

CHAPTER V

CONCLUSION

This chapter consists of the summary based on research findings from the previous chapter in the study of the impact of service quality, customer engagement and selected marketing constructs on PT. Kereta Api Indonesia passenger loyalty. This chapter also provides an explanation for managerial implications followed by the limitation of this research, and suggestions for future research that would like to utilize this research as reference.

5.1 Conclusion

Based on data findings and discussion that have been explained in previous chapter, the main conclusions that are able to draw as follows:

1. Customer engagement positively affects customer loyalty in PT. Kereta Api Indonesia services (H1 accepted). It means that there is a positive and significant effect between customer engagement and customer loyalty in PT. Kereta Api Indonesia services.
2. Service quality positively affects perceived value in PT. Kereta Api Indonesia services (H2 accepted). It means that there is a positive and significant effect between service quality and perceived value in PT. Kereta Api Indonesia services.
3. Service quality positively affects brand image in PT. Kereta Api Indonesia services (H3 accepted). It means that there is a positive and significant effect between service quality and brand image in PT. Kereta Api Indonesia services.
4. Service quality positively affects customer satisfaction in PT. Kereta Api Indonesia services (H4 accepted). It means that there is a positive and significant effect between service quality and customer satisfaction in PT. Kereta Api Indonesia services.
5. Service quality positively affects customer loyalty in PT. Kereta Api Indonesia services (H5 rejected). It means that there is a negative and

insignificant effect between service quality and customer loyalty in PT. Kereta Api Indonesia services.

6. Perceived value positively affects customer satisfaction in PT. Kereta Api Indonesia services (H6 accepted). It means that there is a positive and significant effect between perceived value and customer satisfaction in PT. Kereta Api Indonesia services.
7. Perceived value positively affects customer loyalty in PT. Kereta Api Indonesia services (H7 rejected). It means that there is a positive but insignificant effect between perceived value and customer loyalty in PT. Kereta Api Indonesia services.
8. Perceived value positively affects customer engagement in PT. Kereta Api Indonesia services (H8 accepted). It means that there is a positive and significant effect between perceived value and customer engagement in PT. Kereta Api Indonesia services.
9. Customer satisfaction positively affects brand image in PT. Kereta Api Indonesia services (H9 accepted). It means that there is a positive and significant effect between customer satisfaction and brand image in PT. Kereta Api Indonesia services.
10. Customer satisfaction positively affects customer engagement in PT. Kereta Api Indonesia services (H10 rejected). It means that there is a positive but insignificant effect between customer satisfaction and customer engagement in PT. Kereta Api Indonesia services.
11. Customer satisfaction positively affects customer loyalty in PT. Kereta Api Indonesia services (H11 accepted). It means that there is a positive and significant effect between customer satisfaction and customer loyalty in PT. Kereta Api Indonesia services.
12. Brand image positively affects customer loyalty in PT. Kereta Api Indonesia services (H12 rejected). It means that there is a positive but insignificant effect between brand image and customer loyalty in PT. Kereta Api Indonesia services.

13. Brand image positively affects customer engagement in PT. Kereta Api Indonesia services (H13 rejected). It means that there is a positive but significant effect between brand image and customer engagement in PT. Kereta Api Indonesia services.
14. Perceived value mediates the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services (H14a rejected). It means perceived value is unable to mediate the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services.
15. Brand image mediates the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services (H14b rejected). It means brand image is unable to mediate the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services.
16. Customer satisfaction mediates the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services (H14c rejected). It means customer satisfaction is unable to mediate the effect between service quality and customer loyalty in PT. Kereta Api Indonesia services.
17. Customer satisfaction mediates the effect between perceived value and customer loyalty in PT. Kereta Api Indonesia services (H15a accepted). It means customer satisfaction is able to mediate the effect between perceived value and customer loyalty in PT. Kereta Api Indonesia services.
18. Customer engagement mediates the effect between perceived value and customer loyalty in PT. Kereta Api Indonesia services (H15b accepted). It means customer engagement can mediate the effect between perceived value and customer loyalty in PT. Kereta Api Indonesia services.
19. Customer engagement mediates the effect between customer satisfaction and customer loyalty in PT. Kereta Api Indonesia services (H16 rejected). It means customer engagement is unable to mediate the effect between customer satisfaction and customer loyalty in PT. Kereta Api Indonesia services.
20. Customer engagement mediates the effect between brand image and customer loyalty in PT. Kereta Api Indonesia services (H17 rejected). It

means customer engagement is unable to mediate the effect between brand image and customer loyalty in PT. Kereta Api Indonesia services.

