

THE INFLUENCE OF FRIENDLINESS, PRICE, TIMELINESS, AND FACILITIES ON PASSENGER SATISFACTION OF CITILINK INDONESIA IN BATAM CITY (A CASE STUDY OF PASSENGERS TRAVELING FROM BATAM TO JAKARTA IN 2023)

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Abstract: This research aims (1) to determine the effect of friendliness on satisfaction of Indonesian Citilink passengers in Batam City, (2) to determine the effect of price on satisfaction of Indonesian Citilink passengers in Batam City (3) To determine the effect of punctuality on satisfaction of Indonesian Citilink passengers in Batam City , (4) To determine the influence of Facilities on satisfaction of Citilink Indonesian Passengers in Batam City and (5) To determine the influence of Friendliness, Price, Punctuality and Facilities together on satisfaction of Citilink Indonesian Passengers in Batam City.

The research method used in this research is a quantitative method using a Likert scale and the sample used is 100 samples. The analytical method used is the multiple linear regression method, determination test, partial t test, and f test.

The research results show that Friendliness (X1), Price (X2), Timeliness (X3), and Facilities (X4) together have a positive influence on Passenger satisfaction (Y). Where the multiple linear regression equation $Y = 2,481 + -286X1 + 183X2 + 527X3 + 442X4$. In the f test, friendliness, price, punctuality and facilities have a significant effect on passenger satisfaction with a significance level of $0.000 < 0.05$. In the determination test, the contribution percentage for Friendliness was 1.51%, Price was 1.97%, Timeliness was 2.53%, and Facilities was 2.49%. Apart from that, in the partial t test all variables have a significant influence on Passenger satisfaction with the calculated results of Friendliness tcount 3.404 with a significance value of 0.000, Price tcount 3.994 with a significance value of 0.000, Timeliness tcount 4.687 with a significance value of 0.000, and Facilities tcount 4.644 with a significance value 0,000.

Keywords: Friendliness, Price, Punctuality and Facilities

1. Introduction

Air transport has become one of the rapidly growing sectors in Indonesia, with many airlines offering various services. Citilink Indonesia, as a low-cost carrier, has become a primary choice for many passengers in various cities, including Batam. The success of an airline is not only determined by the availability of flights but also by various service factors such as cabin crew friendliness, ticket prices, punctuality, and the facilities provided.

In reality, the passenger experience during a flight can be influenced by a number of complex factors. Therefore, it is important to identify and understand the factors that can affect passenger satisfaction, particularly in the context of Citilink Indonesia's operations in Batam. The factors focused on in this study include several key elements that directly impact passenger satisfaction during air travel. First, cabin crew friendliness is considered a vital aspect in creating a comfortable and welcoming atmosphere for passengers. Success in providing friendly service can enhance the travel experience and foster a positive relationship between passengers and the airline.

The influence of ticket prices in the context of this research is a critical element that plays a central role in passenger decisions. Ticket prices not only determine the cost of travel but also shape passengers' perceptions of the value they receive from airline services. In the aviation world, ticket prices are a primary factor in shaping passenger preferences and decisions.

Firstly, ticket prices create a perception of value. Passengers assess whether the expense is justified by the benefits they gain during their journey. Reasonable ticket prices that align with service quality can foster a positive impression of the airline. Additionally, ticket prices are a key determinant of passengers' purchasing power. The availability of affordable prices can enhance flight accessibility to various segments of society, while high prices may pose barriers for budget-conscious travelers. Passenger purchasing decisions are frequently influenced by ticket prices. Passengers tend to prefer airlines that offer competitive pricing and provide added value that they believe is worth the expense.

Flight punctuality is also highlighted as a significant element in the passenger experience. Flight delays can create discomfort and have a negative impact on passengers' travel schedules. Therefore, this research will explore the extent to which flight punctuality can contribute to passenger satisfaction levels and how this factor can influence their perception of airline service quality.

