a transportation system in Indonesia continues to develop in line with the increasing demand for comfortable, fast, and safe modes of transport. PT Kereta Api Wisata, as a provider of tourism train services in Indonesia, continually innovates to meet these needs. One of the latest innovations is the Panoramic cars, specifically designed to offer stunning views of nature throughout the journey. This innovation not only provides comfort but also a refreshing visual experience for passengers.

The Panoramic Cars, which are coupled on the Papandayan Train, are designed to deliver a different travel experience with large windows that allow passengers to enjoy the outside scenery more freely. The beautiful views of mountains and lush rice fields along the journey to Garut create an unforgettable experience for passengers. In addition to the natural

beauty, the Panoramic cars is equipped with modern facilities to ensure passenger comfort and safety. Customer satisfaction is a critical aspect in evaluating this transportation service. Evaluating customer satisfaction with the Panoramic Cars on the Gambir - Garut route is crucial to ensure that the services provided meet or even exceed customer expectations. This is important considering the increasingly competitive transportation sector and the growing public demand for service quality. Customer satisfaction evaluation not only provides insight into the quality of service offered but also serves as a basis for improvements and enhancements in the future. By understanding customer needs and expectations, PT Kereta Api Pariwisata can continue to innovate and provide the best service for the passengers. The results of this evaluation are expected to contribute to the enhancement of Panoramic Cars services and serve as a reference for the development of train services in Indonesia.

Literature Review

KAI Wisata

Research conducted by Rizaldi, Wirakanda, and Pringgabayu (2024) indicates that KAI Wisata provides services and facilities that are quite similar to those of regular trains. They offer various amenities that enhance the tourist experience, including both the service provided by train attendants and the luxurious interior facilities, creating a unique and enjoyable travel experience.

Papandayan Train

The Papandayan Train is a passenger train service operating the route between Garut Station and Gambir Station round trip. The Papandayan Train began operation on January 24, 2024, with a launch event held at Garut Station. The name "Papandayan Train" is taken from Mount Papandayan, located in Garut Regency, West Java. The Papandayan Train offers passengers three class options: executive, premium economy, and panoramic.

Customer Satisfaction

Indrasari (2019) found that customer satisfaction can be understood as a comparison between expectations before purchase and perceptions of performance after purchase.

Service Quality

The study by Nurhayati and Nurhalimah (2019) suggests that customer satisfaction can enhance customer loyalty, improve company reputation, and increase revenue. Service quality is a key factor in shaping customer satisfaction; customers feel satisfied when they receive service that meets or exceeds their expectations.

Product Quality

Razak (2019) reported that a significant improvement in product quality can drive an increase in customer satisfaction. This research highlights that better product performance provides a more positive experience for customers, leading to greater satisfaction with their choices.

Impact of Service Quality and Product Quality On Customer Satisfaction

Saipuloh and Surono (2023), in their examination of the impact of service quality on customer satisfaction, also confirm that service quality significantly affects customer satisfaction.

Sariatin and Ekawati (2023) reinforce this view by concluding that product quality, price, and service quality collectively have a significant impact on customer satisfaction. Their research explains that high product quality adds value for customers, which in turn enhances their satisfaction levels.

The study by Jihan, Maksudi, and Purnamasari (2019) measured customer satisfaction with train services using questionnaires and statistical analysis. Several aspects evaluated in this research include service performance, pricing, and product quality. The findings of this study conclude that service quality significantly influences customer satisfaction.

The Objectives Of The Study

This research aims to accomplish several objectives to address the questions outlined in the sub-problems mentioned earlier, including the following:

- a. Measuring customer satisfaction with the service quality and product quality of the Panoramic cars on the Papandayan Train.
- b. Identifying the factors that influence customer satisfaction with the Panoramic cars on the Papandayan Train.
- c. Improvements that can be made to enhance customer satisfaction with the Panoramic cars on the Papandayan Train.

METHOD

This research is a descriptive study with a quantitative approach. The study adopts a quantitative method because it aims to perform precise calculations and provide empirical evidence for the proposed hypotheses. The quantitative approach enables the researcher to collect measurable numerical data that can be statistically analyzed. By using this method, the researcher can objectively and measurably evaluate the relationships between the variables being studied, namely service quality, product quality, and customer satisfaction. The stages of activities to be conducted are outlined in the following research flowchart :

