

The Effect of Service Quality, Advertising and Price on Customer Value and Its Implications on Customer Loyalty of Jabodetabek Commuter Train

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Abstract:- This study aims to determine and explain the effect of service quality, advertising, and price perception on customer value and its implications for customer loyalty to users of Jabodetabek Commuter train transportation services. The data collection method was carried out by distributing questionnaires to 120 respondents who were users of the Jabodetabek Commuter Train using the probability sampling method. Processing data to analyze in this study using the PLS analysis method, SmartPLS. The results showed that: (1) Service quality has a positive and significant effect on customer value (2) Advertising has a positive and significant effect on customer value (3) Price perception has a positive and significant effect on customer value (4) Customer value has a positive and significant effect on customer loyalty (5) Customer value can mediate the effect of service quality on customer loyalty positively and significantly (6) Customer loyalty can mediate the effect of advertising on customer loyalty (7) Customer value can mediate the effect of price perception on customer loyalty.

Keywords:- Customer Loyalty, Customer Value.

I. INTRODUCTION

The development of transportation in the capital city of Jakarta became more vibrant with the presence of Electric Railways (KRL), Mass Rapid Transit (MRT) and Light Rail Transit (LRT). Rail transportation in Indonesia generally and Jakarta in particular has a long history. The development of capitalism in the 19th century in the Netherlands also influenced its colonies. In the Jakarta area the development of railways began in the era of the Dutch East Indies Government, the Dutch East Indies Government decided to build a railway line between Buitenzorg to Batavia in 1869 - 1873. The railway construction work was entrusted to the private company *Nederlandsche-indische spoorweg Maatschappij* (NISM). Establishment of private companies.

Currently, Jabodetabek Commuter Train (also known as KRL Commuter Line, formerly known as JABOTABEK TRAIN) is an electric railway operated by PT Kereta Api Indonesia (KAI) Commuter Jabodetabek, which is a

subsidiary of PT Kereta Api Indonesia (PTKAI). KRL has been operating in Jakarta since 1976. Users of KCI transportation services in Jabodetabek continue to increase in the last 5 years. From 2015 to 2019 there was an increase in user volume to 79,631,991 users. To support the increase in users, In December 2019, KCI already has 1,100 krl units, and will continue to grow. Throughout 2019, KCI has added a fleet of 168 units. KCI-operated Commuter Line trains currently serve 80 stations throughout Jabodetabek, Banten and Cikarang with a route range of 418.5 km.

Years	Number of Users (Millions)
2010	124.308
2011	121.105
2012	134.088
2013	158.483
2014	208.496
2015	257.531
2016	280.586
2017	315.853
2018	336.714
2019	336.162

Table 1 : Number of Passengers krl Jabodetabek (Year 2010-2019)

Now this mode of transportation has carried an average of more than seven hundred thousand passengers per day and is targeted in 2019 as many as 1.2 million passengers. Jabodetabek Commuter Line passenger increase averages 13.8 percent per year (Nazwirman & Hulmansyah, 2017). In 2019, KCI is increasingly campaigning for the use of Multi Trip Card for Commuter line service users and as of August 1, 2019, 5 stations namely Universitas Indonesia Station (UI), Sudirman Station, Cikini Station, Palmerah

Station, and Taman Kota Station can no longer use Jaminan Daily Ticket (THB) and only accept transactions using Multi Trip Card and bank card.

In the results of a pre-survey conducted by researchers on 30 passengers Commuter Line Jabodetabek showed the results that the quality of service becomes the first consideration, customer loyalty becomes the second consideration, the value of the customer becomes the third consideration, the price and advertising become not so great considerations. The main consideration of consumers in using Jabodetabek Commuter Line is the services provided consisting of *tangible, emphaty, reliability, responsiveness, and assurance* provided to consumers. The high increase in rail service users is also offset by the development of quality provided

II. LITERATURE

a) Consumer Behavior

According to Kotler & Keller (2009, p.166) Consumer behavior is a study of how individuals, groups, and organizations choose, buy, use and how goods and services, ideas, or experiences to satisfy their needs and desires. Here are the factors that affect consumer behavior:

1.Cultural Factors

Cultural factors are the most widespread and profound influence on consumer behavior. Cultural factors consist of several sub-factors, among others, sub-cultural and social class

2.Social factors

In addition to cultural factors, a consumer's behavior is influenced by social factors. Social factors consist of several sub-factors such as the reference group, family as well as roles and status.

