Article

Analyzing Railway Passenger Satisfaction Using SERVQUAL and Importance-Performance Analysis (IPA) for Tourism Purposes

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Abstract: This study aims to analyze passenger satisfaction with the quality of railway services at Garut Station using the SERVQUAL method and the Importance Performance Analysis (IPA) approach. The research was conducted quantitatively through a survey of 102 respondents who used PT KAI services at Garut Station for tourism purposes. Data analysis was carried out by calculating the gap between passengers' expectations and perceptions, and mapping service priorities using IPA with the assistance of SPSS 26 software. The results indicate that overall service performance has not met passenger expectations, particularly due to negative gaps in the dimensions of responsiveness, assurance, and empathy. However, there were positive gaps in the dimensions of tangibles and reliability. The accuracy of train departure and arrival schedules was identified as the top priority for improvement. These findings provide strategic recommendations for PT KAI to enhance service quality with a focus on customer satisfaction.

Keywords: Service Quality; Customer Satisfaction; Importance Performance Analysis.

1. Introduction

The tourism industry is recognized as a strategic sector with the potential to stimulate regional economic growth through tourist expenditure and its multiplier effects on related sectors[1], [2], [3]. In tourism activities, transportation has a vital role as a link between tourists and destinations. Efficient and accessible modes of transport are essential prerequisites for successful tourism development [4]. Railways, offering time efficiency, comfort, and large passenger capacity, are considered a strategic option in facilitating tourist mobility [5]. The existence of railway stations as supporting infrastructure also plays a pivotal role in shaping the overall tourism travel experience [6].

Garut Regency is renowned for its diverse natural, cultural heritage, and culinary attractions [7]. However, limited accessibility has long posed a challenge to the optimal development of its tourism sector. Before the revitalisation, access to Garut was disrupted by the unoptimal public transportation system and high traffic density, especially on weekends and holiday seasons [8]. The revitalization of Garut Station, officially inaugurated on March 25, 2022, by PT KAI DAOP 2 Bandung, reestablished the railway connection between Cibatu and central Garut, marking Garut's return to national railway connectivity after a decades-long hiatus [9]. Garut Station now not only serves as a transit point, but also becomes part of the travel experience that influences tourists' perception of the destination [9], [10].

In the transportation service industry, the quality of service is a key factor that influences customer satisfaction and promotes long-term loyalty [11]. The SERVQUAL model, introduced by Parasuraman et al., is widely adopted globally to measure the gap between customer expectations and perceptions of service quality [12]. Service quality in railway transportation is a crucial aspect that must be carefully addressed [13]. However, the reality in the field is that there are still various aspects related to service quality that are less considered by PT KAI. Multiple complaints from passengers at Garut Station in Google Reviews, such as departure delays, poor toilet cleanliness, unfriendly attitude of officers, to high parking fees, show an indication of a mismatch between customer expectations and services received [14].

If this is not handled properly, it can have a negative impact on the Company's image [15] and affect public perception of PT KAI's reputation [16].

This study aims to analyse the gap between passengers' expectations and perceptions of service quality at Garut Station using the SERVQUAL approach. Furthermore, Importance Performance Analysis (IPA) will be used to map the most urgent and strategic service improvement priorities. The findings of this study are intended to offer strategic recommendations for PT KAI in improving service quality at Garut Station. In addition, the improvement of service quality is also expected to make a positive contribution to the development of regional tourism through increased travel comfort and accessibility for tourists.

2. Research Gap and Contribution

Various prior research has explored the correlation between the quality of transportation services and passenger satisfaction, but most of them are still limited to premium class train services or specifically have not highlighted new or revitalised stations such as Garut Station. Research [17] uses the Importance Performance Analysis (IPA) method to evaluate Bima Executive Train services at Gubeng Station during the implementation of the new normal. The results show that the level of passenger satisfaction is quite high, especially towards cleanliness and punctuality. However, this study only focuses on executive train services and has not highlighted the role of the station as a means of supporting tourism. Another study by [15] combined IPA and Potential Gain in Customer Value (PGCV) methods in evaluating PT KAI services at Cepu Station. This research identifies service attributes that are prioritised for improvement and potential customer value. This study does not specifically use the SERVQUAL approach to measure the gap between expectations and the location of the study does not represent the role of the station as a tourist mobility support facility. Meanwhile, [18] used the SERVQUAL and IPA approaches to assess service quality at Serang Station. This study found that some service attributes have not met user expectations, especially in the aspects of facilities and accessibility.