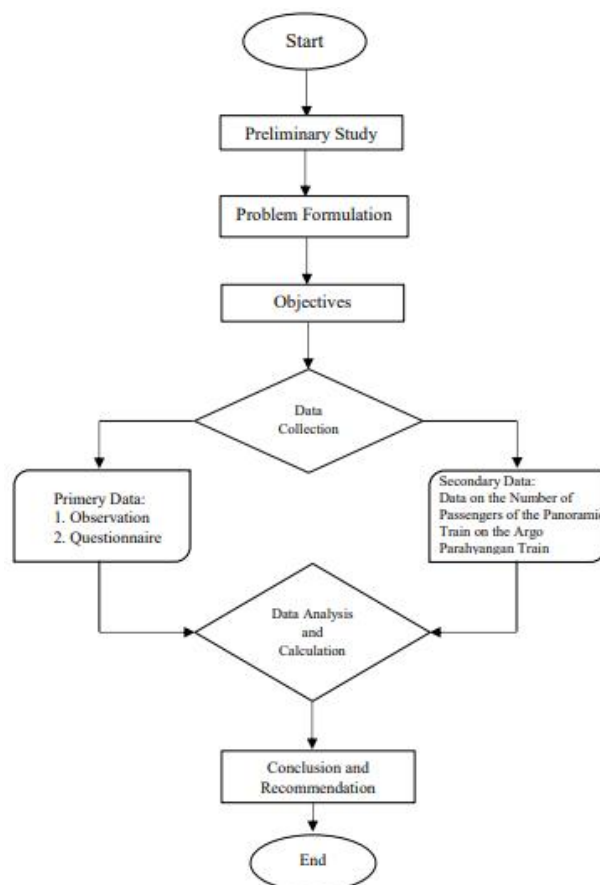


Figure 1 Research Path

RESULT AND DISCUSSION

This chapter presents the collected data, including both primary and secondary sources, along with the analysis and discussion process. The chapter focuses on analyzing and discussing the gathered information. The analysis in this chapter focuses on measuring customer satisfaction through variables such as service quality, product quality, and customer satisfaction.

This study involved 100 respondents who were customers of the Panoramic Cars on the Papandayan Train, traveling from Gambir Station to Garut Station. Questionnaire data were collected by distributing surveys through social media platforms such as Facebook and Instagram. The research variables included service quality (X1), product quality (X2), and customer satisfaction (Y). Data were analyzed using SPSS version 25 to measure the correlation between these variables, utilizing a Likert scale (1 to 5) for the questionnaire, which was used to assess individuals' attitudes, opinions, or perceptions regarding specific statements. This scale typically consists of a series of statements followed by response options that allow respondents to indicate the extent to which they agree or disagree with the statements.

Service Quality

Table 1. Service Quality Questionnaire Results

Question Items	Description	Amount	Description
		Average	
Tangible			
X1.1	The interior of the Panoramic cars on the Papandayan route meets expectations.	4.31	Satisfied
X1.2	The appearance of the Train Attendant or Panoramic cars Cars is neat and attractive	4.22	Satisfied
Emphaty			
X1.3	The Train Attendant of the Panoramic cars is very attentive and caring towards the needs of passengers during the journey	4.13	Satisfied
X1.4	The attitude of the Train Attendant or the Panoramic car's crew in providing service is always polite and friendly	4.34	Satisfied
Reability			
X1.5	The accuracy of ticket booking and seat arrangement on the Panoramic Cars matches the selection made at the time of booking.	4.30	Satisfied
X1.6	The consistency of food and beverage quality on the Panoramic cars is well maintained.	4.16	Satisfied
Responsiveness			
X1.7	The responsiveness of the Train Attendant on the Panoramic Cars in serving customer needs is excellent	4.36	Satisfied
X1.8	The Panoramic cars Attendant responds quickly when assistance is requested.	4.12	Satisfied
Assurance			

X1.9	The Panoramic cars Attendant has good knowledge in providing information explanations during the journey	4.26	Satisfied
X1.10	The level of confidence in the Panoramic cars Attendant's ability to provide professional service is very high	4.34	Satisfied

Source : Analysis Result

1. Tangible (X1.1 and X1.2): The average rating of 4.31 indicates that customers feel the interior of the Panoramic Cars meets their expectations, with an aesthetic and comfortable design. The crew’s appearance received a rating of 4.22, indicating that customers appreciate the professionalism and neatness of the crew, which contributes to a pleasant travel experience.
2. Empathy (X1.3 and X1.4): The crew scored 4.13 in attentiveness to customer needs, and their friendliness was rated 4.34, showing high satisfaction with the warm and personal interactions. This friendly attitude creates a comfortable atmosphere for customers and enhances overall satisfaction.
3. Reliability (X1.5 and X1.6): The accuracy of ticket booking and seat arrangements scored 4.3, reflecting the smooth booking process. The quality of food and beverages received a rating of 4.16, indicating customer satisfaction with the consistency and good presentation standards.
4. Responsiveness (X1.7 and X1.8): The crew's responsiveness in addressing customer needs received a rating of 4.36, indicating high satisfaction. However, the quick response of the crew was rated 4.12, suggesting room for improvement, particularly in speeding up response times.
5. Assurance (X1.9 and X1.10): The crew’s knowledge was rated 4.26, reflecting their ability to provide relevant information. Customer trust in the crew’s professionalism received a score of 4.34, demonstrating high confidence in the crew’s competence in performing their duties.

