

Improving Customer Satisfaction: An Analysis of Indonesia's Railfood App E-Service Quality

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Abstract. This study investigated the influence of e-service quality on customer satisfaction with the Railfood online food ordering feature in the KAI Access mobile application by Indonesian rail company PT Kereta Api Indonesia. We conducted a quantitative cross-sectional survey with 200 passengers who had used Railfood while traveling on PT KAI trains. E-service quality was measured across five dimensions including tangibles, reliability, responsiveness, assurance, and empathy. We analyzed customer satisfaction data through a questionnaire adapted from validated scales. Regression analysis found e-service quality has a significant positive effect on passenger satisfaction with Railfood. The tangibles and assurance dimensions exhibited the strongest effects. These findings can guide PT KAI in improving e-service quality to increase customer satisfaction and loyalty. The research contributes new empirical evidence to academic literature on mobile apps for transportation services and online food delivery.

Keywords: E-Service, Customer Loyalty, Railway Service, Digital Service

1. Introduction

In Indonesia, the number of people using trains is still rising. Because there are several kinds of trains that may be customized by their users, railroads are a community mainstay for transportation. (2019, Rinjani). According to Transportation Statistics data from 2022, the number of train riders between 2019 and 2022 is 10 times more than that of other public land vehicles like buses (Wardhana & Pradana, 2023). The most intriguing thing is that, as of late, exquisite meals serving along the road are now available to Indonesian train passengers. Since Director Ignasius Jonan took over in 2014, train services have undergone constant development; at that time, several changes had already been made. One of them is that before entering a train, you have to pay tickets one person at a time with identification, and you may only sit in the carriage or reserved seats. Only potential passengers are now permitted to access the waiting room area; hawkers are no longer permitted to enter. Train ticket prices have risen proportionately to the enhanced service. Nonetheless, since trains are thought to be the most efficient mode of transportation, this does not deter people from utilizing them (Li et al., 2020).

We cannot dispute that, in our digital age, nearly everyone has access to cellphones and the internet, which they may utilize to help with daily tasks (Ginting et al., 2023). To capitalize on this and give the Indonesian people more convenience, PT. KAI developed a customized application for train riders in Indonesia. Islam et al. (2020) explain that mobile applications are applications created specifically for mobile platforms (such as iOS, Android, and Windows Mobile). With various conveniences, PT. KAI hopes to be able to make train users more comfortable in traveling. PT Kereta Api is also participating in working with travel agent companies with an e-service system in Indonesia to make it easier for prospective passengers to buy tickets online. PT. KAI must develop in the food and beverage service industry as well as in the area of electronic ticket ordering due to the intense rivalry amongst businesses. Although it appears that this train restoration has no rivals, it really has competitors—namely, the restaurants and bars near the station and its environs. Additionally, there are food service businesses that rely on technology as rivals. In light of this, businesses offering e-services are the best method for organizations to comprehend how consumers see their needs in order to remain competitive (Dsouza & Sharma, 2021).

KAI Access is the only official application issued by PT.KAI. KAI Access can serve ticket sales for long-distance trains and local trains. In addition, the application can be used to cancel and change ticket schedules. There is also a feature for issuing e-boarding passes and buying train tickets 1 hour before departure. Payments available in this application can be via credit cards, ATMs, Minimarkets, Internet banking and others. Rather, Hasbi et al. (2022) explains that efforts in experiential marketing do not only require high-quality products, but also hope to gain emotional benefits, such as a memorable experience, namely a memorable and unforgettable experience, an interesting positive experience. Now what's interesting about this application is the availability of an online food ordering feature in the "Railfood" menu. Not only that, passengers who have ordered do not need to visit the restoration car to get the food, but the passenger's order will be delivered to their seat. Due to the large number of passengers who visited the restoration, and also that the restoration carriage only had a few seats and the space was quite limited so that many passengers who did not have the opportunity to sit had to return to their seats, PT. KAI has a service for ordering food and drinks through the KAI ACCESS application. Various kinds of food and beverages are offered by PT.KAI. From heavy meals to snacks, apart from that, now there are instant foods. Among the wide range of types of in restaurants are changing their OFD offerings by improving product presentations and by providing new services and/or products (Gavilan, et al., 2021).