5.2 Managerial Implications

The purpose of this research is to analyse the impact of service quality, customer engagement, customer satisfaction, perceived value, and brand image on customer loyalty. Therefore, the researcher wishes this research will provide benefits in developing the performance of PT. Kereta Api Indonesia, especially on executive and luxury services. From the research findings there are several implications that might apply from managerial perspective as follows:

1. In this research, customer engagement positively influences customer loyalty. Therefore, PT. Kereta Api Indonesia needs to improve their engagement with customers, such as giving more rewards through purchase from KAI Access and giving more content on social media for customers to interact. PT. Kereta Api Indonesia (KAI) must also establish a strong brand community to further promote interaction with customers. Consumers who are engaged appreciate sharing their experiences with other consumers who share their interests. As a result, PT. Kereta Api Indonesia (KAI) can organize social events to encourage consumers to meet and discuss their railway service experiences. These kinds of social connections should keep clients loyal. From a management standpoint, assessing how customer engagement affects customer loyalty reflects psychological processes and shows how customers are connected to a specific brand. The relationship promotes positive behavioral intentions and encourages subscribing to a railway service. Customers are encouraged by the advanced communications technology to express their affective, cognitive, and emotional engagement, which helps to inspire favorable behavioral intentions toward the company.
2. In this research, service quality positively influences perceived value. Therefore, PT. Kereta Api Indonesia (KAI) needs to improve their service quality, such as train facility and hospitality. High-frills railways need to

make sure they provide a constant level of service quality because passengers typically pay more to travel on prestigious carriers. Some clients will choose a different mode of transportation if they feel they did not obtain a high value for their ticket purchase. PT. Kereta Api Indonesia (KAI) can improve their train facility such as comfortable seats, more toilets and in-train entertainment. Meanwhile, on hospitality, PT. Kereta Api Indonesia (KAI) can hire more staff, more types of foods offered in-train. As a result, customers will feel satisfied with the price they paid for the trip.

3. In this research, customer satisfaction and service quality positively affect brand image. However, customer satisfaction has a more positive influence on brand image. A consumer is more likely to promote PT. Kereta Api Indonesia to friends and family if they receive excellent support after using a service after making a purchase. Therefore, PT. Kereta Api Indonesia should improve their services, such as interacting after customers have given their feedback. This should create a more satisfied customer that eventually will inform the outcome of the service to their friends and family, or even on social media.
4. In this research, perceived value positively affects customer engagement. Therefore, PT. Kereta Api Indonesia can improve their pricing strategy by giving an equivalent service to balance their price. For example, by giving great train services, customers are willing to pay more for their in-train products. This explains the more customers are satisfied with the price, the more they are willing to engage with the brand.
5. In this research, service quality and perceived value positively affects customer satisfaction. However, perceived value has a more positive influence on customer satisfaction. Customer satisfaction with PT. Kereta Api Indonesia (KAI) is directly impacted by perceived value. Customers who believe they have paid an equal service to their suffer and effort typically rate their satisfaction highly. To maintain customer satisfaction, high-frill railways must strategically ensure that they deliver high levels of value proposition, for example physical environment quality (such as in-

train amenities, comfortable seats, decent toilets), always on time and appealing.

5.3 Research Limitations

1. In this study, behavioral intentions are used for evaluating loyalty. Since the intention is thought to be an accurate predictor of real loyalty (Verhoef, Reinartz, & Krafft, 2010), this study did not measure actual loyalty. However, if customers encounter any barriers to loyalty, such as an unavailable product, switching incentives, and customer idiosyncrasies, their loyal behavioral intentions may not translate into their actual behavior (Oliver, 1999).
2. The research results for factor loadings on customer loyalty values are below 0.70. The factor loading with the values with questionnaire that are below 0.70 is CL2 (0.438). Moreover, in this research, indicators BI2, SQ2, SQ3, SQ4, and SQ6 must be trimmed due to the results of the Fornell-Larcker Criterion. The lowest value of outer loadings in variable brand image is BI2 and service quality is SQ2, SQ3, SQ4 and SQ6. Hence, it is trimmed to get a better result on the Fornell-Larcker Criterion.