However, scientific attention to stations in the context of tourism development is still very limited. Therefore, this research seeks to fill the gap by assessing service quality using an integrated approach of SERVQUAL and IPA. The focus on Garut Station contributes novelty, as there is still limited research assessing the service quality of railway stations in tourist destination areas. Thus, the findings of this study are expected to identify service areas that require strategic improvements, as well as contribute novelty to academic studies on the quality of public transportation services, especially in the context of revitalising transportation infrastructure in tourist destination areas. Furthermore, the results of this study may serve as valuable input for stakeholders in designing policies to improve transportation services that are more responsive to the needs of tourists and aligned with the goals of sustainable tourism development in Garut Regency.

3. Proposed Method

A quantitative approach with a survey method was used in this study to analyse train passenger satisfaction at Garut Station. Data collection includes primary and secondary data. Primary data was obtained through distributing questionnaires (service expectations and perceptions) as well as interviews with passengers and PT KAI officers to deepen the findings.

The population in this study included all passengers using train services at Garut Station. The sample was determined by nonprobability sampling method and convenience sampling is a sampling technique for research purposes that is more practical and fast [19]. The sample in this study were passengers who had used PT KAI services at Garut Station with the aim of travelling at least once in the last three months. This study used 102 respondents as samples. The data collection process took place in two locations, namely on the train during the journey, at the passenger departure station and at the transit station in order to obtain comprehensive data related to service user experience.

This study uses validity and reliability tests. The validity test serves to measure the extent to which a question item can reflect the variable under study [20]. While the reliability test aims to assess the consistency and accuracy of a series of question items and statements in measuring research variables [21].

The SERVQUAL method is a gap analysis used in the satisfaction model to assess the quality of products and services. This model is based on the principle that if the performance of an attribute exceeds customer expectations, the perception of service quality will be positive, whereas if the performance is less than expectations, the perception will be negative [22],

while Importance Performance Analysis (IPA) is used to analyse and map various aspects of service by considering two dimensions, namely the level of importance and performance, in order to identify areas that require improvement or strengthening in the services provided [13].

4. Results and Discussion

Data collection on train passenger satisfaction at Garut Station was carried out through distributing questionnaires to 102 respondents. The distribution was carried out directly through Google form which was carried out in the waiting room of the Station and on the Cikuray Train. The explanation of the questionnaire results related to the characteristics of the respondents:

Table 1. Characteristics of Respondent

Description	Total	Percentage
Gender		
Male	52	50,9%
Female	50	49,1
Age		
17-25 Years	51	50%
26-34 Years	24	23,5%
35-40 Years	7	6,9%
>40 Years	20	19,6%
Last Education		
Junior High School	1	0,90%
High School /equivalent	46	45%
D3/S1	46	45%
Postgraduate (S2)	8	8,20%
Doctorate (S3)	1	0,90%
Jobs		
Student	45	44,10%
PNS	8	7,80%
BUMN/BUMD Employees	14	13,70%
Teacher/Lecturer	10	9,80%
Self employed	11	12,20%
Housewife	6	5,80%
More	8	6,60%
Frequency of Train Usage (last 3 months)		
1 time	30	29,40%
2-3 times	45	44,10%
1-2 times a month	13	12,70%
>2 times a month	14	13,80%

Source: Research Results primary data, processed (2025)