Some other interesting things are that the food offered on each train is quite different. Not all menus offered on each route and train are the same. Each route and train has a different regional food menu. As on the route from Bandung or to Bandung using the Argo Parahyangan train, they serve instant food, namely Cuanki Bandung. Then on the Argo Bromo Anggrek train, they offer Bakmi Godhog dishes. This offer certainly attracts the attention of passengers, especially culinary lovers and travelers. Where

passengers can try regional specialties that are passed by simply eating on the train and of course so that the menu offered on each train is varied and innovative. The food and drinks offered are not careless and are not inferior to menus in restaurants in general, they still pay attention to the quality of taste and cleanliness provided. Not a few of the menus offered are menus that are quite unique and interesting so that it makes passengers interested in trying them. With this food delivery service, PT. KAI does not charge high prices, because PT. KAI also often offers promos for passengers with very complete information through its Instagram account (Rahmawaty et al., 2021).

The atmosphere and experience that will be felt by passengers will definitely be a very new experience, where we are traveling but still have the freedom to dine on the train with views along the way that will not disappoint. However, there is still success or not that can be measured in the use of the KAI ACCESS application, especially the "Railfood" service in achieving consumer satisfaction. Consumer satisfaction will lead to repurchasing interest. Where interest in repurchasing is one of the things that affects the sustainability of a company (Ardani et al., 2019). Many factors can influence the intention to repurchase, including e-services, facilities, and customer satisfaction.

There are still internal problems in the application that can cause complaints from users. Among them are applications that often have errors, problems with payments, and data that cannot be replaced. Complaints in this application will greatly affect consumer satisfaction in using the "railfood" feature where train passengers who can order using the "railfood" feature are only passengers who buy tickets in the KAI ACCESS application, if they don't buy tickets in this application or in the travel application other agents, passengers cannot experience the services of the "railfood" feature.

2. Literature Review

2.1. Service Quality

Gofur (2019) stated that service quality is a statement about behavior, a connection that develops from taking wants (expectations and actual performance) into mind (results). In the meantime, according to (Carmelia, 2022)'s research, service quality is the ability of a corporation to please customers by meeting their expectations as well as if the service received or experienced meets those expectations. Quality is a theory that, in the words of Abdullah and Afshar (2019), is evasive and muddled. Because they have various qualities, it is crucial to distinguish between products and services. Expectations and quality standards are two factors that affect how consumers perceive products, according to Anwar & Abdullah (2021). The five dimensions of service quality are as follows: (1) Tangibles: service quality in the form of physical office facilities, computerized administration, waiting rooms, and information centers; (2) Reliability: the capacity to deliver reliable services; (3) Responsivess: the capacity to assist and provide services quickly and accurately, as well as responsive to customer desires; and (4) Assurance: the capacity to be amiable and courtesous. E-service quality, on the other hand, is defined by Devina (2022) as an assessment of the level of service received when making purchases online. When expectations exceed performance, KAI Access's quality is subpar, which can lead to users being disappointed with the services they receive. Dimensions of Service Quality are:

1. **Tangibles**

The look of physical infrastructure, tools, communication tools, and technology is referred to as tangibleness. All of these give clients ample information about the company's level of customer service. Also, this aspect improves the firm's reputation. As a result, the tangibility factor is crucial for businesses, and they must make significant financial investments to set up physical premises. (Ramya, Kowsalya & Dharanipriya 2019).

2. **Reliability**

The capacity to deliver the promised service consistently and accurately is referred to as

reliability. Reliability in a wide sense refers to a company's ability to deliver on its promises about delivery, service offerings, problem resolution, and price. Customers like to do business with companies who fulfill their commitments. Therefore, it plays a significant role in how the consumer perceives the quality of the services and how loyal he is. Therefore, service providers must be aware of what customers demand in terms of dependability. (Ramya, Kowsalya & Dharanipriya 2019).