5.4 Suggestion for Future Research

1. Future research may replicate the conceptual model used in this research using all the predictors of the loyalty variables. Which can give a detailed answer for barriers to loyalty, such as an unavailable product, switching incentives, and customer idiosyncrasies.
2. Future research is expected to make sure every questionnaire item of the loading factor is bigger than 0.7, since this research have loading factor value with less than 0.7 to provide a better result. Face validity is also necessary for the future so the public can understand more towards the questions.

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ATTACHMENT

Appendix 1 Draft of Questionnaire

Responden yang terhormat,

Perkenalkan nama saya Maximilian Kolbe Sebayang, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul " The impact of service quality, customer engagement and selected marketing constructs on passenger loyalty (Case of PT. Kereta Api Indonesia)"

Berkaitan dengan hal tersebut, saya memohon bantuan dari teman - teman untuk mengisi kuesioner ini. Atas ketersediaan dan waktu teman - teman, saya ucapkan terima kasih.

<https://forms.gle/YcVWEkoqCx7B4mWG6>

Continue – Filter Question

1. Apakah anda pernah menggunakan layanan Kereta Api Indonesia untuk transportasi jarak jauh? (contoh: Surabaya - Semarang, Jogjakarta - Jakarta, dan lain sebagainya) ☐ Ya ☐ Tidak
2. Jika iya, apakah anda menggunakan layanan Eksekutif/Luxury? ☐ Ya ☐ Tidak

Continue – Demographic Questions

1. Jenis Kelamin: ☐ Pria ☐ Wanita
2. Tujuan anda menggunakan jasa Kereta Api Indonesia: ☐ Urusan pekerjaan ☐ Liburan ☐ Lainnya
3. Apakah anda memiliki member KAI Access: ☐ Ya ☐ Tidak

Continue – Research Question

Responden dimohon untuk menjawab pertanyaan dengan memilih salah satu jawaban yang tersedia dan sesuai dengan opini responden.
Jawaban akan diklasifikasikan menjadi beberapa pilihan :