3.Personal Factors

Personal factors are factors that contribute to consumer behavior. Personal factors consist of several sub-factors, among others, age and stage of life cycle, occupation and economic circumstances, personality and lifestyle.

4.Psychological Factors

Psychological factors are factors of one's purchase choices that are influenced by motivation, perception, learning and memory.

b) Customer Loyalty (Loyalitas Pelanggan)

According to Hermawan quoted by Hurriyanti (2010, p.126) loyalty is a manifestation of the fundamental human need to have, support, gain a sense of security and build attachment and create emotional attachment. Loyal customers are an important asset for the company, loyal customers have the following characteristics (Hurriyati, 2010, p.130):

1.Make purchases regularly. Customers always buy products that have been offered by the company.

2.Refer the company's products to others. Because customers are very satisfied with the products that have been offered by the company.

3.Shows immunity from the attractiveness of similar products from competitors

c) Service Quality (Kualitas Layanan)

According to Tjiptono & Chandra (2011, p.164), which states that the concept of quality is considered as a measure of perfection of a product or service consisting of design quality and conformance quality. Gonroos in Suratno, et al (2016) argue that the total quality of a service consists of three main components, namely:

1.Tecnical Quality, which is a component related to the quality of service output received by customers.

2.Functional Quality, which is a component related to the quality of the way a service is delivered.

3.Corporate Image, namely profile, reputation, general image and special attractiveness of a company.

d) Advertising

According to Kotler & Keller (2009, p.538) advertising is any form of non-personal paid presentation, promotion of ideas, goods, or services by an identified sponsor. Advertising is an effective way to spread the message, and to build brand preferences. advertising objectives may be classified as follows:

1.Informative advertising

That is the goal that requires a large investment in the growth stage of the product category, where the goal is to build primary demand, create brand awareness, knowledge about new products, or new features that exist in the product.

2.Persuasive advertising

That is the goal that becomes important in the competitive stage, where the goal is to build selective demand for a particular brand, create brand preferences, preferences, beliefs in the purchase of products or services. Some persuasive ads use a comparative form of advertising.

3.Reminder advertising

That is a goal that is often and very important to be used on products that exist at the maturity level and aims to stimulate the repurchase of products or services.

4.Reinforcement advertising

That is aimed at convincing current purchases that they are making the right choice.

e) Price Perception (Persepsi Harga)

The definition of price according to Kotler & Armstrong (2015, p.312) price is: "The amount of money charged for a pduct or service, the sum of the values that customers exchange for the benefit of having or using the product or service". According to Tjiptono (2016, p.218) mentions that price is the only element of the marketing mix that brings income or revenue for the company.

Price can be influenced by several indicators, in the study of Daniel Cardia, et al (2019), indicators used to measure prices consist of four indicators, namely:

1. Affordability of prices
2. Price conformity with product quality
3. Price competitiveness
4. Price conformity with benefits

f) Customer Value (Nilai Pelanggan)

Kotler & Keller (2009, p.25) revealed that a company successfully offers products or services to customers if it is able to provide value and satisfaction.

According to Sweeney & Soutar (2001) quoted by Steviani & Samuel (2015), the dimension of value consists of 4 namely:

1. Emotional value, utility derived from feelings or affective / positive emotions resulting from consuming products
2. Social value, utility obtained from the establishment of products to improve the concept of consumer social self.
3. Quality/performance value, utility obtained from products due to reduction of short-term and long-term costs.
4. Price/value of money, utility obtained from perception of expected performance of products or services.

In Tinik Sugiyati's research, et al.. (2013) customer value is measured using five indicators, namely:

1. Functional value
2. Emotional value
3. Social value
4. Customer service value
5. Price fairness

III. HYPOTHESIS

- H1: Service quality affects customer value
- H2: Advertising affects customer value
- H3: Price perception affects customer value
- H4: Customer value affects customer loyalty

IV. RESEARCH METHODS

This research uses quantitative research approach. This type of research uses quantitative method with survey research. The research will be conducted in Jabodetabek Commuter Train. Data analysis method used is quantitative method using PLS analysis method (*Partial Least Square*) with SmartPLS software.

