Analysis of Price Physical Evidence and Quality of Service on the Jabodetabek KRL Consumer Satisfaction

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Abstract: - The purposes of the research is to analyse that price variable. physical evidence. service quality to costumer satisfaction variable of KRL JABODETABEK. Research data is a daily data for observation period on 1.5 years (25th June 2018 until 20 th December 2019). Sampling techniques are generally carried out randomly via online. The study was conducted on 369 respondents who had used KRL JABODETABEK transportation services. This type of research is a quantitative descriptive study. The research technique uses multiple regression analysis to see the effect between independent and dependent variables. The results showed that the price. physical evidence. and service quality variables had a positive effect. as well as a significant effect on the customer satisfaction variable for the KRL JABODETABEK. And also the variable price. physical evidence. and service quality together - a positive and significant effect on the customer satisfaction variable KRL JABODETABEK.

Keywords:- Price. Physical Proof. Service Quality. and Customer Satisfaction.

I. INTRODUCTION

Transportation is the movement of people or goods from one place to another by using a vehicle that is driven by humans or machines. Transportation is used to facilitate humans in carrying out daily activities. The modes of transportation are divided into three types. namely land. air and sea transportation.

Along with the development of an increasingly modern and modern era. causing the progress of various sectors. namely the economic sector. industry. technology. telecommunications. infrastructure and machinery. Some regions in Indonesia that are developing rapidly are JABODETABEK (Jakarta. Bogor. Depok. Tangerang. and Bekasi). Among JABODETABEK areas. researchers conducted research on the DKI Jakarta area. The population in Jakarta increases every year. so that population density is inevitable. This was proven by data from the Jakarta Statistics Agency

It can be concluded that the mode of transportation is an important and strategic means of development in smoothing the wheels of the economy. and influencing all aspects of people's lives (Jen & Hu. 2003; Joewono & Kubota. 2007; Lai & Lu. 2007)

In 2017 it was a change of name from PT Kereta Jabodetabek Train (KCJ) to PT Kereta Commuter Indonesia (KCI) which marked the transformation of a wider range of service coverage. reaching areas outside Jabodetabek with projections covering all regions of Indonesia. This step must be accompanied by the development of Human Resources in each line of operations. to provide the best service to commuter train passengers in all operational areas.

Train is not only an affordable alternative transportation option. but also free from highway congestion. In fact. the train is not only an option for those with lower middle economy. but also the upper middle class in seeking practicality and comfort to reach their destination

JABODETABEK KRL has a new system that intends to serve the community and be able to satisfy customers with this train service. With the system it is expected that there will be no buildup of passengers on the train resulting in overcrowded trains and reducing comfort in the car. That system is the Commuter Line System. With this system it is planned that more train schedules are expected to be able to better know the factors that can increase customer satisfaction and also evaluate and improve the factors that can reduce the level of customer satisfaction.

The researcher communicated with PT KCI (Indonesian Commuter Train) Public Relations. PT KCI revealed that in 2018 there were a total of 22.294 passenger complaints. The complaint was received through social media namely Instagram. Facebook and Tweeter.

II. THEORETICAL REVIEW

A. Marketing

Marketing is identifying and meeting the needs and desires of consumers. A good and concise definition of marketing according to Kotler and Keller (2016: 27) is "Marketing is Meeting Needs Profitability". the purpose of the phrase is that marketing is something that is done to meet every need (consumer needs) in ways that benefit all party. Daryanto (2011: 1) defines marketing is a social and managerial process where individuals and groups get their needs and desires by creating. offering and exchanging things of value to each other. The marketing mix is the interaction of four main variables in the marketing system of products or services. price. location and promotion. According to McChary quoted by Kotler and Keller who were translated by Benyamin Molan (2012: 17) clarified four elements of marketing mix tools. namely 4P in the marketing

of goods including Product. Price. Place and Promotion. But for the service sector. the 4P is still lacking. Then. also stated by Zeithaml and Bitner (in Ratih. 2010: 19) revealed that the marketing mix also has 3 other elements. namely People. Physical evident. and Process

➢ *Product*

The product is the most important element in the marketing mix which has various meanings and meanings. but in general the product is anything that can be expressed to the market to be noticed. bought. used. and consumed.

