# Applying Importance Performance Analysis to Assess Customer Satisfaction: Mass Rapid Transportation in Indonesia

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## Abstract

Jakarta, which is the capital city of Indonesia is a city with traffic jam number 7 in the world. Therefore, the government provides mass transportation solutions in the form of Mass Rapid Transportation with the hope that it can unravel congestion and become safe and comfortable transportation for society. However, there are still many complaints about the services provided by Mass Rapid Transportation and affect customer satisfaction. (2) The purpose of this study is to demonstrate important performance analysis as a decision-making tool for the transportation industry in terms of customer satisfaction and to assess the performance of mass rapid transportation in performing their services to satisfy their customers. (3 Importance Performance Analysis was used to measure the level of customer satisfaction through measurements of customer expectation and reality. The sample of 100 respondents was obtained based on the sampling criteria which are only people who have used Mass Rapid Transportation in Indonesia at least one time that can fill the questionnaire. (4) Importance Performance Analysis (IPA) in this study successfully identified each attribute on customer satisfaction. The researcher is aware that the impact of an attribute is significantly varied with the different levels of performance on each attribute. By using IPA, the company of Mass Rapid Transportation in Indonesia can map what needs to be improved, maintained, to be kept, and to be reduced as an effort to increase customer satisfaction.

**Keywords**:  *customer satisfaction, importance-performance analysis, mass rapid transportation*

## INTRODUCTION

Transportation is the main component in life and life systems, government systems, and social systems. Regional social demographic conditions influence transportation performance in the region. The level of population density will have a significant influence on transportation capacity to serve the needs of the society. Transportation in Indonesia has a very rapid development. This can be seen from the history of transportation in Indonesia. In ancient times people carried out activities of moving from one place to another just by relying on walking, using animals, and simple vehicles that needed a very long time to get to their destination. But along with the development of technology, the existing transportation facilities are far different from the old times, the number of existing transportation facilities continues to increase every year, has a large amount of carrying capacity and shorter travel time. DKI Jakarta is the capital city of Indonesia and the center of government of the Republic of Indonesia. Every capital city in various countries will improve the quality in any aspect, including the issue of public transportation. Building a Mass Rapid Transportation network system is not just an economic and financial feasibility business, but more than that, building a Mass Rapid Transportation reflects the vision of a city. The life and economic activities of a city, such as depend on how easily citizens travel/mobility and how often they can do it to various destinations in the city. The main purpose of the construction of the Mass Rapid Transportation system is to provide opportunities for city residents to improve the quality and quantity of travel/mobility to be more reliable, trusted, safe, comfortable, affordable, and more economical. The immediate benefit of the operation of the Mass Rapid Transportation system is that it can reduce the density of vehicles on the road because the MRT is

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expected to divert people who use personal transportation to public transportation. Mass Rapid Transportation development can be an alternative solution to overcome transportation problems in big cities. The advantage of this system is its ability to carry large numbers of passengers, fast and reliable in various situations. By using Mass Rapid Transportation, road space will be far more efficient because the use of private vehicles can be minimized. Mass Rapid Transportation in Indonesian gets diverse enthusiasm from people of DKI Jakarta and around it. Some enthusiastically welcomed the presence of this transportation, but some compared economies of scale with other transportation. Customer satisfaction is one of the defining factors for the company's success, therefore, the company must give attention to the customer expectations about the services and facilities provided. If the number of customers complains, criticizing is very high it means that the services and facilities provided are not fit with customers' expectations. To reduce that thing, the company must improve its service quality that fit with customers expectation. Because service quality is the most important factor in achieving customer satisfaction. The purpose of this study is to demonstrate important performance analysis as a decision-making tool for the transportation industry in terms of customer satisfaction and to assess the performance of mass rapid transportation in performing their services to satisfy their customers..

## LITERATURE REVIEW

Marketing activities cover a very broad scope of activities that starts with determining customer needs and ends with customer satisfaction. It means that marketing activities are about costumers. The purpose of marketing is to find out and understand the customers in such a way that the product fits with the customers and sold, ideally marketing causes the customers to be ready to buy the product. The company also must be able to understand the needs, desires, and market demands so that the products or services offered can be accepted and fit with the needs and desires of costumers. Kotler and Keller (2016:27) define that Marketing is the set of institutions, actors, and processes for communicating, creating, delivering, and exchanging offerings that have value for customers, partners, clients, and society at large.