The object of the research is all customers who buy to ride the Jabodetabek Commuter Train. The data collection techniques used in this study were to use questionnaires and documentation

V. POPULATION AND SAMPLES

The population in this research is all customers of Jabodetabek Commuter Train. For the type used is purposive sampling, in this study the number of samples used is 23 (indicator) x 5 (parameters) = 115 samples.

VI. DATA ANALYSIS METHODS

a) Descriptive Analysis

Descriptive statistics used consist of Validity Test and Reliability Test

b) PLS (*Partial Least Square*)

The test that must be done is by Designing Measurement Model (Outer Model) and Designing Structural Model (Inner Model)

VII. RESEARCH RESULTS

A total of 115 respondents covered gender, age, occupation, and frequency of use of Jabodetabek Commuter Line services.

60% of them are male and the remaining 40% of respondents are female. 29% of them are aged between 26-35 years, then there are as many as 28% of 18-25 year olds, and there are 21% of 36-45 year olds, while the remaining 21% of respondents are over 46 years old. 47% of them have self-employed jobs, then there are as many as 37% of private workers, and there are 9% of students, while the remaining 4% and 3% of respondents are housewives and civil servants.

Of the 130 respondents, 50% of them are respondents who use commuter line 4-6 times a week, then there are as many as 26% using 1-3 times a week, and there are 16% using 7-10 times a week, while the remaining 8% of respondents use commuter line more than 10 times a week.

a) Outer Model Test

The following is the SmartPLS Output path diagram:

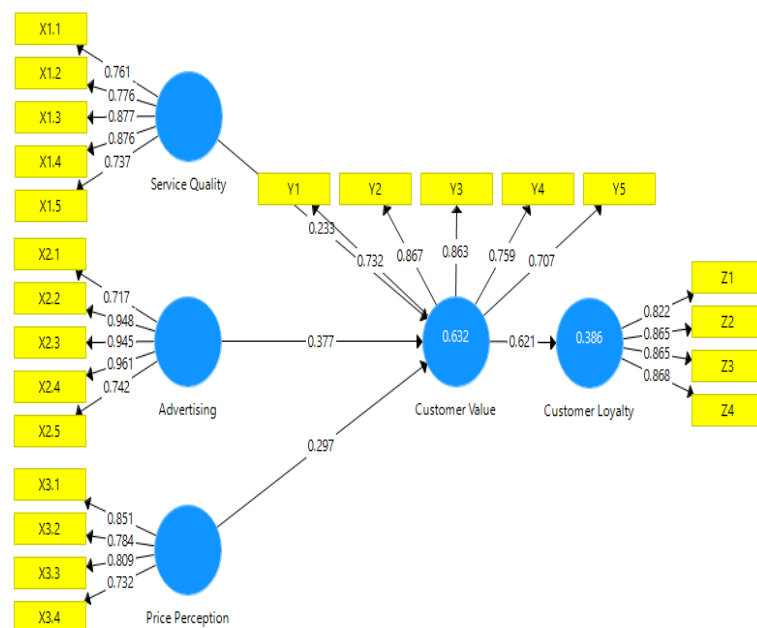


Figure 1 : Structural Equation Model

b) Convergent Validity

The results of the convergent validity test in PLS with reflective indicators are significant, since the loading factor of all indicators on the research variable is more than 0.7. In addition, it can also be seen the validity of convergence based on variance extracted (AVE) values as follows:

No.	Variable	Ave	$\sqrt{AVE} >$ Latent variable correlation
1	Service Quality	0.652	0.807
2	Advertising	0.756	0.869
3	Price Perception	0.633	0.796
4	Customer Value	0.622	0.789
5	Customer Loyalty	0.732	0.856

Table 2 : Average Variance Extracted (AVE)

The ave root value above indicates because

value \sqrt{AVE} on all research variables is greater than latent variable correlation

c) Composite Reliability

Constructs are declared reliable if they have a composite reliability value above 0.70 and cronbach's alpha above 0.60.

Variable	Composite Reliability	Cronbach Alpha
Service Quality	0.903	0.914
Advertising	0.938	0.878
Price Perception	0.873	0.846
Customer Value_	0.891	0.806
Customer Loyalty	0.916	0.876

Table 3 : Composite Reliability

d) R-square

The value of R-square > 0 indicates the model has predictive relevance otherwise if the Q-square value ≤ 0 indicates the model lacks predictive relevance.