Based on Table 1, there were 102 respondents involved with a relatively balanced gender composition, namely 52 people (50.9%) male and 50 people (49.1%) female. The majority of respondents were in the age range of 17 to 25 years, with a total of 51 people (50%), followed by the age group of 26 to 34 years with 24 people (23.5%). A total of 20 respondents (19.6%) were over 40 years old, while 7 people (6.9%) were between 35 to 40 years old. This indicates that most respondents belong to the young age group who are still in the productive period. From the aspect of the latest education, the majority of respondents are high school graduates with 46 people (45%) and D3 / S1 with 46 people (45%). This shows that most users have a middle to upper education level, which generally has higher mobility and a tendency to travel, including for tourism trips. This is supported by occupational data which shows that the most respondents come from students or college students as many as 45 people (44.1%). In addition, there are also groups of entrepreneurs (12.2%), BUMN / BUMD employees (13.7%), and teachers / lecturers (9.8%), Civil Servants (7.8%) which shows that users come from various occupational backgrounds, both formal and non-formal. In terms of frequency of train usage in the last three months, the majority of respondents are classified as non-regular users, with 45 people (44.1%) using the train 2-3 times, and 30 people (29.4%) only using it once. Meanwhile, 13 people (12.7%) use the train 1-2 times a month, and only 14 people (13.8%) are classified as regular users with a frequency of more than twice a month.

4.1. Validity Test

Based on the output results, in the validity test the corrected item total correlation value is also referred to as $r$count [23]. Then df = 102-2 = 100. With a significance of 5% or 0,05. Then it is known that the value of $r$tabel is 0,1946. Based on the comparison between the $r$count value and $r$tabel , it can be concluded that all items for the service quality variables of the expectations section, the reality section, and customer satisfaction are declared valid. Because all $r$count > 0,1946.

Table 2. Validity Test Results of the Expectation Section Service Quality Variable

Item	R$_{Count}$	R$_{Table}$	Measurement Criteria	Results
H.T1.1	0,638	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T1.2	0,629	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T2	0,569	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T3	0,618	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T4	0,488	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T5	0,588	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL1	0,502	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL2	0,649	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL3	0,434	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL4	0,443	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS1	0,571	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS2	0,594	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS3	0,714	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS4	0,667	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A1	0,581	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A2	0,656	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A3	0,449	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A4	0,445	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.E1	0,676	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.E2	0,578	0,1946	R$_{Count}$ > R$_{Table}$	Valid

Source: Research Results primary data, processed (2025)

Table 3. Validity Test Results of the Reality Section Service Quality Variable

Item	R$_{Count}$	R$_{Table}$	Measurement Criteria	Results
H.T1.1	0,606	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T1.2	0,656	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T2	0,588	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T3	0,681	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T4	0,629	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.T5	0,534	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL1	0,649	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL2	0,749	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL3	0,654	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RL4	0,540	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS1	0,730	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS2	0,696	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS3	0,747	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.RS4	0,676	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A1	0,580	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A2	0,694	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A3	0,665	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.A4	0,607	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.E1	0,688	0,1946	R$_{Count}$ > R$_{Table}$	Valid
H.E2	0,638	0,1946	R$_{Count}$ > R$_{Table}$	Valid

Source: Research Results primary data, processed (2025)

Table 4. Validity Test Results of Passenger Satisfaction

Item	R_Count	R_Table	Measurement Criteria	Results
KH1	0,516	0,1946	R_Count > R_Table	Valid
PV1	0,539	0,1946	R_Count > R_Table	Valid
PV2	0,425	0,1946	R_Count > R_Table	Valid
FE1	0,510	0,1946	R_Count > R_Table	Valid
FE2	0,674	0,1946	R_Count > R_Table	Valid

Source: Research Results primary data, processed (2025)

4.2. Reliability Test

Based on the output, it is known that the Croanbach's Alpha value is < 0,6. The questionnaire instrument can be said to be reliable if it has a reliability coefficient of 0,6 [24], thus it can be concluded that the items for all variables are declared reliable.