The facilities available during the journey are also an important consideration. Amenities such as comfortable seating, 20 kg free baggage allowance, in-flight meals, complimentary lounge access, and other additional services can play a significant role in creating a satisfying overall experience for passengers. If a service company offers good facilities, it can make it easier for customers to utilize the services provided, ultimately fostering a sense of comfort for the customers themselves (Emmywati, 2016). Companies that can create an enjoyable purchasing experience through quality and diverse facilities will positively influence customers' purchasing power, as they feel satisfaction when using the services, leading to increased profits for the company.

Problem Statement:

1. Does hospitality influence passenger satisfaction with Citilink Indonesia in Batam City?
2. Does price influence passenger satisfaction with Citilink Indonesia in Batam City?
3. Does punctuality influence passenger satisfaction with Citilink Indonesia in Batam City?
4. Do facilities influence passenger satisfaction with Citilink Indonesia in Batam City?
5. Do hospitality, price, punctuality, and facilities collectively influence passenger satisfaction with Citilink Indonesia in Batam City?

Research Objectives:

1. To determine whether hospitality affects passenger satisfaction with Citilink Indonesia in Batam City.
2. To determine whether price affects passenger satisfaction with Citilink Indonesia in Batam City.
3. To determine whether punctuality affects passenger satisfaction with Citilink Indonesia in Batam City.
4. To determine whether facilities affect passenger satisfaction with Citilink Indonesia in Batam City.
5. To determine whether hospitality, price, punctuality, and facilities together influence passenger satisfaction with Citilink Indonesia in Batam City.

Benefits of the Research

Theoretical

1. For the author, this research serves as one of the requirements to be fulfilled in the education program of the Management Department at the Faculty of Economics and Business, Ibn Sina University Batam, and aims to broaden the author's thinking as well as enhance understanding related to this research.
2. For the Management Study Program, this research is expected to be a valuable resource for literature study, educational purposes, and to enrich scientific research at Ibn Sina University Batam, particularly for the Bachelor's Degree in Management at the Faculty of Economics.

Practical Benefits

1. For companies, the findings from this research are anticipated to offer considerations regarding service friendliness, pricing, timeliness, and facilities in relation to passenger satisfaction with Citilink Indonesia in Batam.
2. For future researchers, it is hoped that this study will serve as an additional reference and resource, as well as provide information for interested parties to explore similar issues in the future.

2. Literature Review

Theory of Satisfaction

Kotler and Keller, as cited by Donni Juni Priansa (2016:196), satisfaction is the feeling of pleasure or disappointment that arises after comparing the actual performance (outcomes) of a product to the expected performance (outcomes). If the actual performance is below expectations, the passenger feels dissatisfied. If the actual performance meets expectations, the passenger feels satisfied.

Definition of a Passenger

According to Greenberg (2019), a passenger is a group or individual who regularly purchases a product or service based on their assessment of both benefits and price. They then engage with the company through letters, phone calls, and other facilities to obtain a new offer from the company.

Elements of Passenger Satisfaction

According to Donni Juni Priansa (2017:210), five elements concerning passenger satisfaction are as follows:

1. Expectations

Passengers' expectations regarding a good or service are established before they purchase the item. At the time of purchase, passengers hope that the goods or services they receive will meet their expectations, desires, and beliefs. Goods or services that align with passengers' expectations will lead to satisfaction.

2. Performance

This refers to passengers' experiences regarding the actual performance of the goods or services when used, independent of their expectations. When the actual performance meets expectations, passengers will feel satisfied.

3. Comparison

This element involves comparing the expected performance of the goods or services before purchase with the perceived actual performance of those goods or services. Passengers will feel satisfied when their pre-purchase expectations match or exceed their perceptions of the actual product performance.

4. Experience

Passengers' expectations are influenced by their prior experiences with different brands of goods or services.

5. Confirmation and Disconfirmation

Confirmation occurs when expectations align with the actual performance of the product. Conversely, disconfirmation happens when expectations are higher or lower than the actual product performance. Passengers will feel satisfied when confirmation or disconfirmation occurs.