	R Square	R Square Adjusted
Customer Loyalty	0.386	0.381
Customer Value_	0.632	0.622

Table 4 : R-square

(1) value 0.632 for Variable Y (customer value), can be interpreted by X1 (service quality), X2 (advertising) and X3 (price perception) then can explain Y (customer value) of 63.20%;

(2) Value 0.386 for Variable Z (customer loyalty), can be interpreted by X1 (service quality), X2 (advertising) and X3 (price perception) then can explain Z (customer loyalty) by 38.60%.

	Original Sample (O)	T Statistics (O/STDEV)	T Table
Advertising -> Customer Value_	0.377	3.888	
Customer Value_ -> Customer Loyalty	0.621	9.663	
Price Perception -> Customer Value_	0.297	3.368	
Service Quality -> Customer Value_	0.233	3.300	

Table 5 : Total Effects

a. The influence between X1 (service quality) on Y (customer value) is significant with T-statistics of 3,300 (>1.96), and the original sample estimate value is positive which is 0.233, then the direction of the relationship between X1 (service quality) (X1) to Y (customer value) is positive. Due to $t_{hitung} > t_{tabel}$, and the value of P Value (0.000) < 0.05 then Ho was rejected and Ha accepted. This means that service quality has a positive and significant effect on customer value of 23.30% in PT. KAI Commuter Jabodetabek.

b. The relationship between X2 (advertising) and Y (customer value) is significant with T-statistics of 3,888 (>1.96), and the original sample estimate value is positive which is 0.377, then the direction of the relationship between X2 (advertising) to Y (customer value) is positive. Due to $t_{hitung} > t_{tabel}$, and the value of P Value (0.000) < 0.05 then Ho was rejected and Ha accepted. This means that advertising has a positive and significant effect on customer value of 37.70% in PT. KAI Commuter Jabodetabek.

c. The relationship between X3 (price perception) and Y (customer value) is significant with T-statistics of 3,368 (>1.96), and the original sample estimate value is positive which is 0.297 then the direction of the relationship between X3 (price perception) with Y (customer value) is positive. Due to $t_{hitung} > t_{tabel}$, and the value of P Value (0.000) < 0.05 then Ho was rejected and Ha accepted. This means that price perception has a positive and significant effect on customer value of 37.70% in PT. KAI Commuter Jabodetabek.

d. The relationship between Y (customer value) and Z (customer loyalty) is significant with T-statistics of 9,663 (>1.96), and the original sample estimate value is positive. Due to $t_{hitung} > t_{tabel}$, and the value of P Value (0.000) < 0.05 then Ho was rejected and Ha accepted. This means that price perception has a positive and significant effect on customer loyalty of 32.10% in PT. KAI Commuter Jabodetabek.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price Perception -> Customer Value_ -> Customer Loyalty	0.184	0.190	0.064	2.894	0.004
Advertising -> Customer Value_ -> Customer Loyalty	0.234	0.231	0.053	4.384	0.000
Service Quality -> Customer Value_ -> Customer Loyalty	0.145	0.151	0.048	3.037	0.003

Table 6 : Indirect Influence Between Independent Variables and Dependent Variables Through Mediation Variables

(1) Indirect influence of X1 (service quality) on Z (customer loyalty) has a T-statistical value (2,894) > t table (1.96) which means that X1 (service quality) mediates in full (fully mediating) the influence between service quality and customer loyalty. Thus, the 5th hypothesis (H5) is accepted;

(2) The indirect influence of X2 (advertising) on Z (customer loyalty) has a T-statistical value (4,384) > t table (1.96) which means that X2 (advertising) mediates fully mediating the influence between service quality and customer loyalty. the 6th hypothesis (H6) is accepted;

(3) The indirect influence of X3 (price perception) on Z (customer loyalty) has a T-statistical value (3,037) > t table (1.96) which means that X3 (price perception) mediates fully mediating the influence between service quality and customer loyalty. Thus, the 7th hypothesis (H7) is accepted;

VIII. DISCUSSION

This research was conducted using quantitative method using PLS (Partial Least Square) analysis method with SmartPLS software. The object of the study was customers who bought a ride on the Jabodetabek Commuter Train as many as 115 customers. While independent variables or free variables are Service Quality, Advertising, and Price Perception, while dependent variables or bound variables are Customer Value and Customer Loyalty. Of the 115 respondents, 60% were male, with vulnerable aged between 18-35 years old having jobs as self-employed and private employees and using commuter line services 4-6 times a week.