Services (Zethaml and Bitner in Lupiyoadi:2016) are all of the economic activities in which the output is not a physical product or construction that generally consumed at the time it is produced and provides additional value in forms of convenience, amusement, comfort or health. While Kotler and Keller (2016:422) define service as any performance or act that can offer by one party to another which essentially intangible and does not affect the ownership of anything it's production may or may not be tied to physical product.

Customer satisfaction has become a central concept in marketing theory and practice. Customer satisfaction contributes to several crucial aspects, such as creating customer loyalty, increasing company reputation, reducing future transaction costs, and increasing employee efficiency and productivity. The word "satisfaction" comes from the Latin "satis" which means pretty good and "facio" means to do or make. Simply, satisfaction can be interpreted as an effort to fulfill something or make something adequate. Customer satisfaction is an evaluation of the customers where the alternative is chosen is at least the same or more than customer expectations, while dissatisfaction arises when the results do not meet expectations. With the satisfaction of the desires and needs of customers, then it has a positive impact on the company. If customers are satisfied with a product of course the customers will always use or consume the products continuously. That way the products of the company are declared to be marketable, so the company will be able to get profit and survive in the business competitive. According to Kotler and Keller (2016:138), generally, customer satisfaction is feeling happy or disappointed

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someone who appears after comparing the results of estimated products or services to the performance than expected. Meanwhile, according to Irawan (2003), customer satisfaction is determined by customer perceptions of product or service performance in fulfilling customer expectations. Customers are satisfied if their expectations are met or will be very satisfied if the customer's expectations are exceeded. Irawan believes that five factors affect customer satisfaction, such as:

a. Price

For sensitive customers, low prices are usually an important source of satisfaction because they will get high value for money. This price component is relatively unimportant for people who are not sensitive to the price.

b. Service Quality

Service Quality is very dependent on three things are system, technology, and human. Customer satisfaction to service quality is usually difficult to regulate because the formation of attitudes and behaviors which go along with the desires of the company is not easy work to improve, starting from recruitment, training, and work culture.

c. Product Quality

Customers feel satisfied after buying and using the product if the product quality is good.

d. Emotional Factor

Emotional Factor is shown by customers for the satisfaction they get in using a product or service that creates pride and self-confidence.

e. Easiness

The easiness of obtaining the product or service and the easiness of payment can make customers more satisfied if it is relatively easy, convenient, and efficient in getting a product or service.

In measuring the level of customer satisfaction using the Importance Performance Analysis method, it is necessary to measure it in terms of consumer expectations and performance provided by the company to its consumers..
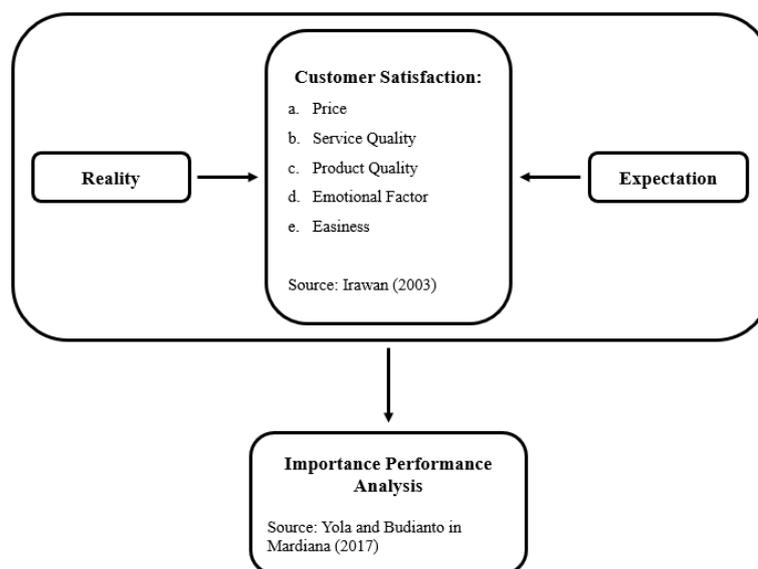