Tabel 5. Reliability Test Results

Variabel	*Croanbach's Alpha*	Kriteria Pengukuran	Hasil
Kualitas Pelayanan Bagian Harapan	0,919	Croanbach's Alpha > 0,6	Reliabel
Kualitas Pelayanan Bagian Realitas	0,943	Croanbach's Alpha > 0,6	Reliabel
Kepuasan Penumpang	0,760	Croanbach's Alpha > 0,6	Reliabel

Source: Research Results primary data, processed (2025)

4.3. Conformity Level Analysis

Table 5. Results of the Conformity Level Analysis

Dimensions	Attributes	Importance	Performance	GAP
Tangibles (Physical Evidence)	T1.1	4,09	4,14	0,05
	T1.2	4,09	4,15	0,06
	T2	4,17	4,30	0,14
	T3	4,05	4,21	0,16
	T4	4,46	4,26	-0,20
	T5	4,02	4,26	0,25
Average *Tangibles*		**4,15**	**4,22**	**0,07**
Reliability	RL1	4,54	4,28	-0,26
	RL2	4,14	4,27	0,14
	RL3	4,26	4,42	0,16
	RL4	4,01	4,05	0,04
Average *Reliability*		**4,24**	**4,26**	**0,02**
Responsiveness	RS1	4,42	4,21	-0,22
	RS2	4,16	4,12	-0,04
	RS3	4,13	4,15	0,02
	RS4	4,32	4,28	-0,04
Average *Responsiveness*		**4,26**	**4,19**	**-0,07**
Assurance	A1	4,53	4,24	-0,29
	A2	4,22	4,30	0,09
	A3	4,23	4,25	0,02
	A4	4,43	4,39	-0,04
Average *Assurance*		**4,35**	**4,29**	**-0,06**
Empathy	E1	4,18	4,18	0,00
	E2	4,45	4,25	-0,20
	E3	4,37	4,23	-0,15
Average *Empathy*		4,33	4,22	-0,11
Total		89,24	88,93	-0,31
Average		**4,25**	**4,23**	**-0,02**

Source: Research Results primary data, processed (2025)

Based on the results of the analysis on services at Garut Station, it shows that overall the service has not met passenger expectations. This can be seen from the negative average gap, which is -0.02, indicating that most services are not in accordance with passenger expectations. The Responsiveness dimension shows a gap value of -0.07, which indicates that the responsiveness of officers, especially in emergency situations and the delivery of important information, is still considered less than optimal. Assurance, with a gap of -0.06, indicates that passengers' trust and sense of security in the competence and professional attitude of officers still need to be improved. However, there is a positive gap, namely the RS3 attribute, namely the clarity of the queue system for ticketing services and entrance checks. Meanwhile, the Empathy dimension recorded the highest negative gap of -0.11, indicating that the officers' attention and concern for the individual needs of passengers, including the provision of facilities for passengers with special needs, is inadequate. This indicates that the service in these three aspects is still not in accordance with passenger expectations. Meanwhile, Tangibles and Reliability showed positive results, with gap values of +0.07 and +0.02, respectively. This reflects that the physical facilities, cleanliness, clarity of information, and ease of access to services such as ticket purchase and schedule availability have been quite satisfactory and in accordance with passenger expectations. However, there is a negative gap value for the T4 attribute, namely the train station provides adequate and safe parking facilities and the RL 1 attribute, namely the timeliness of the train departure and arrival schedules, which is still negative, indicating that there are still services that are still not in accordance with passenger expectations.

Garut Station, which serves the flow of tourist visits to various tourism destinations in Garut Regency and its surroundings, the quality of service at this station has direct implications for tourist perceptions and experiences. The availability of facilities, schedule accuracy, and officer professionalism are factors that can affect overall tourist trip satisfaction. Negative gaps in certain attributes can potentially reduce the attractiveness of the area as a tourist destination, especially if systematic improvements are not made. Overall, it can be concluded that the services at Garut Station have not fully met the expectations of passengers, especially in service aspects such as timeliness, officer response, and friendly attitude. Although the physical facilities of the station are considered quite good, the aspects of reliability and the quality of service interactions still need to be improved to make the passenger experience more satisfying. Thus, these findings indicate the importance of evaluation and improvement to enhance the overall service quality to support the improvement of public service quality, as well as to support the station's role as an integral part of the transport system that supports the regional tourism sector.