➤ The influence of Service quality affects customer value

Based on the results of the PLS test showed that the calculated t value obtained was 3,318 where the value was greater than 1.96 with a correlation coefficient value of 0.233. That is, service quality affects customer value. The results show that the quality of service is taken into account by users of jabodetabek Commuter Line train services. Currently to support the increase in users, KCI began the modernization of KRL transportation in 2011 by simplifying existing routes into five main routes, the abolition of the express KRL, the application of women-only trains, and changing the name of the air-conditioned economy KRL to Commuter Line trains.

The quality of service is one of the important strategies. The results of this study are supported by research conducted by Black, (1995) and Setiawan, (2005) in Nazwirman & Hulmansyah (2017) which states that there are several indicators related to the characteristics of commuter train users, including travel destinations, travel times, station locations, departure/arrival schedules, and

income levels. Thus, the quality of service becomes the main factor in the selection of public transportation services used by the public, especially during working hours. Suratno & Astrid research results, (2016) showed that the quality of service has a significant effect on customer value. That is, the quality of service is able to explain the variation of customer value changes in performing services. Therefore, to achieve high customer value, the company needs to provide better quality customer service than its competitors (Suhendra & Yulianto, 2017).

➤ The influence of Advertising affects customer value

Based on the results of the PLS test showed that the calculated t value obtained was 3,544 where the value was greater than 1.96 with a correlation coefficient value of 0.297. That is, advertising affects customer value. These results show that advertising is one of the factors that contribute to the provision of information to customers. On the promotion side, PT KCI cooperates with other companies such as LinkAja application to provide convenience for users in making travel ticket payments, then reduce the cost of purchasing Multi Trip Card (KMT) which was originally Rp 50,000 to Rp 30,000 with an initial balance of Rp 10,000 in the card, issue a thematic type of KMT so that users are more interested in buying KMT, and create socialization campaigns related to KMT that are aired on PT KCI Social Media. Although the strategy has not shown the results resulting from the presence of the Covid-19 pandemic that disrupts all business strategy planning.

The results of this study are supported by the results of research Cengiz, et al., (2007) revealed that perceived value, customer complaints, customer loyalty and customer satisfaction are influenced by advertising efficiency positively and indirectly.

Price perception influences customer value

Based on the results of the PLS test showed that the calculated t value obtained is 4,249 where the value is greater than 1.96 with a correlation coefficient value of 0.377. That is, price perception affects customer value. This result shows that the price perceived by the people who use the services of KACommuter Liner Jabodetabek has an influence on the value of users of the service. The change in the price of the Commuter Line train is an improvement of the service facilities of the Commuter Line train. Currently, people who want to use KCI services can choose 2 types of tickets, namely THB (Guaranteed Daily Ticket) and KMT (Multi Trip Card). THB or commonly referred to as one-way ticket is a substitute for Single Trip Daily Ticket for one trip and can be reused for the purchase of the next route. While KMT is a type of ticket that can be used for an unlimited number of trips, depending on the balance held in the card

and can be recharged through the top up machine available at all KCI stations. The existence of this KMT, there is an increase in sales of Multi Trip Cards up to 500% based on the description of the President Director of PT KCI Wiwik Widayanti, which is contained in the mediaindonesia.com.

The results of this study are supported by the research of Razak, et al., (2016) which revealed that there is a high correlation between price and customer value, if the price increase is competitive, it will create an increase in customer value. There are similarities in Hanzaee & Yard's research (2010) in Razak, et al., (2016) which proves that prices have a positive effect on customer value. This means that the quality of the product corresponds to the standard toothpaste product as oroduktus along with a reasonable price capable of creating functional value on the product. Harald (2017) in Cardia, et al (2019) stated that customers will be loyal if the company sets a product price comparable to the value of benefits provided to customers.