➢ *Price*

Price is the second most important element in the marketing mix after the product and is the only element of the marketing mix that generates the opinion of the seller. while the other elements constitute expense expenditures.

➢ *Place*

Place shows various activities carried out by producers to make a product that is produced can be obtained and available to consumers at the right time and place wherever consumers are.

➢ *Promotion*

Promotion is a variety of activities carried out by the company with the main objective to inform. persuade. influence. and remind consumers to buy products from the company.

➢ *People*

All actors play a role in the presentation of services so that they can influence customer perception. Elements of people are company employees. consumers. and other consumers.

➢ *Physical Evidence*

Physical evidence is the environment in which the service is delivered and where the service provider with the consumer interacts along with all other components that support the realization or communication of the service.

➢ *Proces (Process)*

All the actual procedures. mechanisms and flow of activities used to meet the needs and desires of consumers for service companies. cooperation between marketing and operations is very important in this element of the process. especially in serving all the needs and desires of consumers.

B. Price (Price)

According to Tjiptono (2010) prices are monetary units or other measures (including other goods and services) exchanged in order to obtain ownership rights or use of goods and services.

According to Kotler and Armstrong. translated by Bob Sabran (2012: 52). explains there are four measures that characterize prices. namely price affordability. suitability of prices with product quality. suitability of prices with benefits. and prices according to ability or price competitiveness. The four price measures are as follows:

➢ *Affordability of Prices*

Consumers can reach prices set by the company. Usually there are several types of products in one brand the price is also different from the cheapest to most expensive.

➢ *Price Conformity with Product Quality.*

Price is often used as an indicator of quality for consumers. People often choose a higher price between two goods because they see a difference in quality.

➢ *Price Match and Benefits*

Consumers decide to buy a product if the perceived benefits are greater or equal to what has been spent to get it

➢ *Prices according to ability or price competitiveness*

Consumers often compare the price of a product with other products. in this case the expensive price of a product is highly considered by consumers when buying the product.

C. Compensation

❖ *Physical Evidence*

Physical evidence. also known as physical evidence. is an important element in the marketing mix of services that significantly influences the decision p Physical evidence in the jada business can be distinguished by type. According to Rambat Lupiyoadi (2013: 120) in the service business can be divided into two types. namely important evidence and additional evidence as follows:

➢ *Essential Evidence*

Decisions made by service providers regarding the design and layout of a building. Like the type of aircraft used by an airline. restaurant atmosphere. and so on. This will significantly increase the scope of production.

➢ *Peripheral Evidence (Additional Evidence)*

Having a small independent value but adding to the value provided by the purchase service product. Additional evidence only serves as a complement so that if you stand alone it will not mean anything. even so its role is very important in the service production process. For example. such as airplane tickets which are a sign of the right to use services at a time. the airline mamajang company symbol on every object from tickets to the fuselage.

Physical evidence has elements that can influence a consumer's assessment of a service company. According to Zeithaml and Bitner (2013: 278) physical evidence is divided into two elements namely servicescape (service environment) and other tangibles (other physical communication elements). as follows:

➢ *Servicescape*

Represents all aspects of a service organization's facilities which include exterior attributes (information boards. parking lots. natural landscapes) interior attributes (design. layout. equipment. decoration).

➤ *Other tangibles*

Is an aspect other than servicescape facilities that are included in the delivery of a service (such as printed communication materials. clothing or uniforms. etc.).