4.2. Importance Performance Analysis (IPA) Quadrant

The Cartesian diagram was analysed using SPSS 26 software to obtain the Importance Performance Analysis Cartesian diagram. The Cartesian diagram of passenger performance and expectations at Garut Station can be shown in Figure 1 below:
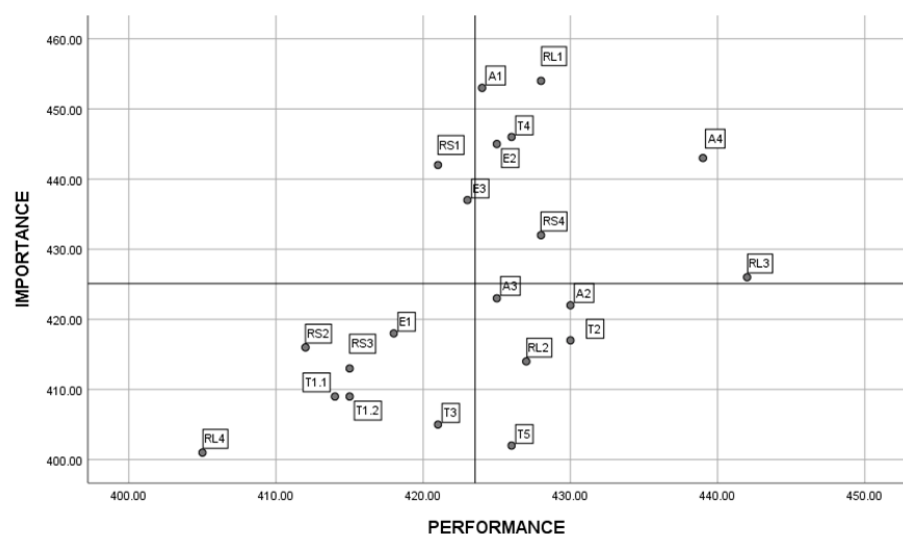

Figure 1. IPA Cartesian Diagram

Source: Research Results primary data, processed (2025)

Figure 1 illustrates that the factors influencing passenger satisfaction are classified into four distinct categories, namely:

1. Quadrant I (Concentrate These)

    Quadrant I is an area that is considered important by passengers, but in reality it is not in accordance with passenger expectations (the level of satisfaction obtained is still low)[25]. Attributes included in this quadrant must be improved. The attributes of the statement included in Quadrant I are :
    a. Alertness of officers in handling emergency situations or unexpected events (RS1)
    b. Responsiveness of officers in responding to customer complaints and suggestions (E3)

2. Quadrant II (Keep Up the Good Work)

    Quadrant II describes areas that are considered important by passengers and are consid ered to have met their expectations, resulting in a relatively higher level of satisfaction [26]. The attributes classified in this quadrant need to be maintained because they are consid ered superior by passengers. The attributes of the statements included in Quadrant II are:
    a. Railway stations provide adequate and safe parking facilities (T4)
    b. Timeliness of train departure and arrival schedules (RL1)
    c. Ease of accessing customer information services (CS) (RS4)
    d. Railway passengers feel safe using train transport services for long and short journeys (A1)
    e. Officers always prioritise the safety of railway passengers (A4)
    f. Availability of special facilities for passengers with specific needs (E2)
    g. Easy access to ticket booking at counters and access by KAI application (RL3)

3. Quadrant III (Low Priority)

    Quadrant III shows areas that are considered less important by passengers and have in adequate performance [15]. The attributes in this quadrant should be reconsidered, because their effect on the benefits felt by passengers is relatively small. The attributes of the statements included in Quadrant III are:
    a. Cleanliness of facilities at Garut Station (waiting room, toilet, prayer room) (T1.1)
    b. Convenience of facilities at Garut Station (waiting room, toilet, prayer room) (T1.2)
    c. Clarity of information on notice boards and digital screens (T3)
    d. Ease in the process of cancelling or changing ticket schedules (RL4)
    e. Speed of information delivery regarding delays or schedule changes (RS2)
    f. Clarity of queuing system for ticketing and entry check services (RS3)
    g. Officers can create good communication to railway station visitors and train passengers (E1))