Theory of Friendliness

Heri Kuswara (2019), being friendly is an attitude of courtesy towards everyone so that others feel comfortable and happy when they are with us. However, being friendly and kind is not enough for employees in carrying out their responsibilities. Attitudes and behaviors in the business world are also one of the factors for developing and advancing a business.

Indicator of Agreeableness

Pervin & Jhon (2020) in Adang Hambali and Ujam Jaenudin (2020:203) define agreeableness as an individual's orientation quality characterized by a continuum of values ranging from gentleness to antagonism in thinking, feeling, and behaving. Agreeableness has the following indicators:

1. Morality
2. Helping Behavior (Altruism)
3. Ability to Cooperate
4. Humility
5. Sympathy

Price Theory

Kotler and Armstrong (2015) define price in a narrow sense as the amount charged for a product or service; more broadly, price is the total value that customers give to obtain the benefits of owning or using a product or service. According to Andi (2015:128), price is a key factor influencing a buyer's choice, as it significantly impacts consumer purchasing decisions. Therefore, before setting a price, companies should review several price references for a product that is deemed to have high sales.

Price Indicators

According to Kotler (2018), for a company to market its products effectively, several indicators must be taken into account, as follows:

1. **Affordable Pricing:** This reflects the customer's willingness to purchase before making a decision. Consumers typically look for prices that they can afford before buying.
2. **Price Relative to Quality:** This applies to certain products. However, customers may not mind paying a high price if the quality is good. Nonetheless, customers generally prefer high-quality products that are offered at lower prices.
3. **Competitive Pricing:** This involves planning the selling price of a product while considering the prices of competing products in the market.
4. **Price Relative to Benefits:** Customers usually prioritize the benefits of a product over its price. **Discounts:** These are price reductions offered by sellers to consumers as a form of appreciation for their purchase, aimed at enhancing customer satisfaction.

Theory of Timeliness

According to Dr. Jan Walravens, an expert in air transportation management, on-time departure is a critical aspect within the context of aviation. On-time departure refers to the ability of airlines or flight operators to schedule, prepare, and execute aircraft departures according to the established timetable. He asserts that on-time departure is key to providing reliable and satisfactory service to passengers.

Timeliness Indikator

According to Anggraheny (2020), the indicators of punctuality are:

1. There is clear information regarding the waiting time for passengers and boarding the aircraft at the airport before departure.
2. The flight departs exactly on schedule.
3. The flight departs in accordance with the planned schedule procedures.
4. The flight arrives 30 minutes before departure.
5. The aircraft is ready for boarding 30 minutes before departure.

Facility Theory

According to Tjiptono (2019:317), facilities are physical resources that must be available before a service is offered to consumers. Facilities are crucial in service businesses; therefore, factors such as the condition of the facilities, interior and exterior design, and cleanliness must be considered, particularly those that are closely related to what consumers experience directly. The perceptions gained from passengers' interactions with service facilities influence the perceived quality of the service in the eyes of consumers. Facilities serve as physical support for the company's activities, utilized in the company's normal operations, with a relatively permanent duration of usefulness, and provide benefits for the future.

Facility Indikator

Passengers seek comfort during the service experience, especially when the facilities used are designed to be pleasant and attractive. According to Fandy Tjiptiono (2019:161), the indicators of facilities include:

1. Spatial Planning
2. Lighting
3. Room Planning
4. Furnishings/Equipment
5. Graphically Communicated Messages

Previous Research

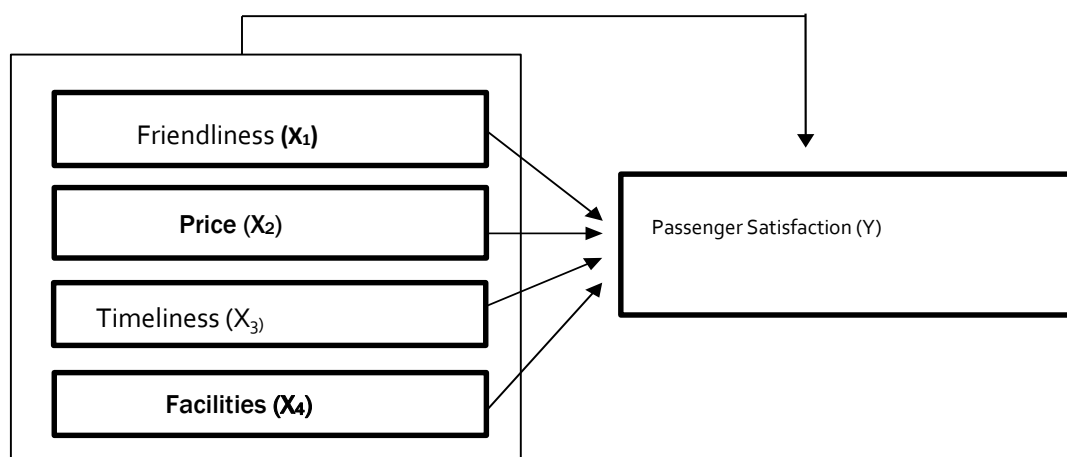
Table 1. Previous Research

No.	Research	Research Title	Research Results
1.	Lira Netriadi, Tifani Ratu Firdaus (2021)	The Influence of Service Quality, Price, and Facilities on the Satisfaction of Inpatient Patients at Trusan Health Center, Pesisir Selatan Regency.	Service quality, price, and facilities have an impact on patient satisfaction.
2.	Saleky (2017)	The Influence of Service Quality on Customer Satisfaction for Garuda Indonesia Domestic Routes in Ambon City	The quality of service positively affects customer satisfaction.

3.	Dewi Pebranad Putra (2016)	The Influence of Satisfaction and Timeliness on Customer Loyalty in Online Stores The Influence of Satisfaction and Timeliness on Customer Loyalty in Online Stores	Timeliness has a significant impact on loyalty, while satisfaction does not have a significant effect on loyalty.
4.	Viona Puspa Candra Nurani (2018)	The Influence of Price, Brand Image, and Service Quality on the Purchasing Decisions of Garuda Indonesia Tickets	The research findings indicate that price has a statistically insignificant effect, while brand image and service quality have a significantly positive impact on purchasing decisions.
5.	Yessy (2017)	The Impact of Teller Courtesy and Comfort on Customer Satisfaction at PT. Bank Artha Graha Batam Branch.	Hospitality and comfort together have a significant impact on customer satisfaction.

Conceptual Framework

The variables used in this research are friendliness, price, punctuality, and facilities as independent variables, while the dependent variable is passenger satisfaction. The relationship between the variables can be schematically viewed in the following diagram:



Hypothesis

Based on the problem statements outlined above, the following hypotheses can be drawn:

- H1 : There is an effect of friendliness on passenger satisfaction with Citilink Indonesia in Batam City.
- H2 : There is an effect of pricing on passenger satisfaction with Citilink Indonesia in Batam City.
- H3 : There is an effect of punctuality on passenger satisfaction with Citilink Indonesia in Batam City.
- H4 : There is an effect of facilities on passenger satisfaction with Citilink Indonesia in Batam City.
- H5 : There is an effect of friendliness, pricing, punctuality, and facilities on passenger satisfaction with Citilink Indonesia in Batam City.

3. Research Methodology

Place of Research

*Proceeding 4th International Conference on Business & Social Sciences (ICOBUSS)
Surabaya, October 26-27th, 2024*

Research was conducted at Citilink Indonesia in Batam City, located at the Departure Terminal of Hang Nadim International Airport, Jl. Hang Nadim No. 01, Batu Besar, Nongsa District, Batam City, Riau Islands 29466.