Fig. 1 Conceptual Framework
Source: Processed by Author

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**METHODOLOGY**

This study uses a quantitative research approach with a type of descriptive research. The scale design used in this study is an ordinal scale. And the scale of the instrument used is a Likert scale with four answer scales and not to use neutral answer choices. The population in this study are the customers of Mass Rapid Transportation in Indonesia whose numbers are not known with certainty, so the sampling Technique used in this study is Non-Probability Sampling with Purposive Sampling. The data collected through interviews, questionnaires, and observation. And the data analysis in this study are Descriptive Analysis and Importance Performance Analysis.

**RESULT AND DISCUSSION**

Descriptive Analysis of Price
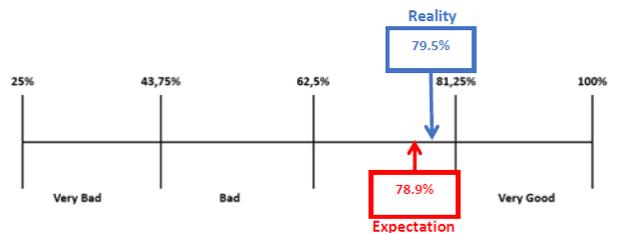


Fig. 2  Continuum Line of Price
Source: Data that has been Processed, 2019

Figure 2 shows that the price obtained a percentage of 79.5% in reality and included in the Good category. While 78.9% in expectation and included in Good category.

Descriptive Analysis of Service Quality
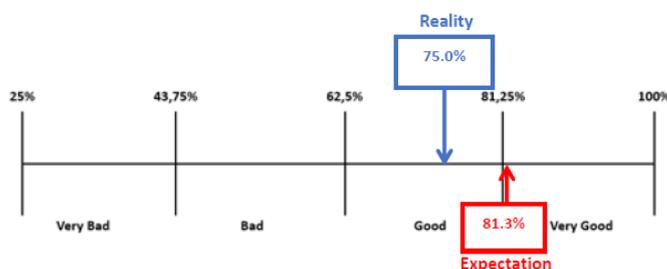


Fig. 3 Continuum Line of Service Quality
Source: Data that has been Processed, 2019

Figure 4.2 shows that service quality is in "Good" category with a percentage of 75.0% in reality. While 81.3% in expectation and included in the "Good" category..

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Descriptive Analysis of Product Quality
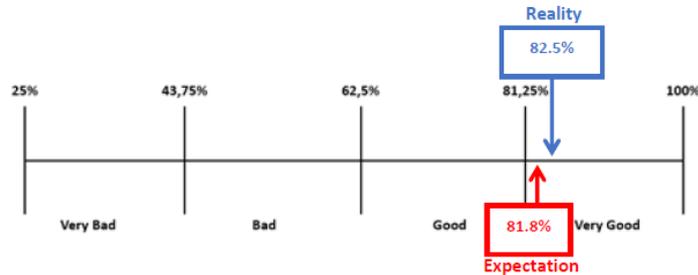


Fig. 4 Continuum Line of Product Quality
Source: Data that has been Processed, 2019

Figure 4 shows that product quality is in the "Very Good" category with a percentage of 82.5% in reality. While 81.8% in expectation and included in the "Good" category

Descriptive Analysis of Emotional Factor
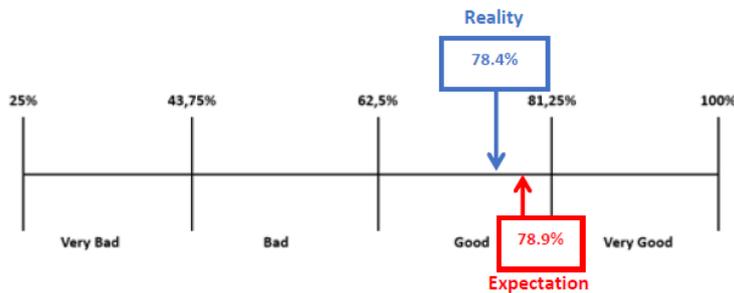


