

ABSTRACT

This study aims to analyze the factors that influence customer satisfaction and loyalty in public transportation services, particularly among Jakarta LRT users. This study uses Partial Least Squares Structural Equation Model (PLS-SEM) to examine customer satisfaction and loyalty based on parameters such as environment, vehicle characteristics, safety, and cost. Data was collected through an online questionnaire distributed to 420 respondents in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) area who regularly use the Jakarta LRT service as their mode of transportation.

The results of the analysis show that cost, vehicle characteristics, and safety have a significant direct influence on customer satisfaction, while environmental factors do not. Customer loyalty is significantly influenced by customer satisfaction, environment, vehicle characteristics, and cost, but not by safety. This study concludes that increasing customer satisfaction has a direct impact on customer loyalty.

Therefore, it is suggested that in the future, company can implement affordable and competitive pricing strategies, ensure the comfort of train vehicles, and prioritize passenger safety in order to improve the overall transportation experience and strengthen customer loyalty.

Keywords: public transportation, customer satisfaction, customer loyalty, light rail transit, partial least squares structural equation model