Types and Sources of Data

Type of Data

- a. Quantitative data is a specific type of research characterized by a systematic, planned, and clearly structured approach from the beginning until the creation of the research design. Another definition states that quantitative research heavily relies on the use of numbers, starting from data collection, interpretation of the data, to the presentation of the results. Similarly, during the conclusion stage of the research, it is beneficial to include images, tables, graphs, or other types of displays.
- b. Qualitative data represents a newer method, as its popularity has only recently emerged. This method is referred to as post-positivistic because it is based on the philosophy of post-positivism, as well as being artistic in nature since the research process is less structured. It is also called interpretive because the results pertain more to the interpretation of the data found in the field. Quantitative research methods can be defined as research methods used to study a specific population or sample, collecting data through research instruments, with data analysis being quantitative (statistical), aimed at testing predetermined hypotheses.

Data Sources

The data used in this research is categorized into two types:

- a. Primary data, which refers to information obtained directly from the research site, including data in the form of research and development programs, the status of passengers, and direct, natural events experienced by the author.
- b. Secondary data, which refers to information acquired by the author from lecture notes, articles, and other literature related to the research.

Data Collection Method

In this research activity, the author attempts to collect data through the following methods:

1. Interviews, which involve systematically gathering data through question-and-answer sessions with relevant parties.
2. Observations, which entail direct research at the related institutions and assessing passenger behavior.
3. Questionnaires, which involve distributing a list of questions to passengers concerning their satisfaction with service aspects such as Friendliness, Pricing, Timeliness, and the Facilities provided.

Population and Sample

Population

Population is a generalized area that consists of objects and subjects possessing certain qualities and characteristics established by the researcher for study and subsequent conclusion drawing. Therefore, population is not limited to just people, but also includes objects and other natural entities. According to Sugiyono (2014), population is not merely the count of objects or subjects being studied, but encompasses all the characteristics possessed by those subjects or objects. The population for this research is passengers of Citilink Indonesia in the city of

Batam, with the study focusing specifically on 324,000 passengers of Citilink Indonesia in Batam.

Sample

According to Sugiyono (2014), a sample is a subgroup or a portion of a population. A sample consists of a number of members selected from the population. The sampling method used is simple random sampling, which involves selecting members from a population considered homogeneous (similar) randomly without regard to the strata (levels) within the population. The minimum sample size can be determined when the population is known using the Slovin's formula:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size

N = population size

e = permissible margin of error used (10%)

The population (N) is known to be 324,000 passengers, and the precision level or margin of error set is 10%; therefore, the sample size is:

$$n = \frac{324.000}{1 + 324.000 (10\%)^2}$$

$$\frac{324.000}{3241} = 99.97 = 100 \text{ penumpang}$$

The sample used in this study consists of 100 passengers from Citilink Indonesia in the city of Batam.

Data Analysis Tools

Data Quality Testing

The accuracy of hypothesis testing regarding the relationship between research variables heavily relies on the quality of the data used in the testing. Hypothesis testing will miss its target if the data used is unreliable and does not accurately reflect the concepts being measured. Therefore, it is essential to conduct validity and reliability tests on the instruments used. An instrument is a tool for data collection, and a good instrument is one that aligns with the nature of the data to be collected and ensures that the data gathered is valid and trustworthy.

Validity Test

Validity is a measurement tool that indicates the extent to which a measuring instrument can accurately assess what it intends to measure (Sugiyono, 2014:133).

One way to test validity is by calculating the correlation between item scores and the total score. The correlation between item scores and the total score must be significant according to certain statistical measures. If an item score is found to be non-significant, then that item is considered invalid. Data processing is carried out using the SPSS computer program,

specifically SPSS Software (Statistical Product and Service Solutions) for Windows Version 25.0.

According to Ghozali (2016), validity testing is conducted by comparing the calculated r value with the tabled r value. If the calculated r value is greater than the tabled r value and is positive, then the questions or indicators in the questionnaire are considered valid. Conversely, if the calculated r value is smaller than the tabled r value, the questions are deemed invalid.

Reliability Testing

According to Imam Ghozali (2016:140), a construct/variable is considered reliable if it yields a Cronbach's alpha value greater than 0.06. Reliability calculations can only be performed on questions that have already demonstrated validity. The reason for using this technique is that the scores are in the form of a Likert scale (rating scale). To calculate the variance of each item and the total variance, the author utilizes the SPSS computer program. The reliability decision is determined by considering the alpha value. If the alpha value is smaller than the table value, then the item is considered reliable.