D. Theoretical Framework

Based on the formulation of the problem in the first chapter. a description of the theories and previous studies regarding price variables. physical evidence. and service quality. to customer satisfaction. Therefore. the theoretical framework proposed in this study is described as follows:
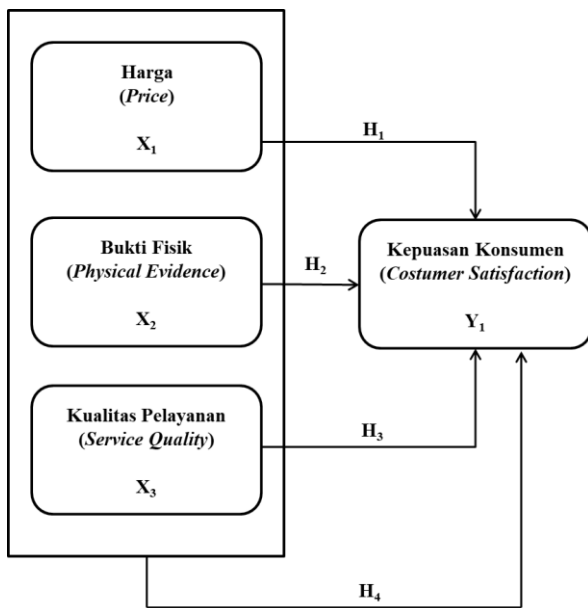

Fig 1:- Inter-Variable Relationship Model

Partially or simultaneously it is suspected to have an influence on customer satisfaction (costumer satisfaction) of KAB JABODETABEK products from PT KCI (Indonesian Commuter Train). The research hypothesis can be formulated. as follows:

H1: Price influences customer satisfaction in JABODETABEK KRL transportation modes
H2: Physical evidence has an effect on customer satisfaction in the JABODETABEK KRL transportation mode
H3: Service Quality influences customer satisfaction in JABODETABEK KRL transportation modes
H4: Price. Physical Evidence. and Service Quality togetherhave an influence on customer satisfaction in JABODETABEK KRL transportation modes

III. RESEARCH METHODOLOGY

In this research using quantitative research methods. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism. used to examine populations or specific samples. sampling techniques are generally carried out randomly. data collection using research instruments. quantitative or statistical data analysis with the aim to test hypotheses that are has been established.

Quantitative research in this study uses an explanatory and survey approach.

The purpose of choosing explanatory method is because the researcher wants to test the hypothesis of the effect of the relationship between the independent variables on the dependent variable. in this case to find out the Influence of Price Perception. Physical Evidence. Service Quality on Consumer Satisfaction of some characteristics of consumers of fashion service users JABODETABEK KRL transportation

A. Population and Sample

The population in this study is the average result of all consumers who have used the JABODETABEK KRL transportation mode from 2012 to 2018 or can be seen in Table 1.2 which is 241.056.206 consumers. Sampling in this study using probability sampling techniques is proportionate stratified random sampling using the slovin formula.The size of the sample in this study is determined by the Slovin formula

To prevent invalid data. the number of samples in this study was 100 sampling from all users of JABODETABEK KRL transportation services.

B. Method Analysis

Data analysis method used in this research is quantitative analysis method and this study using IBM SPSS 25 statistical program tools to facilitate the processing of research data from the program will get output in the form of processing results from the data that has been collected. then the output of the data processing is interpreted to be analyzed. After an analysis is made then a conclusion is drawn as a result of the research.

C. Dimension Correlation Analysis between Variables

Dimensional correlation analysis is an analysis used to be able to find out the factors that affect operationally in each variable. Dimensional correlation aims to determine the relationship of the intended variable of several dimensions. especially for the independent variable whether it has a relationship with the dependent variable and to find out how strong the relationship between the dimensions of the independent variable is with the dependent variable.

In general the value of the correlation coefficient lies between -1 and 1. the smallest value is -1 and the largest is 1 with the following criteria:

- If $r = 1$. the correlation between X and Y is perfectly positive which means that if the value of X goes up then the value of Y goes up. conversely if the value of X goes down then the value of Y goes down.
- If $r = -1$. the correlation between X and Y is perfectly negative. which means that if X goes up. the value of Y goes down. otherwise if the value of X goes down. the value of Y goes up.
- If $r = 0$. the correlation between X and Y is no relationship.

IV. RESULTS AND DISCUSSIONS

Based on information. that in this study the number of respondents is more female than male respondents. It is known that the output of 369 respondents in this study there were 224 female respondents (60.7%). and 145 male respondents (39.3%). From these data it can be concluded that the users of JABODETABEK KRL mode of transportation services are dominated by women rather than men.