Fig. 5 Continuum Line of Emotional Factor
Source: Data that has been Processed, 2019

Figure 5 shows that emotional factors obtained a percentage of 78.4% in reality and included in the "Good" category. While 78.9% in Expectation and included in the "Good" category

Descriptive Analysis of Easine**s**
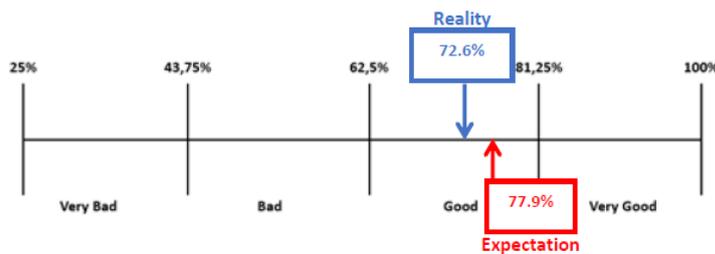


Fig. 6 Continuum Line of Easiness
Source: Data that has been Processed, 2019

Figure 6 shows that easiness is in "Good" category with a percentage of 72.6% in reality. While 77.9% in expectation and included in the "Good" category.

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Importance of Performance Analysis
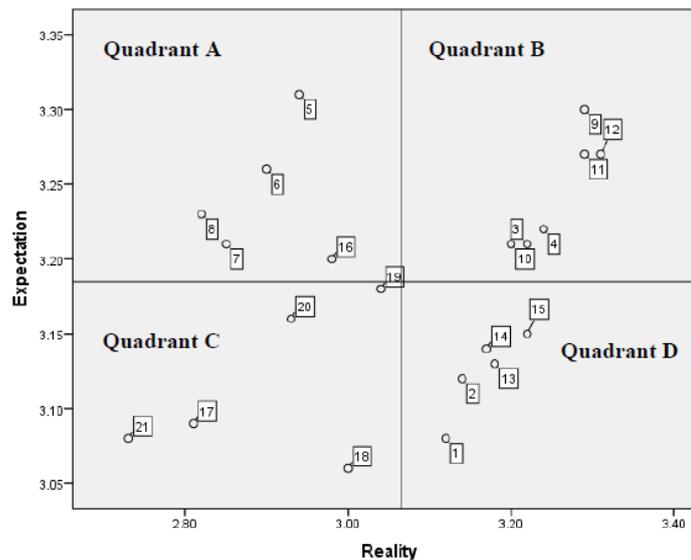


Fig. 7 The Cartesian Diagram
Source: Data that has been Processed, 2019

Figure 7 shows the Cartesian diagram which divided into 4 (four) quadrants, i.e. Quadrant A contain attributes that are considered to affect customer satisfaction and are considered very important, but the company has not been able to carry out customer desires, Quadrant B contains attributes that have been successfully implemented by the company, therefore it must be maintained, considered very important to satisfy customers, Quadrant C contain attributes that are considered less important and less satisfying to customers, and Quadrant D contain attributes that a satisfactory variable, but its implementation is too excessive and is considered less important by customers.

**CONCLUSION**

Based on the analysis and results of data processing that has been done by the author regarding customer satisfaction analysis using the Importance Performance Analysis (IPA) method on Mass Rapid Transportation in Indonesia can be concluded which is expected to provide answers to problem statements. The conclusions of this study are as follows: Based on the reality of customer satisfaction on products/services provided by Mass Rapid Transportation in Indonesia as measured by descriptive analysis as a whole is in the "Good" category which has a percentage score of 77.6%. Through descriptive analysis of the expectations that have been carried out as a whole are in the "Good" category which has a percentage score of 79.7%. Based on Importance Performance Analysis, the attributes on quadrant A that are considered to affect customer satisfaction and are considered very important, but the company has not been able to carry out customer's desires. The main limitations of this study are that it was based on the transportation industry especially mass rapid transportation and that purposive sampling was used, however, its methodology and results are valid for the variances transportation industry and provide a solid basis for future research

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