3. Responsiveness

Being responsive is being ready to assist consumers and offer fast service. This factor focuses on the manner in which client requests, inquiries, complaints, and problems are handled. It also emphasizes the workers' reliability, availability, commitment to their jobs, etc. It can be calculated based on how long consumers must wait for assistance, clarification, etc. The circumstances of responsiveness can be improved by regularly observing the service delivery process and personnel responses to client demands.

4. Assurance

It can be characterized as the ability of a company and its workers to engender trust and confidence in their clients. Due to customers' lack of confidence in their capacity to assess outcomes, this factor is crucial in the banking and insurance industries. Stock broking service providers work to foster a sense of loyalty and trust among their clients and their principal points of contact, such as insurance agents, brokers, and the like.

2.2. Factors Influencing Service Quality

According to (Carmelia, Fadlan & Rohani, 2022), the following are some of the characteristics that affect service quality:

- a. Customer opinions on the direct services they receive (perceived service).
- b. With services that people truly anticipate receiving (expected service)

Success factors are tools that enable businesses to endure, adapt, and thrive in a cutthroat industry. Processes for service quality development with consumers aid in developing an organizational culture that consistently produces customer pleasure. Success factors have an impact on how decisions are made, how plans are improved, and how strategies are developed and put into action. Consequently, a successful service quality process contributes to an organization's increased competitiveness and marketability. (Landy, Sousa, and Romero, 2020).

2.3. Experiential Marketing

Schmitt (2014) defines experiential marketing as the practice of marketers promoting their goods and services by appealing to customers' emotions in order to create a variety of experiences for them. This knowledge illustrates how experiential marketing directly appeals to a customer's emotional side, encouraging them to purchase a product, in addition to appealing to their reasoning side. Through sense, feel, think, act, and relate, experiential marketing aims to provide customers new experiences and enhance their buy intent. Customer-centricity is experiential marketing's primary goal (Soebandi & Dharmani, 2020). By appealing to their emotions and creating a positive impression of the items and services, experiential marketing attempts to create loyal clients.

2.4. Customer Satisfaction

One of the key traits that managers need to concentrate on is customer satisfaction. The company's competitive advantage was exceeding clients' demands and wants better than its rivals and providing superior customer service. According to Kotler and Keller (2016), customer satisfaction is defined as the customers' feelings of enjoyment or frustration as a result of a comparison between a product or

service's performance and the clients' expectations. In today's extremely competitive business world, it is possible to view customer satisfaction as the key to success. According to this definition, customer satisfaction results from a subjective comparison between the client's expectations and the products' or services' perceived performance. The client was satisfied if the performance met or exceeded expectations. The client was then unsatisfied if the outcome fell short of expectations. (Dam, Sao Mai & Tri Cuong Dam, 2021)

3. Methodology

The quantitative approach—which is based on the positivist school of thought and is used to conduct research on a particular population or sample—is also referred to as the positivistic method in this study (Sugiyono, 2013). We used quantitative cross-sectional survey and the research instruments to gather data and quantitative and statistical analysis to test previously proposed hypotheses. The study's target population consisted of all KAI service customers in Bandung and the surrounding areas, and the sample consisted of 200 replies. We acquired the research's findings by the distribution of an online questionnaire survey. In order to investigate the predictive relationship between components, we utilized partial least square (PLS), a statistical method used in structural equation modeling (SEM) that establishes whether or not there is a link between them (Abdillah & Hartono, 2015). PLS versions that simultaneously test the measurement and structural measurement models can be used. PLS is used to forecast the influence of the dependent variable on the independent variable and to clarify the theoretical link between the two variables. Nevertheless, OLS (Ordinary Least Squares) regression's suppositions are eliminated by SmartPLS 3.0, including the need that the data be multivariate normally distributed and that multicollinearity between exogenous variables not be an issue. Instead, Partial Least Square (PLS) is a soft modeling analytical approach (Ramayah et al., 2018).