- Based on age. the majority of respondents aged 20-30 years were 256 people (69.4%). aged over 30 years were 66 people (17.9%). aged 10-20 years were 45 people (12.2%) . and aged under 10 years as many as 2 people (0.5%). In the age range of 20 to 30 years. customers are classified as young and productive.
- Characteristics of respondents based on location of residence. the majority of respondents with DKI Jakarta locations as many as 147 people (39.8%). Tangerang locations as many as 131 people (35.5%). Bekasi locations as many as 35 people (9.5%). locations outside JABODETABEK as many as 24 people (6.5%). Depok locations as many as 17 people (4.6%). and Bogor locations as many as 15 people (4.1%). Where we know. the transportation lanes of the DKI Jakarta and Tangerang areas are dense lanes of vehicles to congestion that take a long time to travel.
- Characteristics based on education. the majority of respondents have a S1 education of 202 people (54.7%). high school as many as 97 people (26.3%). S2 as many as 35 people (9.5%). Diploma I / II / III as many as 24 people (6.5%). SMP as many as 5 people (1.4%). elementary school as many as 3 people (0.8%). S3 as many as 2 people (0.5%). and professors as much as 1 person (0.3%) . The results of these respondents indicate that customers have a fairly high level of formal education last. so that they are selective in using the mode of transportation used.
- Characteristics based on employment. the majority of respondents with private employment are 213 people (57.7%). students or students are 62 people (16.8%). self-employed are 39 people (10.6%). housewives are 25 people (6.5%). others as many as 19 people (5.1%) and civil servants as many as 12 people (3.3%). So from the results obtained. it can be concluded that most customers who use KAB JABODETABEK transportation mode services are private employees.

A. Descriptive Variable Analysis

➢ *Price Variable Data Analysis (X1)*

The Price variable there are 4 dimensions and 9 indicators The results of the measurement of price variables obtained the highest mean value of 3.79 (X1.4) with the statement "prices in accordance with consumer perceptions" and 3.77 (X1.6) with the statement "KRL prices have better benefits than other modes of transportation".

While the mean value that belongs to the lowest category is 3.54 (X1.3) with the statement "the price is in accordance with the quality of the product or service offered". This shows an unsatisfied response in the eyes of consumers of JABODETABEK KRL transportation modes. Therefore. the author recommends that in addition to being affordable. the JABODETABEK KRL transportation mode needs to improve in the future.

➢ *Data Analysis of Physical Proof Variables (X2)*

In the Physical Evidence variable there are 3 dimensions and 6 indicators.

physical evidence variable measurement results obtained the highest mean value of 3.73 (X2.3) with the statement "AC KRL JABODETABEK is functioning well" and 3.72 (X2.5) with the statement "KRL JABODETABEK information can go through internet sites and brochures ". While the mean value that belongs to the lowest category is 3.57 (X2.2) with the statement "the environment around the JABODETABEK KRL station is conducive".

➢ *Analysis of Service Quality Variable Data (X3)*

In the Service Quality variable there are 5 dimensions and 10 indicators

The results of measurement of service quality variables obtained the highest mean value of 3.79 (X3.8) with the statement "KAB JABODETABEK provides comfort when passengers get on and off the train" and 3.77 (X3.9) with the statement "passengers get information from the KAB JABODETABEK officers easily ". These two statements show that the quality of service is in accordance with the perception of the passenger. This matter. The mean value that belongs to the lowest category is 3.62 (X3.1) with the statement " JABODETABEK provides a route map of travel". This shows that it is still lacking in the eyes of consumers.

➢ *Analysis of Variable Consumer Satisfaction Data (Y)*

In the Consumer Satisfaction variable there are 3 dimensions and 10 indicators

The results of measurements of consumer satisfaction variables obtained the highest mean value of 3.85 (Y1.6) with the statement "consumers prefer JABODETABEK KRL compared to other land transportation modes" and 3.83 (Y1.3) with the statement "passengers are reusing transportation modes JABODETABEK KRL. because of adequate and proper facilities. These two statements show that customer satisfaction is in accordance with the perception of the passenger. This shows a positive response in the eyes of consumer satisfaction. but the author gave PT KCI's input must still maintain

While the mean value which is included in the lowest category is 3.62 (Y1.9) with the statement "KRL JABODETABEK consumers are willing to give testimonials or positive comments towards others".