The highest-rated indicator is Crew Responsiveness with an average score of 4.36, showing that customers highly value the crew’s speed and responsiveness in addressing their needs. The lowest-rated indicator is Quick Response of the Crew with an average score of 4.12. Although still in the satisfactory category, this aspect received the lowest rating compared to the other indicators.

Quality Product

Table 2. Product Quality Questionnaire Results

Question Item	Description	Amount	Description
		Average	
Features			
X2.1	The features on the Panoramic Cars are easy to use and useful.	4.22	Satisfied
X2.2	The food and beverage facilities provided on the Panoramic cars are very adequate.	4.33	Satisfied
Conformance to specification			
X2.3	The Panoramic Cars on the Papandayan Train meets expectations as per the booking.	4.26	Satisfied
Reliability			

X2.4	The reliability of the Panoramic Cars in providing a pleasant and uninterrupted journey is excellent.	4.31	Satisfied
X2.5	Safety during the journey on the Panoramic Cars is well ensured.	4.5	Satisfied
Aesthetic			
X2.6	The interior and exterior design of the Panoramic Cars is highly aesthetic and attractive.	4.40	Satisfied
X2.7	The comfort and beauty of the Panoramic Cars design make your journey more enjoyable.	4.32	Satisfied
Perceived Quality			
X2.8	The overall travel experience on the Panoramic cars is very memorable.	4.30	Satisfied
X2.9	The Panoramic Cars has significant advantages compared to other modes of transportation.	4.26	Satisfied

Source : Analysis Result

1. Features (X2.1 & X2.2): Passengers rated the features on the Panoramic Cars, such as the entertainment system and Wi-Fi, with an average score of 4.22, indicating that while they are useful, some features may still require improvement. The food and beverage facilities received a higher rating of 4.33, indicating better satisfaction in terms of presentation and quality.
2. Alignment with Specifications (X2.3): The alignment between passenger expectations at the time of booking and the reality received a fairly good score of 4.26, indicating that the facilities and services have met or even exceeded expectations.
3. Reliability (X2.4 & X2.5): The Panoramic Cars was rated highly reliable, with scores of 4.31 for the travel experience and 4.5 for safety. This indicates that the train operates smoothly without interruptions, and safety is a key strength that passengers highly appreciate.
4. Aesthetics (X2.6 & X2.7): The interior and exterior design of the train received a very aesthetic rating of 4.4, reflecting high satisfaction with the visual design and comfortable atmosphere. The aesthetic aspect significantly contributes to creating a satisfying travel experience.
5. Perceived Quality (X2.8 & X2.9): The overall travel experience was rated very positively with a score of 4.3, indicating a strong impression from passengers. The Panoramic cars is considered to have significant advantages compared to other modes of transportation, with a score of 4.26, reflecting a perception of superior quality in terms of comfort and facilities.

Safety during the journey (X2.5) received the highest rating of 4.5, indicating that passengers feel very safe and regard it as a key strength of the Panoramic cars. The lowest rating was for the features being easy to use and beneficial (X2.1), with an average of 4.22, suggesting there is still room for improvement in usability.

CONCLUSION

- a. Based on the research findings regarding customer satisfaction levels for the Panoramic Cars on the Papandayan Train, it can be concluded that, in general, customers feel satisfied, even approaching very satisfied, with the quality of services and products provided. Service quality, especially in terms of crew responsiveness, was rated very highly with an average score of 4.36, while the friendliness and professionalism of the crew also received high ratings. Product quality, particularly in

terms of reliability and aesthetics, received average scores of 4.5 and 4.4, reflecting high satisfaction with the comfort, safety, and visual design of the Cars.

- b. The key factors influencing customer satisfaction include the crew's responsiveness to needs, safety during the journey, and the modern, comfortable design of the train. However, there is potential for improvement in the ease of use of the train's features, which received the lowest score of 4.22. The recommendations include enhancing crew training to speed up response times to customer requests, as well as simplifying the train's features and adding clearer guides to make facilities more accessible to passengers.

Overall, PT Kereta Api Pariwisata has successfully met customer expectations by delivering high-quality services and products on the Panoramic cars. However, further improvements are needed to maintain and increase customer satisfaction levels.

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