1= Sangat tidak setuju

2= Tidak setuju

3= Netral

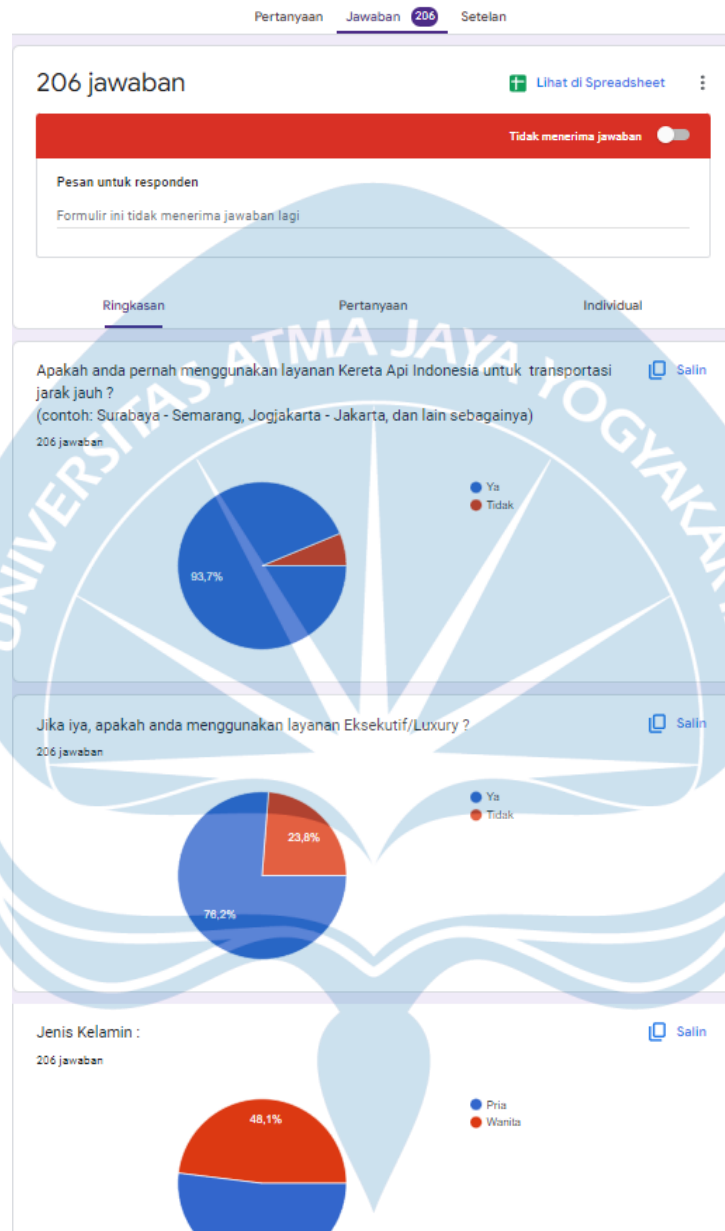
4= Setuju

5= Sangat setuju

NO.	Pertanyaan	Alternatif Jawaban				
	Variable	1	2	3	4	5
		STS	TS	N	S	SS
Kesetiaan Pelanggan						
1	Saya memiliki niat untuk mengatakan hal positif tentang Kereta Api Indonesia kepada orang lain					
2	Saya memiliki niat untuk menggunakan Kereta Api Indonesia lagi di kedepannya					
3	Saya memiliki niat untuk membujuk kerabat dan teman untuk bepergian dengan Kereta Api Indonesia					
4	Secara keseluruhan, dengan adanya pilihan transportasi traveling lainnya, saya akan tetap menggunakan Kereta Api Indonesia					
Keterlibatan Pelanggan						
1	Saya bangga dengan keberhasilan Kereta Api Indonesia					
2	Ketika seseorang memuji Kereta Api Indonesia, saya merasa bangga					
3	Saya sangat tertarik dengan Kereta Api Indonesia					
4	Saya sangat memperhatikan informasi apapun tentang Kereta Api Indonesia					
5	Sulit untuk melepaskan diri saat berada di Kereta Api Indonesia					
6	Saya ikut terlibat dalam interaksi saya dengan Kereta Api Indonesia					
7	Saya suka berinteraksi dengan orang-orang yang memiliki minat yang sama dengan saya saat menggunakan Kereta Api Indonesia					
8	Secara umum, saya sangat menikmati bertukar pikiran dengan orang lain yang bepergian dengan Kereta Api Indonesia					

NO.	Pertanyaan	Alternatif Jawaban				
	Variable	1	2	3	4	5
		STS	TS	N	S	SS
Kualitas Pelayanan						
1	Staf Kereta Api Indonesia memberikan layanan yang unggul					
2	Secara keseluruhan, fasilitas di dalam Kereta Api Indonesia sangat baik					
3	Kereta Api Indonesia memiliki jadwal perjalanan yang pas atau sesuai					
4	Kereta Api Indonesia memiliki sistem reservasi dan ticketing yang baik					
5	Kereta Api Indonesia memberikan sistem keamanan yang sangat baik					
6	Saya merasa aman saat bepergian dengan Kereta Api Indonesia					
7	Kereta Api Indonesia memberikan layanan penanganan bagasi yang sangat baik					
Nilai Yang Dirasakan						
1	Mempertimbangkan harga tiket yang saya bayar, saya yakin Kereta Api Indonesia menawarkan layanan yang sangat baik					
2	Dibandingkan dengan apa yang telah saya korbankan (termasuk uang, tenaga, waktu dan usaha), keseluruhan layanan Kereta Api Indonesia sangat baik					
3	Secara keseluruhan, Kereta Api Indonesia memberikan nilai terbaik untuk uang yang sudah saya keluarkan					
4	Secara keseluruhan, layanan dan produk Kereta Api Indonesia berharga					
Citra Merek						
1	Saya percaya bahwa Kereta Api Indonesia memiliki citra yang lebih baik dari para pesaingnya					
2	Kereta Api Indonesia memiliki reputasi keselamatan yang baik					
3	Saya selalu memiliki kesan yang baik tentang Kereta Api Indonesia					
4	Secara keseluruhan, saya yakin Kereta Api Indonesia memiliki citra positif di publik					

Appendix 2 Prove of Submission



Appendix 3 SmartPLS 3.2.9 (Data Processing)

Variable Indicator Data

SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Add Data Group Generate Data Groups Clear Data Groups

Project Explorer

- ECI
- Oliah Data
 - Copy of Oliah Data
 - Oliah Data
- JAWABAN RESPONDEN mantap [157]
- PLS-SEM BOOK - Corporate Reputation Ex
- Archive