Multiple Regression Analysis

Used to determine the extent of the influence of independent variables (Friendliness, Price, Timeliness, and Facilities) on the dependent variable (Passenger Satisfaction).

Hypothesis Testing

1. R^2 Test (Coefficient of Determination)

The coefficient of determination (R^2) aims to determine the extent to which independent variables explain the dependent variable. This study employs the Adjusted R Square model because there are more than two variables.

2. F Test (Simultaneous Test)

According to Situmorang et al. (2018:146), the purpose of the F test is to determine the joint effect of independent variables on the dependent variable.

4. Results and Discussions

Data Analysis from Research Results

Testing Data Collection Tools

The most crucial step in collecting data is to test the instruments (measuring tools) that will be used. This process of testing the research instruments includes two main components: validity and reliability testing.

Validity and Reliability Testing

Validity testing can be conducted by calculating the correlation between the scores of each individual question and the total score. The calculations are performed using SPSS software version 25.0.

Validity testing criteria:

Valid = Sig (probability) < 0.05

Not valid = Sig (probability) > 0.05

Decision-making basis:

1. $Df = n - 2$ (where n = number of respondents). For 100 respondents, $100 - 2 = 98$; thus, the R-table value is 0.2826.

2. If the calculated $r > r_{\text{table}}$, it is valid; conversely, if the calculated $r < r_{\text{table}}$, it is not valid.

Alternatively, if the probability value (sig) is less than 0.05, then the item is considered valid.

From all the statements presented by the researchers, there were 25 questions across 4 independent variables and 1 dependent variable, each consisting of 5 questions. The results indicated that all the questionnaire items were deemed valid, allowing for effective data processing. The next test conducted was the reliability test, which measures the reliability of the instrument. Reliability refers to the consistency, stability, trustworthiness, and predictive power of the instrument concerning measurement outcomes. Thus, these instruments can effectively collect data to address the research objectives. A research instrument is considered reliable if it has an alpha value greater than 0.60. To assess the reliability of the instrument, Cronbach's Alpha reliability coefficient was used, with calculations performed using the reliability procedure in SPSS 25.

Table 2
Reliability Test Results of Variables

SO	Variabel	Nilai Reliabilitas (Cronbach's Alpha)	Parameter	Keterangan
1	Friendliness	0,861	0,60	Reliability
2	Price	0,875	0,60	Reliability
3	Timeliness	0,8100	0,60	Reliability
4	Facilites	0,840	0,60	Reliability
5	Passenger Satisfaction	0,882	0,60	Reliability

Source: SPSS Data Processing Version 25, 2024

From all the questions asked by the researcher, which are 25 questions from 4 independent variables and 1 dependent variable, each with 5 questions, the results obtained are that all questionnaire questions are stated as Reliable. So that all questionnaire questions can be processed properly.

Hypothesis Test Results

The Influence of Friendliness (X1) on Passenger Satisfaction (Y)

The first independent variable that the author analyzes is Hospitality (X1), where in this case it will be analyzed and the hypothesis will be proven whether Hospitality has an effect on Passenger Satisfaction (Y) of Citilink Indonesia in Batam City. This section shows the method used in entering variables where the author enters the variable to be analyzed, namely X1 Hospitality and no variables are removed because the author uses the "Enter" method.