B. Validity test

A Validity test is used to see the description of the feasibility of the research instrument carried out on 40 respondents included in the study with r value = 0.312. The research instrument was declared valid if the acquisition value of r count> r table.

To test the reliability of the instrument by looking at the Cronbach Alpha value. If the Cronbach Alpha value> 0.60. the research instruments used are reliable.

The results of the validation of the primary data processing

there are 9 Price variable statements. all statements have a value of r count> r table (0.312). so it can be concluded that all items of the Price variable are declared valid.

➢ Questionnaire Reliability Test

In the SPSS program. this method is done by the Cronbach Alpha method. where a questionnaire is said to be reliable if the Cronbach Alpha value is greater than 0.60 as follows :

- From the results of the reliability variable statistical test data processing Price shows that the value of cronbach's alpha. r = 0.881 thus all 9 statements are reliable. because the value of cronbach's alpha is above the minimum limit of 0.60.
- From the results of the reliability statistical test data if the Physical Evidence Variable shows that the value of cronbach's alpha. r = 0.828 thus all 6 statement items are reliable. because the value of cronbach's alpha is above the minimum limit of 0.60.
- From the results of the reliability statistical test results of the Service Quality Variables show that the value of cronbach's alpha. r = 0.906. thus all 10 statement items are reliable. because the value of cronbach's alpha is above the minimum limit of 0.60.
- From the results of the reliability statistical test data if the Customer Satisfaction Variable shows that the value of cronbach's alpha. r = 0.908. thus all 10 statement items are reliable. because the value of cronbach's alpha is above the minimum limit of 0.60.

C. Classic assumption test

Before analyzing the relationship between variables using a simple linear regression test and multiple linear regression . may be violated so that the estimation results can be used as a basis for analysis. There are three problems that often arise that can lead to non-fulfillment of basic (classical) assumptions. namely normality. heteroskedacity and multicollinearity.

➢ Normality Test

Normality Test Data is used to determine whether the data obtained is normally distributed or not.
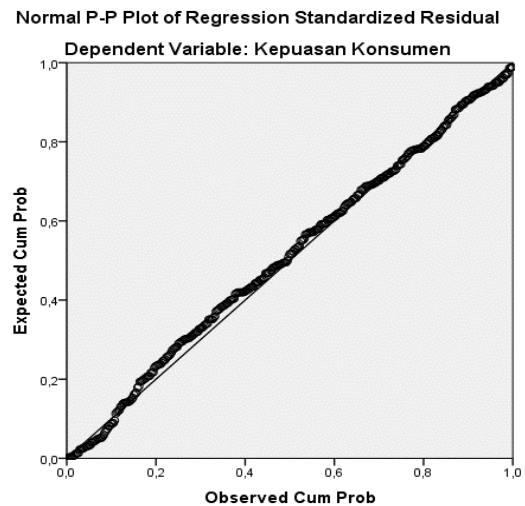

Fig 2:- Normality Test

D. Multicollinearity Test

VIF value of each variable is less than 10. This can be concluded that the tested data does not occur multicollinearity.
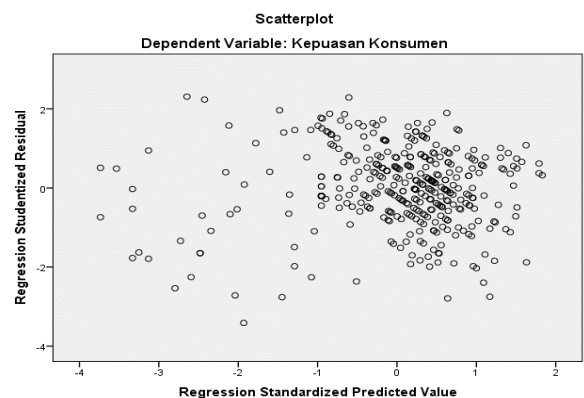
E. Heteroscedasticity Test

Fig 3:- Heteroscedasticity Test

That there are no clear patterns such as the points widened above and below the number 0 on the Y axis. so the points spread randomly. and do not form certain patterns. It can be concluded that the tested data did not occur heteroscedasticity.

