

Analysis Of Comfort Factors, Tariffs And Timeliness Of Train Ticket Purchases Majoring In Medan-Binjai

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ABSTRACT

This study aims to determine whether the factors of comfort, tariffs and timeliness of purchasing decisions simultaneously have a positive and significant effect on customer satisfaction on trains majoring in Medan Binjai. The data analysis technique used is the method with the help of the SPSS program. This study uses multiple linear regression. The sample of this study amounted to 100 respondents. Primary data collection using a questionnaire. The results showed that convenience, tariffs and timeliness partially had a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai. In addition, convenience, tariffs and punctuality simultaneously have a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai.

Keywords : *Convenience, Tariffs, Timeliness and Purchasing Decisions*

INTRODUCTION

Means of transport is an important need that is even inseparable by society. Demand for transport services will only arise if there is a reason to travel, such as the desire to go to school, the desire to shop, the desire to visit sick family, the desire for recreation, and other desires related to movement. In addition, the demand and selection of the use of transport services are also influenced by several factors, such as the properties of the cargo (physical characteristics), determinants of the price of the transport service itself, the price of other transport services, the level of income (users), characteristics and others. These things are what cause the emergence of various modes of transport, such as trains, planes, ships, and others. Railway is an effective and efficient rail-based land transport mode. This is evidenced by its carrying capacity of both people and goods which is greater than other modes of land transport. Consumers who use railway transport in addition to punctuality, also pay attention to safety and comfort.

Based on research data, the number of srilelawangsa train passengers majoring in Medan binjai in 2022 is 614,908 while the total passenger capacity is 1,936,620, which means the occupancy rate is 31.75%. The number of passengers does not reach even half the passenger capacity. In purchasing train tickets, people use decision factors to choose which transport to use as a means of transport. Many factors can influence purchasing decisions such as service quality, timeliness and price. The aspect of comfort to passengers that is good will create a good image as well. Comfort is a determining element in the company to retain consumers. If the price tariff is high, consumers will think twice about buying and using the service, but if the price tariff of a service is lower, consumers will use transportation facilities without thinking and do not need more consideration to reduce costs. Railway services must pay attention to the timeliness factor, because timeliness is one of the important things in service to service users Timeliness is the use of information by decision makers before the

information loses its capacity for decision making.

LITERATURE REVIEW

Comfort

Kolbaca in Alfiansyah, (2022) comfort is a state of fulfilment of basic human needs, namely the need for tranquility (a satisfaction that improves daily performance), relief (needs have been met), and transcendent (a state of something that exceeds problems). It can be concluded that comfort means a sense of comfort in a situation because of the fulfilment of security and tranquillity as basic human needs. as for the indicators that need to be considered in order to include comfort to customer satisfaction are: Lighting, Aroma, Cleanliness

Tariffs

Tariff is the same as price. According to Kotler in Apriadi, (2019) "price is the amount of money that consumers exchange for the benefits of owning or using products and services. Price acts as the main determinant of buyer choice. Price is the only element of the marketing mix that generates revenue, other elements incur costs ". "Price is the amount of money exchanged for a product or service, furthermore price is the sum of all values that consumers exchange for the amount of benefits of owning or using a good and service". It can be concluded that price is an amount of money that is used to value and obtain the products or services needed by consumers.

Timeliness

According to Apriadi, (2017) timeliness is used as a predetermined standard, and vehicles arrive, leave or pass at a predetermined place and time. Timeliness is also an important factor in providing relevant information. It can be concluded that timeliness is the implementation of activities in accordance with the agreement on when to start and finish according to the specified time so that the information submitted is relevant.

Consumer Purchasing

According to Kotler & Armstrong in Rizal (2020) consumer purchasing decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants.

RESULTS AND DISCUSSION

Partial Test Result

The t-test (partial test) is carried out to see individually the positive and significant effect of the independent variable (X) in the form of Convenience (X_1), Tariff (X_2), Timeliness (X_3) on Purchasing Decisions as the dependent variable (Y). The t value is used to prove the significant effect between the independent variable and the dependent variable.

Table 1. Partial test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.514	1.399		2.511	.014
	comfort	.222	.036	.428	6.097	.000
	Tariff	.344	.075	.335	4.586	.000
	Timeliness	.319	.101	.229	3.173	.002

a. Dependent Variable: Purchase Decision

The table above can be interpreted as follows:

1. The t_{count} variable for the Convenience variable (X_1) is 6.097 while the t_{table} at $\alpha = 0.025$ is 1.988. This shows that the t_{count} (6.097) > t_{table} (1.985) and a significant value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Thus it can be concluded that convenience partially has a positive and significant effect on purchasing decisions for train tickets for the Medan-Binjai Department. This means that an increase in the Convenience variable can increase purchasing decisions.
2. The t_{count} variable for the tariff variable (X_2) is 4.586 while the t_{table} at $\alpha = 0.025$ is 1.988. This shows that the t_{count} (4.586) > t_{table} (1.985) and a significant value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Thus it can be concluded that the tariff partially has a positive and significant effect on the decision to purchase train tickets for the Medan-Binjai Department. This means that an increase in the tariff variable can increase purchasing decisions.
3. The t_{count} variable for the timeliness variable (X_3) is 3.173 while the t_{table} at $\alpha = 0.025$ is 1.988. This shows that the t_{count} (3.173) > t_{table} (1.985) and a significant value of $0.002 < 0.05$, so H_0 is rejected and H_a is accepted. Thus it can be concluded that punctuality partially has a positive and significant effect on purchasing decisions for train tickets for the Medan-Binjai Department. This means that an increase in the timeliness variable can increase the purchase decision of train tickets.

Simultaneous Test Result

The F test (simultaneous test) was conducted to see the effect of the independent variable on the dependent variable simultaneously. The method used is to see the level of significant ($= 0.05$). If the significance value is less than 0.05, then H_0 is rejected and H_a is accepted.

Table 2. Simultaneous Test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	760.756	3	253.585	98.228	.000 ^b
	Residual	247.834	96	2.582		
	Total	1008.590	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Ketepatan Waktu, Kenyamanan, Tarif

Based on the data in the table, it shows that the F_{count} value is 98.228 with a significant level of 0.000. Meanwhile, the F_{table} value at a significant level ($\alpha = 0.05$) is 2.466 where ($F_{\text{count}} > F_{\text{table}}$) so that $98.228 > 2.699$ and sig value < 0.05 ($0.000 < 0.05$). Thus, simultaneously there is a significant influence between convenience, tariff and punctuality on the decision to purchase train tickets majoring in Medan-Binjai.

CONCLUSION

1. Convenience partially has a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai.
2. Tariff partially has a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai.
3. Punctuality partially has a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai.
4. Convenience, tariffs and punctuality simultaneously have a positive and significant effect on purchasing decisions for train tickets majoring in Medan-Binjai.

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