Table 3. Friendliness Determination Test Results (X1)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 ^a	.151	.138	2.536
a. Predictors: (Constant), X1_ Friendliness				

Source: SPSS Data Processing Version 25, 2024

This section shows that the magnitude of the coefficient of determination that functions to determine the percentage of the dependent variable (Passenger Satisfaction) that can be

predicted using the independent variable (Friendliness). The coefficient of determination is used to calculate the magnitude of the role or influence of the independent variable on the dependent variable. The coefficient of determination is calculated by squaring the results of Friendliness, then multiplying it by 100% ($r^2 \times 100\%$). The R square number which is the Price number squared or 0.3892 is 0.151. The R square number is also called the coefficient of determination. The magnitude of the coefficient of determination is 0.151 or equal to 1.51%. This number means that only 1.51% of Passenger Satisfaction can be explained using the Friendliness variable. While the rest, namely 100.49% ($100\% - 1.51\%$) must be explained by other causal factors. To note the magnitude of R square ranges from 0 to 1, the smaller the magnitude of R square, the weaker the relationship between the two variables. Conversely, if R square is getting closer to 1, the stronger the relationship between the two variables.

Table 4 Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	12.159	2.3100		5.070	.000
X1_ Friendliness	.386	.113	.389	3.404	.001

Dependent Variable: Y_ Passenger Satisfaction
 Source: SPSS Data Processing Version 25, 2024

For the Friendliness variable (X1) obtained a t count value $>$ t table ($3.404 > 1.66088$) and a significant value ($0.000 < 0.05$) meaning H_a is accepted that Friendliness has an effect on Passenger Satisfaction and is significant.

The Influence of Price (X2) on Passenger Satisfaction (Y)

Table 5. The Influence of Price (X2) on Passenger Satisfaction (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444	.197	.185	2.4100

a. Predictors: (Constant), X2_Price
 Source: SPSS Data Processing Version 25, 2024

This section shows that the magnitude of the coefficient of determination that functions to determine the percentage of the dependent variable (Passenger Satisfaction) that can be predicted using the independent variable (Price). The coefficient of determination is used to calculate the magnitude of the role or influence of the independent variable on the dependent variable. The coefficient of determination is calculated by squaring the result of Price, then multiplying it by 100% ($r^2 \times 100\%$). The R square number which is the Price number squared or 0.4442 is 0.197. The R square number is also called the coefficient of determination. The magnitude of the coefficient of determination is 0.197 or equal to 1.97%.

This number means that only 1.97% of Passenger Satisfaction can be explained using the Price variable. While the rest, 100.03%, namely (100% - 01.97%) must be explained by other causal factors. To note the magnitude of R square ranges from 0 to 1, the smaller the magnitude of R square, the weaker the relationship between the two variables. Conversely, if R square is getting closer to 1, the stronger the relationship between the two variables.

Table 5. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11.809	2.136		5.529 .000
	X2_Price	.414	.104	.444	3.994 .000

a. Dependent Variable: Y_ Passenger Satisfaction
 Source: SPSS Data Processing Version 25, 2024

For the Price variable (X2), the calculated t value is > t table ($3.994 > 1.66088$) and the significant value is ($0.000 < 0.05$), meaning H_a is accepted that Price has an effect on Passenger Satisfaction and is significant.

The Influence of timeliness (X3) on Passenger Satisfaction (Y)

Table 6 Results of Timeliness Determination Test (X3)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.241	2.380

a. Predictors: (Constant), X3_ Timeliness
 Source: SPSS Data Processing Version 25, 2024

In this section, it can be seen that the magnitude of the coefficient of determination functions to determine the percentage of the dependent variable (Passenger Satisfaction) that can be predicted using the independent variable (Punctuality). The coefficient of determination is used to calculate the magnitude of the role or influence of the independent variable on the dependent variable. The coefficient of determination is calculated by squaring the Price result, then multiplying it by 100% ($r^2 \times 100\%$). The R square number which is the Price number squared or 0.5032 is 0.253. The R square number is also called the coefficient of determination. The magnitude of the coefficient of determination is 0.253 or equal to 53%. This number means that Passenger Satisfaction is only 53% which can be explained using the Punctuality variable. While the remaining 97.47% (100% - 53%) must be explained by other causal factors. It should be noted that the magnitude of R square ranges from 0 to 1, the smaller the magnitude of R square, the weaker the relationship between the two variables. On the other hand, if the R square is getting closer to 1, the relationship between the two variables is getting stronger.