F. Multiple Linear Regression Analysis

Variabel	Tolerance	VIF
Price	0.414	2.417
Physical Proof	0.452	2.211
Service Quality	0.719	1.391

Table 1:- Multiple Linear Regression Analysis

Based on Table above the VIF value is below 10 and the tolerance value> 0.1, it can be concluded that there is no multicollinearity between the independent variables (Price, Physical Evidence and Service Quality).

➢ *Simultaneous Significance Test (Test F)*

The test uses a significance level of 0.05. Simultaneous regression test (Test F) can be formulated as follows:

- If Sig. <0.05 Then H0 is rejected. and Ha is accepted (significant)
- If Sig. > 0.05 Then H0 is accepted. and Ha is rejected (insignificant) known value of F = 148.087. and the value of Sig. = 0.000. while the value of F table with df (3.73) = 2.73. Thus H0 is rejected. this is the Work Discipline variable (X1). the Work Motivation variable (X2). and the Compensation variable (X3). which together have a significant effect on the Employee Performance variable (Y).

➢ *Partial Regression Test (t Test)*

Obtained the coefficient for the independent variable X1 = 0.190. X2 = 0.266. X3 = 0.170. and a constant of 1.548. The calculation used in conducting multiple linear regression tests is to use the sum method. then the regression equation model obtained is as follows:

$$Y = 1.548 + 0.190.X1 + 0.266.X2 + 0.170.X3$$

The results of the regression equation can be explained as follows:

✓ A constant value of 1.548 with significance (0.000 <0.05). which means significant.
✓ X1 value of 0.190 indicates that the work discipline variable has a positive and significant effect (0.000 <0.05). So every one unit increase in work discipline will increase employee performance by 0.190.
✓ X2 value of 0.266 indicates that the work motivation variable has a positive and significant effect (0.000 <0.05). So every one unit increase in work motivation will increase employee performance by 0.266.
✓ X3 value of 0.170 indicates that the compensation variable has a positive and significant effect (0.000 <0.05). So every one unit increase in compensation will increase employee performance by 0.170.

- *Hypothesis 1: There is an effect of work discipline on employee performance*

There is an influence of work discipline (X1) partially on employee performance (Y). Table 4.13. shows that the relationship between work discipline (X1) and employee performance (Y) is significant with a t-test of 7.107 (t-count> t table (df = 73) = 1.99) and Sig. = 0.000. The coefficient value is positive that is equal to 0.190 which indicates that the direction of the relationship between work discipline (X1) with employee performance is positive at 19.0%. Thus the H1 hypothesis in this study which states that "Work Discipline (X1) affects Employee Performance (Y)" is accepted.

- *Hypothesis 2: There is an influence of work motivation on employee performance*

There is an influence of Work Motivation (X2) partially on Employee Performance (Y). Table 4.13. shows that the relationship between Work Motivation (X2) and Employee Performance (Y) is significant with a t-count of 7.161 (t-count (df = 73)> 1.99) and a Sig. = 0.000. The coefficient value is positive that is equal to 0.266 which indicates that the direction of the relationship between Work Motivation (X2) with Employee Performance is positive at 26.6%. Thus the H2 hypothesis in this study which states that "Work Motivation (X2) influences Employee Performance (Y)" is accepted.

- *Hypothesis 3: There is an effect of compensation on employee performance*

There is an effect of Compensation (X3) on the Employee Performance (Y) partially. Table 4.13. shows that the relationship between Compensation (X3) and Employee Performance (Y) is significant with a t-test of 6.690 (t-count (df = 73)> 1.99 and Sig value = 0.000. The coefficient value is positive that is 0.170 which shows that the direction of the relationship between Compensation (X3) and Employee Performance is positive at 17.0%. thus the hypothesis H3 in this study which states that "compensation (X3) influences employee performance (Y)" is accepted.