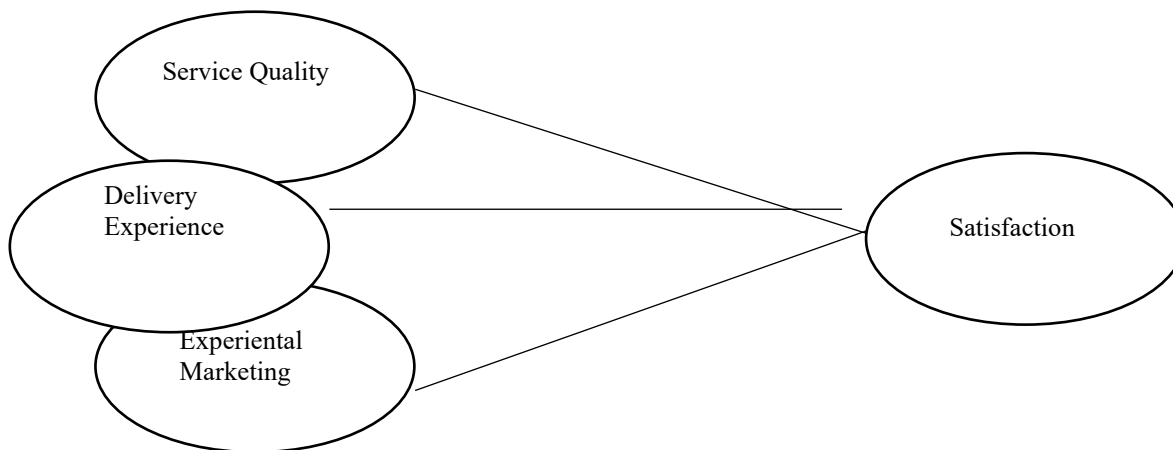


Fig. 1: Research Model.

4. Results and Discussions

When there is a significant relationship between the results of the instrument used to formulate the hypothesis and the process used to evaluate it, we deem an instrument to have valid convergence. The convergent model of the validity may be evaluated by looking at the link between the indicator and variable scores. If an indicator's AVE (Average Variance Extracted) value is more than 0.06, it does not

meet the criteria for a decent convergence rate. We used the reliability test in this study (Chin, 1995; Abdillah & Hartono, 2015) to evaluate the internal consistency of the measuring tool. Ramayah et al. (2018) state that Cronbach's Alpha and the Composite Reliability of the construct indicator block are the two metrics that may be used to assess PLS. Although a value of 0.6 is still acceptable, (Abdillah & Hartono, 2015) indicate that the composite reliability rule of thumb alpha value must be better than 0.7 (Hair et al, 2008). Results of tests for validity and dependability using the following SmartPLS software:

Table 1. Evaluation of Measurement Model

Factor	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_C)	Average Variance Extracted (AVE)
Delivery Experience	0.879	0.881	0.912	0.674
Experiential Marketing	0.869	0.872	0.905	0.656
Satisfaction	0.892	0.892	0.920	0.697
Service Quality	0.878	0.881	0.908	0.622
Source: Autor's Result (2023)				

For a Cronbach's Alpha value to be considered somewhat reliable, it has to be higher than 0.5 to 0.7. High dependability is defined as having a Cronbach's Alpha value between 0.7 and 0.9 (Murniati et al, 2013). The item variable is reliable, as indicated by the composite reliability value of > 0.7 (Sarstedt et al., 2017). The three latent variables (behavior intention, habit, personal innovativeness, and social influence) may thus be considered to have CA and CR values more than 0.7, indicating that the data is deemed to be trustworthy and that all variables have a high degree of dependability. Additionally, the Average Variance Extracted (AVE) table demonstrates that the three variables—service quality, delivery experience, and experiential marketing—have variable AVE values greater than 0.5, indicating that the construct can account for at least 50% of the variation in the items or that the requirements for good convergent validity have been satisfied (Sarstedt et al., 2017).