4. Quadrant IV (Possible Overkill)

    Quadrant IV describes areas that are considered less important by passengers and are perceived as excessive [18]. The attributes included in this quadrant can be reduced for the company's cost efficiency. The attributes of the statements included in Quadrant IV are:
    a. The location of the railway station is easily accessible by public transport (T2)
    b. The railway station provides seating facilities in the waiting room before departure (T5)
    c. Train departure and arrival schedules are available in full and clearly stated at the railway station and in the access by KAI application (RL2)
    d. Officers are always polite to passengers (A2)
    e. Officers provide information clearly and easily understood by train users (A3)

Overall, the service at Garut Station has not fully met the expectations of passengers, with gaps still existing in several dimensions of service quality. Although the revitalisation of Garut Station has opened new opportunities for transportation connectivity, the service quality aspect still needs systematic improvement. Therefore, the service improvement strategy needs to be directed at strengthening the quality of the travel experience, including friendlier officer interactions, speed of response to complaints, and provision of clear and easily accessible information. This effort is important so that the train does not only function as a mode

of transport, but also becomes part of a pleasant and memorable tourist experience. The results of the analysis in this study indicate the importance of the role of trains in supporting tourist mobility, especially to easily accessible tourist destinations such as Garut. To be more optimal, service development needs to include improving station facilities, adjusting departure schedules to suit tourist needs, and integrated promotions that reach the main targets, namely young people and students. Furthermore, collaboration between train operators and local governments is also key in creating integrated tour packages, so that trains are not only a means of transport, but also part of the tourism attraction.

5. Comparison

This research fills a gap in the literature by exploring the role of railway stations as one of the integral components in the regional tourism ecosystem. The research emphasises the station's function as a gateway to tourist mobility that contributes to shaping perceptions and the overall tourism experience. The findings are in line with global trends where public transport is increasingly seen as part of the tourism experience, rather than simply a means of mobility.

The practical implications of this study include recommendations for PT KAI to prioritise improving service aspects related to the Empathy, Responsiveness, and Assurance dimensions through staff training programmes and the development of service standards that are more oriented towards tourists' needs. For local governments, the findings emphasise the importance of cross-sector collaboration between transport and tourism authorities in developing strategies to improve the accessibility of tourist destinations. Finally, for the local tourism industry, improving the quality of service at Garut Station has the potential to optimise the flow of tourist visits and extend the duration of their stay, thus having a positive impact on the regional economy.

6. Conclusions

6.1. Conclusions

This study aims to analyse passenger satisfaction with train service quality at Garut Station using SERVQUAL and Importance Performance Analysis (IPA) approaches, within the framework of the station as a means of supporting tourism. The results showed that in general the service has not met the expectations of passengers, especially in the dimensions of Responsiveness, Assurance, and Empathy, which reflect the not optimal speed of service, assurance of security, and concern of officers. In contrast, the Tangibles and Reliability dimensions show good performance, especially in terms of physical facilities, cleanliness, and easy access to information. Based on IPA analysis, several important attributes are in Quadrant I, which indicates the need for immediate improvement in these service aspects. Improving service quality in these three dimensions can create sustainable passenger satisfaction and loyalty and strengthen PT KAI's image as a superior public transport service provider. Garut Station also serves tourist mobility to tourist destinations in Garut Regency, the quality of service has direct implications for the tourist experience and their perception of the destination. Thus, improving service quality is not only relevant in terms of public transport, but also strategic in supporting the strengthening of the image and competitiveness of local tourism in a sustainable manner.

6.2. Suggestion

This study has limitations on the scope of respondents and population that only includes passengers at Garut Station as well as a short data collection time and has not considered seasonal variations. Future research is recommended to expand the scope of the study area and time and involve other stakeholders such as tour operators and local governments to obtain a more comprehensive understanding. Findings related to the dimensions of Responsiveness, Assurance, and Empathy can be the basis for improving services through officer training, providing special facilities, and strengthening information systems. Collaboration between PT KAI, local government, and tourism players is also important to support service integration and strengthen the role of Garut Station in the regional tourism network.

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