❖ **DISCUSSION**

➢ *Effect of Prices on Consumer Satisfaction*

The results showed that price influences customer satisfaction. This is based, among others, as follows:

- The results of the measurement of price variables obtained the highest mean value, namely the price statement in accordance with consumer perceptions and with the price statement KRL has better benefits than other modes of transportation. While the mean value which is included in the lowest category is the price statement in accordance with the quality of the product or service offered.
- In testing using the t test proves that the hypothesis "Price affects the Consumer Satisfaction" proposed can be accepted, that is partially there is a significant positive effect of Price on Consumer Satisfaction.
- The highest correlation between price variables on customer satisfaction lies in the dimensions of Price According to Ability or Price Competitiveness to the dimension of Recommendation and has a strong correlation. Meanwhile, the lowest correlation value lies in the dimensions of Price Conformity with Benefits to the dimension of Being a Permanent Customer (Patrinization) and has a moderate correlation.

It can be concluded that the price of one of the variables that can be controlled and determines whether or not a service is received by consumers. Prices depend on the policies made by the company. This can be compared to the prices of similar products offered by other companies. In applying the price of goods or services, the company

must always pay attention to the extent of consumer expectations of the benefits or services received by consumers. The higher the price of a product or service, the higher the expectations that the company must fulfill. If there is a gap between expectations and company performance, what happens is that consumers will feel disappointed or dissatisfied.

➢ *Effect of Self-Awareness on Performance (Hypothesis 3)*

The p value of the influence of the variable Self-Awareness on Performance (Self-Awareness →Performance) is significant with a p value of 0.000. a T statistic of 3.850 and the original sample is positive. Because the p value obtained is significant. T statistic> 1.668 and original sample is positive then Ho is rejected and it is concluded that Self-Awareness has a positive and significant effect on performance. the more appropriate Self-Awareness with the ability of employees. the higher the employee's performance. so the opposite.

Someone with a high level of self awareness will not be easy to feel inferior in almost any situation. You have confidence all the time. This is influenced by careful consideration when going to talk. behave or express opinions. In addition. clear objectives are also involved.

The Effect of Self-Awareness on Performance is supported by the study of Mansureh Arabsarhangi. 2014 explaining that self-awareness influences employee performance. This explains that actually someone will improve their performance based on or often caused by the self-awareness of the employees of PT. Cahaya Lentera Esa Abdi Nusantara that he had before before work or at work.

➢ *Effect of Physical Work Environment on Performance (Hypothesis 4)*

The p value of the influence of the variable Physical Work Environment on Performance (Physical Work Environment → Performance) is significant with a p value of 0.003. a T statistic of 2.943 and the original sample is positive. Because the p value obtained is significant. T statistic> 1.668 and the original sample is positive then Ho is rejected and it is concluded that the Physical Work Environment has a positive and significant effect on work performance. the greater the Physical Work Environment provided by the agency to employees. the higher the Performance. vice versa. According to Norma Sulastri Manik (2010). one of the increased performance is caused by the employee's Physical Work Environment. Surely the Physical Work Environment will be one of the improved performance if at PT. Cahaya Lentera Esa Abdi Nusantara noticed the Physical Work Environment in PT. Cahaya Lantern Esa Abdi Nusantara. According to Barry Render & Jay Heizer (2001: 239). work environment is the physical environment in which employees work that affects their performance. safety and quality of work life. Physical work environment factors affect the performance of employees including air temperature in the workplace. workspace area. noise. density. and crowding. These physical factors greatly influence human behavior.

➢ *Effect of Training on Performance (Hypothesis 5)*

The value of p value of the Training effect of the variable Training on Performance (Training→Performance) is significant with a p value of 0.001. T statistic of 7.694 and the original sample is positive. Because the p value obtained is significant. T statistic> 1.668 and the original sample is positive then Ho is rejected and it is concluded that training has a positive and significant effect on performance. the higher the employee work training. the higher the employee performance. and vice versa. Training is a process that explains the intensity. direction. and perseverance of an individual to achieve his goals.

Research on the effect of training on performance by Handy and M. H Aima (2019) explains that training has a significant effect on performance. Of course here is what will result from the training program run by the company to develop its employees is the aim to improve the performance of these employees. . One of the company's successes is marked by increased performance. High work performance is one of the company's competitive advantages. According to Arif Yusuf Hamali (2013). Performance is very dependent on employee training and will be achieved if there is a high and good moral training from human resources. This training will be reflected in a work ethic that will affect overall company productivity. Training is one of the important factors and influences performance.