If the external loading indicator is more than 0.7, convergent validity is considered to be acceptable (Hair et al., 2015). Ramayah et al. (2018) state that an external loading value of less than 0.5 is considered inconsequential and that the indication need to be removed. The results of the exterior loading test are as follows:

Table 2. Outer Loading

Variabel	Indicator	Questions	Outer Loading	Conclusion
Service Quality	SQ1	The Railfood feature on the KAI Access application meets my needs	0.769	Valid
	SQ2	The feature on Railfood which includes food photos and prices can help me to finalize the order	0.740	Valid
	SQ3	It's easy for me to order food via the Railfood feature on the KAI Access application	0.777	Valid
	SQ4	The speed and stability of the Railfood feature in the KAI Access PT Kereta Api Indonesia application is quite satisfactory	0.847	Valid
	SQ5	Willing to recommend using the Railfood feature in the KAI Access PT Kereta Api Indonesia application to others	0.760	Valid
	SQ6	The payment system via the Railfood feature in the KAI Access PT Kereta Api Indonesia application runs smoothly and without obstacles	0.833	Valid
Delivery Experience	DE1	With delivery experience, I can experience a very impressive food delivery experience on a train carriage, when using the Railfood feature in the PT Kereta Api Indonesia KAI Access application	0.819	Valid
	DE3	Food ordered via the Railfood feature on the KAI Access PT Kereta Api Indonesia application arrived in good condition and according to my order	0.826	Valid

Experiential Marketing	DE4	Safe and clean food delivered via the Railfood feature in the KAI Access PT Kereta Api Indonesia application	0.807	Valid
	DE5	The appearance of food packaging delivered via the Railfood feature in PT Kereta Api Indonesia's KAI Access application is attractive and in accordance with standards	0.814	Valid
	DE6	The Railfood feature in the KAI Access PT Kereta Api Indonesia application provides an overall satisfying food delivery experience	0.840	Valid
	EM1	The Railfood feature in the KAI Access PT Kereta Api Indonesia application provides a unique and different experience compared to dining experiences in other places	0.791	Valid
	EM2	The Railfood feature in the KAI Access PT Kereta Api Indonesia application succeeded in creating a pleasant atmosphere or atmosphere when I ordered and enjoyed food	0.844	Valid
	EM3	Efforts or initiatives carried out by PT Kereta Api Indonesia's KAI Access application give a very good impression in providing an entertaining or enjoyable experience through the Railfood feature	0.804	Valid
	EM4	The Railfood feature in the KAI Access PT Kereta Api Indonesia application has succeeded in arousing your curiosity or interest in trying and continuing to use the service	0.802	Valid
	EM5	An interesting and memorable experience can be had when using the Railfood feature in the KAI Access PT Kereta Api Indonesia application	0.809	Valid
	S1	I am satisfied with the quality of the food provided through the Railfood feature on the KAI Access PT Kereta Api Indonesia application	0.825	Valid
	S2	Accurate delivery and completeness of food via the Railfood feature in the KAI Access PT Kereta Api Indonesia application	0.839	Valid
Satisfaction	S3	The Railfood feature in the KAI Access PT Kereta Api Indonesia application provides added value or advantages compared to ordering food elsewhere	0.848	Valid
	S4	The Railfood feature in the KAI Access PT Kereta Api Indonesia application provides an overall satisfying use experience	0.834	Valid
	S5	PT Kereta Api Indonesia's KAI Access application is quite good at managing customer complaints or input regarding the Railfood feature and responding to them well	0.828	Valid

Source: Autor's Result (2023)

Table 3 shows that there is no outer loading indicator that is worth < 0.5 . So this means that the indicator is declared valid for research use and can be used for further analysis. The cross-loading with its construct was used to measure the discriminant validity test. If the cross-loading indicator's value on the variable is the highest relative to other variables, the indicator is said to have discriminant validity. The outcomes of the cross-loading factor utilising the SmartPLS software are as follows:

Table 3. Discriminant Validity

Indicator	Delivery Experience	Experiential Marketing	Satisfaction	Service Quality
SQ1	0.676	0.682	0.652	0.769
SQ2	0.653	0.692	0.595	0.740
SQ3	0.646	0.566	0.670	0.777
SQ4	0.731	0.772	0.722	0.847
SQ5	0.641	0.687	0.640	0.760
SQ6	0.677	0.719	0.679	0.833
DE1	0.819	0.744	0.669	0.721
DE3	0.826	0.722	0.714	0.696
DE4	0.807	0.675	0.676	0.642
DE5	0.814	0.774	0.696	0.725
DE6	0.840	0.690	0.759	0.709
EM1	0.669	0.791	0.679	0.756
EM2	0.773	0.844	0.689	0.726

EM3	0.694	0.804	0.690	0.671
EM4	0.722	0.802	0.815	0.687
EM5	0.689	0.809	0.664	0.687
S1	0.675	0.721	0.825	0.716
S2	0.716	0.732	0.839	0.664
S3	0.768	0.726	0.848	0.684
S4	0.689	0.728	0.834	0.702
S5	0.729	0.760	0.828	0.733
Source: Author's Result (2023)				

Tabel 4 presents the principle of cross-loading in which each variable has the highest cross-loading level for the variable that is being bent in comparison to the other variables. Thus, it may be inferred that the indicator used in the study has reliable validity for the discipline. By examining the R-value for the dependent construct and the path coefficient value in the structural model, the measurement of the structural model (Inner Model) in PLS is assessed (Ghozali & Latan, 2015). The purpose of this test is to determine whether the array has a significant impact that can be seen in the t result. By bootstrapping, the value of t is determined.

The R Square value represents the endogenous construct's determination coefficient. According to Abdillah and Hartono (2015), the proposed research model's prediction model performs better the higher the R-Square value.

Table 4. R-Square

Variabel	R-Square	R-Square Adjusted
Satisfaction	0.812	0.806
Source: Author Result (2023)		

Based on Table 5, the R-Square value for Satisfaction is 0.812. This shows that the Satisfaction variable has an influence of 0.812, while the remaining 0.188 is influenced by factors outside the research. As a result, the variables used in this research were only able to explain 81.2% of Behavioral Intention, while the remaining 18.8% was explained by other factors.

b. Hypothesis Test Result

To measure the significance of the predictive model in testing the structural model, you can look at the t-statistic value between the independent variable and the dependent variable. To assess the significance of the predictive model in testing the structural model, it can be seen from the t-statistic value between the independent and dependent variables in the path coefficient table in the SmartPLS output.

Table 5. Hypothesis Test

Variabel	Original sample	Sample mean (M)	Standard deviation (STDEV)	T Statistics (IO/STDEV)	P Values
Delivery Experience → Satisfaction	0.301	0.303	0.139	2.161	0.031
Experiential Marketing → Satisfaction	0.444	0.443	0.166	2.674	0.008
Service Quality → Satisfaction	0.196	0.197	0.122	1.600	0.110
Source: Author's Result (2023)					

5. Conclusion

This study examined the relationship between e-service quality and customer happiness in relation to Railfood, a mobile app feature that allows for food delivery aboard trains, using quantitative empirical analysis. The findings showed that customer satisfaction is significantly positively impacted by the

quality of e-services. We discovered that the tangibles and assurance aspects of e-service quality had the most impacts. This indicates that PT KAI need to give top priority to enhancing the visual appeal and user experience of the Railfood app in addition to boosting client confidence and trust.

Limitations of the study

We understand that this study was limited in terms of the numbers of respondents. It would be better for future research to focus on expanding the samples so that the result of the study will be various and more extensive.

Practical Implications

By emphasizing improvements to tangibles and assurance, PT KAI may boost customer happiness with Railfood, encouraging recurring business and loyalty. These results close a study gap by expanding our knowledge of the effects of e-service quality into the little-studied fields of mobile applications for ordering takeout and transportation.

Theoretical Implications

By examining other determinants and consequences of customer satisfaction with mobile food delivery applications, future study might expand upon existing work. There will be significant practical ramifications for furthering scholarly understanding in this field as internet services and apps continue to expand internationally.

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