Table 7. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	9.638	2.284		4.220
	X3_timeliness	.531	.113	.503	4.687

a . Dependent Variable: Y_ Passenger Satisfaction

Source: SPSS Data Processing Version 25, 2024

For the timeliness variable (X3), the calculated t value is $> t$ table ($4.687 > 1.66088$) and the significant value is ($0.000 < 0.05$), meaning H_a is accepted that Punctuality has an effect on Passenger Satisfaction and is significant.

The influence of facilities (X4) on passenger satisfaction (Y).

Table 8 Simple Linear Regression Test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	8.928	2.456		3.636
	X3_facilities	.525	.113	.499	4.644

a . Dependent Variable: Y_ Passenger Satisfaction

Source: SPSS Data Processing Version 25, 2024

For the Facilities variable (X4), the calculated t value is $> t$ table ($4.644 > 1.66088$) and the significant value is ($0.000 < 0.05$), meaning that H_a is accepted that Facilities have an effect on Passenger Satisfaction and are significant.

Analysis of Friendliness (X1), Price (X2), Timeliness (X3) and Facilities (X4) Together on Passenger Satisfaction (Y) Citilink Indonesia in Batam City

Table 9 F Test Results (Simultaneous)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	214.187	4	53.547	11.921	.000 ^a
Residual	278.500	95	4.492		
Total	492.687	99			

a. Predictors: (Constant), Friendliness, Price, Timeliness, facilities

b. Dependent Variable: Passenger Satisfaction

Source: SPSS Data Processing Version 25, 2024

The ANOVA test produces an F value of 11.921, meaning that the calculated F (11.921) > F table 47 with a significance level (probability number) of 0.05. The calculated F > F table then H_0 is rejected and H_1 is accepted. So the regression coefficients of Friendliness (X1), Price (X2), Punctuality (X3) and Facilities (X4) together have a significant effect on the Y variable (Passenger Satisfaction).

5. Conclusions

Based on the results of data analysis and discussion on Friendliness, Price, Punctuality and Facilities on Passenger Satisfaction of Citilink Indonesia in Batam City, in general the following conclusions can be drawn:

1. Based on the Validity Test of the statement of the variables Friendliness, Price, Punctuality and Facilities on Passenger Satisfaction, the data shows that all statements in the questionnaire for each table are Valid. Because the calculated r value is greater than the r table.
2. Based on the Reliability Test, it shows that the data collected from the questionnaire for a variable used in this study is Reliable.
3. Based on the t-test, the Friendliness variable (X1) partially has a positive and significant effect on Passenger Satisfaction. This is indicated by a significant value of (3.404 > 1.66088) and a significant value (0.000 < 0.05), then the hypothesis stating that Friendliness (X1) has a significant effect on Passenger Satisfaction of Citilink Indonesia in Batam City.
4. Based on the t-test, the Price variable (X2) partially has a positive and significant effect on Passenger Satisfaction. This is indicated by a significant value of (3.994 > 1.66088) and a significant value of (0.000 < 0.05), then the hypothesis states that Price (X2) has a significant effect on Citilink Indonesia Passenger Satisfaction in Batam City.
5. Based on the t-test, the Punctuality variable (X3) partially has a positive and significant effect on Passenger Satisfaction. This is indicated by a significant value of (4.687 > 1.66088) and a significant value of (0.000 < 0.05), then the hypothesis states that Punctuality (X3) has a significant effect on Citilink Indonesia Passenger Satisfaction in Batam City and is the variable with the greatest influence (dominant).
6. Based on the t-test, the Facility variable (X4) partially has a positive and significant effect on Passenger Satisfaction. This is indicated by a significant value of (4.644 > 1.66088) and a significant value of (0.000 < 0.05), then the hypothesis states that Facilities (X4) have a significant effect on Citilink Indonesia Passenger Satisfaction in Batam City.
7. Based on the F Test, the variables of Friendliness (X1), Price (X2), Punctuality (X3), and Facilities (X4) have a simultaneous effect on Citilink Indonesia Passenger Satisfaction (Y) in Batam City.

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