➢ *Effect of Self-Awareness and Physical Work Environment on Training (Hypothesis 6)*

R^2 value of the Training variable is 0.786 with an F statistic of 102.542. because the calculated F value> F table (2.70) it is concluded that the variable Self-Awareness and Physical Work Environment simultaneously have a significant effect on the Training variable with a large effect of simultance of 78.6 %. while the remaining 21.4%% PT. Cahaya Lentera Esa Abdi Nusantaradi is influenced by other factors outside of Self-Awareness and the Physical Work Environment.

Assuming there is a link between the variables Self-Awareness and the Physical Work Environment together with the Training. Based on the results of the research that has been stated above that each variable has a positive influence in influencing work training. For this reason. a temporary conclusion can be drawn that each variable. namely Self-Awareness and Physical Work Environment. together has a positive effect on work training that can be suggested for further research.

➢ *Effect of Self-Awareness. Physical Work Environment. and Training on Performance (Hypothesis 7)*

R square value of the Performance variable is 0.857 with an F statistic of 231.7 because the calculated F value> F table. it is concluded that the variables Self-Awareness. Physical Work Environment and Training. simultaneously have a significant effect on performance variables with a large simultaneous influence of 85.7%. while the remaining 14.3% Performance of employees of PT. Cahaya Lentera

Esa Abdi Nusantaradi is influenced by other factors beyond Self-Awareness. Physical Work Environment and Training.

Assuming there is a link between the variables Self-Awareness. Physical Work Environment and Training together on Performance. Based on the results of the research that has been informed above. that each variable has a positive influence in influencing performance. For this reason. a temporary conclusion can be drawn that each variable. namely Self-Awareness. Physical Work Environment and Training on Performance. will be examined further.

➢ *Training on Mediating Self-Awareness of Performance (Hypothesis 8)*

The path coefficient value of the direct influence of Self-Awareness on Performance $0.247^2 = 0.061>$ the value of the path coefficient of the indirect effect of Self-Awareness on Performance is 0.262 then the Self-Awareness of Performance is mediated by the training variable

Based on the above theoretical studies it can be indicated that the Training mediates Self-Awareness of Performance. In this study. it is known that the direct effect of Self-Awareness on Performance is smaller when compared to the indirect effect. relevant to the conditions in the field because the Self-Awareness of existing employee unevenness decreases. resulting in employee performance of course also decreases. While for Mediation variables such as the training used in this study. it has been proven to mediate Self-Awareness of productivity. in this study. training can be suggested to be a mediating variable for future research.

➢ *Training on Mediating Physical Work Environments on Performance (Hypothesis 9)*

The value of the path coefficient of the direct influence of the Physical Work Environment on Performance $0.211^2 = 0.044>$ The value of the path coefficient of the indirect effect of the Physical Work Environment on Performance is 0.217. the Physical Work Environment on Performance is mediated by the Training variable.

Based on the above theoretical studies it can be indicated that the Training mediates the Physical Work Environment on Performance. In this study. it is known that the direct effect of the Physical Work Environment on Performance is smaller when compared to the indirect effect. relevant to the conditions in the field because the Physical Work Environment employee's standards in the field with the physical working environment conditions should be more conducive because it will affect employee performance. The training method is certainly one of the good ways to improve employee performance. one of the ways is done by On Job Training to develop hard skills for each employee especially other service work employees.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

Based on the results of research and discussion on the Conclusion

Based on the results Based on the results of the research that has been done there are several conclusions that can answer the research objectives. The conclusions are as follows:

➢ The price in this research model has a positive and significant effect on the consumer satisfaction variable of JABODETABEK KRL.
➢ Physical evidence in this research model has a positive and significant effect on the consumer satisfaction variable of KRL JABODETABEK.
➢ Quality of service in this research model has a positive and significant effect on customer satisfaction variables for KRL JABODETABEK
➢ The price, physical evidence, and service quality together in this research model have a positive and significant effect on the customer satisfaction variable of KAB JABODETABEK.

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