➤ **The effect of Customer value affects customer loyalty**

Based on the results of the PLS test showed that the calculated t value obtained was 9,883 where the value is greater than 1.96 with a correlation coefficient value of 0.621. That is, customer value affects customer loyalty. The results of this study show that the value felt by passengers has a considerable influence on passenger loyalty. With facilities and prices that suit customers, customers will often use commuter line services, where commuter line users have various destinations. The purpose of travel for KRL-CL users is to go to school, work, trade, travel, do business, travel, transit to other destinations and do other activities. From this goal, about 50% of KRL-CL users are workers and followed by the school goal of 25% (Siahaan, 2013). The results of this study are idiosyncratic by empirical results conducted by Eid; Ganguli & Roy; Sohibah, Mohammad, Salim, & Ismail; Tabassum, Zafar, Ali, Alam, & Ali; Al-Hawari & Mouakket; & Wu & Liu can be concluded that customer value has a positive and significant effect on customer loyalty (Jefry Romdonny, et al., 2018). Steviani & Samuel (2015) said bhawa Customer value has a positive and significant relationship to customer loyalty. To maintain customer loyalty, there is a value fulfilled in the customer to buy and consume the product or service, because in the decision making of the purchase, customer value is one of the things that the customer considers (Sugiati, et al., 2013).

➤ **The influence of Customer value mediates the influence of service quality on customer loyalty**

Based on the results of calculations through SEM PLS, it can be seen that costumer value can mediate the effect of service quality on service loyalty, it can be seen that t hiung is greater than t table. So it can be explained that the better service quality of a product will be able to create higher customer loyalty through customer value.

So in this research the role of value is now important to be able to increase customer satisfaction that will later make customers loyal, as Razak, et al (2016) that the role of

customer value can be created by the quality of a product or service in creating customer loyalty.

➤ **The influence of Customer value mediates the influence of advertising on customer loyalty**

Based on the results of calculations through SEM PLS, it can be seen that costumer value can mediate the influence of advertising on service loyalty, it can be seen that t hiung is greater than t table. So it can be explained that the better advertising a product will be able to create higher customer loyalty by going through customer value

So in this research the role of customer value in mediating advertising to create customer loyalty is indispensable it can be revealed in zegarra research, et al (2020) that the influence between advertising on the value felt by customers, further superior value will create customer loyalty as revealed by Rachmatiko, et al (2018) that customer value positively affects loyalty.

➤ **The influence of Customer value mediates the influence of price perception on customer loyalty**

Based on the results of calculations through SEM PLS, it can be seen that costumer value can mediate the influence of price perception on service loyalty, it can be seen that t hiung is greater than t table. So it can be explained that the better the price perception of a product will be able to create higher customer loyalty by going through customer value.

So in this research the role of value is now important to be able to increase customer loyalty built with the price perception of its customers. As revealed by Firatmadi (2017) that there is an influence of price perception on satisfaction that will later have an impact on customer loyalty in this case customer satisfaction that becomes mediation. But in this study will reveal the variable customer value that will be the mediation variable between price perception and customer loyalty.

IX. CONCLUSION

Based on the results of research and discussion, it can be drawn some conclusions as follows:

1. *Service quality* affects customer *value*, this illustrates that the quality of service is taken into account by users of jabodetabek Commuter Line train services.
2. *Advertising* affects *customer value*, this illustrates that advertising as a promotional media is one of the factors that contribute to the provision of information to customers in providing information convenience for users when making travel ticket payments.
3. *Price perception* affects *customer value*, this illustrates that the price perceived by the public who use the services of KACommuter Liner Jabodetabek has an influence on the value of users of the service.
4. *Customer value* affects customer *loyalty*, this illustrates that the value felt by passengers has a considerable influence on passenger loyalty. With facilities and prices that suit customers, customers will often use commuter line services, where commuter line users have various destinations.

5. *Customervalue* can mediate the influence of service *quality* on customer *loyalty*, this illustrates that *customervalue* is able to contribute meaningfully to the influence between service *quality* and customer *loyalty*.
6. *Customervalue* can mediate the influence of *advertising* on customer *loyalty*, this illustrates that *customervalue* is able to contribute meaningfully to the influence between *advertising* and customer *loyalty*.
7. *Customervalue* can mediate the influence of price *perception* on customer *loyalty*, this illustrates that *customervalue* is a variable that is able to build a positive relationship between price *perception* and customer *loyalty*.

X. ADVICE

Some of the suggestions in this study are as follows:

1. Commuter Line Jabodetabek train should continue to provide the best service to its service users, especially in the krl ticket vending machine policy that still causes queues almost every use.
2. Commuter Line Jabodetabek train should be more punctual according to the schedule of arrival and departure, so that it can be more trusted by many people, especially the passengers.
3. It is expected that Jabodetabek Commuter Line train pays more attention to existing facilities in line with the increasing price of train tickets.

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