Indicators

No. Indicator

- CL1
- CL2
- CL3
- CL4
- CE1
- CE2
- CE3
- CE4
- CE5

JAWABAN RESPONDEN mantap.txt

Delimiter: Semicolon Encoding: UTF-8

Value Quote Character: None Sample size: 157

Number Format: US (example: 1,000.23) Indicators: 31

Missing Value Marker: None Missing Values: 0

Re-Analyze Open External

Indicators	Indicator Correlations	Raw File	No.	Missing	Mean	Median	Min	Max	Standard Devia...	Excess Kurtosis	Skewness
SQ4			16	0	4.382	5.000	1.000	5.000	0.778	5.316	-1.853
SQ5			17	0	4.299	4.000	1.000	5.000	0.735	2.140	-1.123
SQ6			18	0	4.363	4.000	3.000	5.000	0.630	-0.650	-0.473
SQ7			19	0	4.089	4.000	1.000	5.000	0.855	1.404	-1.038
PV1			20	0	4.204	4.000	2.000	5.000	0.763	1.083	-0.973
PV2			21	0	4.210	4.000	2.000	5.000	0.677	0.231	-0.536
PV3			22	0	4.172	4.000	2.000	5.000	0.706	0.724	-0.697
PV4			23	0	4.217	4.000	3.000	5.000	0.680	-0.846	-0.302
B1			24	0	4.191	4.000	2.000	5.000	0.669	-0.245	-0.373
B2			25	0	4.287	4.000	2.000	5.000	0.705	0.100	-0.694
B3			26	0	4.242	4.000	2.000	5.000	0.662	-0.154	-0.447
B4			27	0	4.274	4.000	2.000	5.000	0.674	0.385	-0.647
CS1			28	0	4.362	4.000	2.000	5.000	0.624	0.289	-0.657
CS2			29	0	4.331	4.000	2.000	5.000	0.690	0.359	-0.763
CS3			30	0	4.306	4.000	2.000	5.000	0.674	-0.166	-0.586
CS4			31	0	4.325	4.000	3.000	5.000	0.620	-0.651	-0.357

Copy to Clipboard

SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Add Data Group Generate Data Groups Clear Data Groups

Project Explorer

- ECI
- Oliah Data
 - Copy of Oliah Data
 - Oliah Data
- JAWABAN RESPONDEN mantap [157]
- PLS-SEM BOOK - Corporate Reputation Ex
- Archive

Indicators

No. Indicator

- CL1
- CL2
- CL3
- CL4
- CE1
- CE2
- CE3
- CE4
- CE5

JAWABAN RESPONDEN mantap.txt

Delimiter: Semicolon Encoding: UTF-8

Value Quote Character: None Sample size: 157

Number Format: US (example: 1,000.23) Indicators: 31

Missing Value Marker: None Missing Values: 0

Re-Analyze Open External

Indicators	Indicator Correlations	Raw File	No.	Missing	Mean	Median	Min	Max	Standard Devia...	Excess Kurtosis	Skewness
CL1			1	0	4.420	5.000	2.000	5.000	0.569	0.896	-0.994
CL2			2	0	4.510	5.000	3.000	5.000	0.582	-0.448	-0.731
CL3			3	0	4.369	5.000	2.000	5.000	0.734	-0.357	-0.508
CL4			4	0	4.064	4.000	1.000	5.000	0.827	0.511	-0.734
CE1			5	0	4.363	4.000	1.000	5.000	0.706	2.049	-1.062
CE2			6	0	4.172	4.000	2.000	5.000	0.792	-0.534	-0.552
CE3			7	0	4.121	4.000	2.000	5.000	0.777	-0.241	-0.544
CE4			8	0	3.790	4.000	1.000	5.000	1.129	-0.473	-0.677
CE5			9	0	3.739	4.000	1.000	5.000	1.054	-0.227	-0.581
CE6			10	0	3.701	4.000	1.000	5.000	1.103	-0.705	-0.447
CE7			11	0	3.675	4.000	1.000	5.000	1.130	-0.280	-0.724
CE8			12	0	3.879	4.000	1.000	5.000	1.049	0.030	-0.825
SQ1			13	0	4.229	4.000	2.000	5.000	0.667	0.967	-0.692
SQ2			14	0	4.261	4.000	1.000	5.000	0.697	3.332	-1.257
SQ3			15	0	4.363	4.000	1.000	5.000	0.679	3.883	-1.343

Copy to Clipboard

SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Add Data Group Generate Data Groups Clear Data Groups

Project Explorer

- ECI
- Oliah Data
 - Copy of Oliah Data
 - Oliah Data
- JAWABAN RESPONDEN mantap [157]
- PLS-SEM BOOK - Corporate Reputation Ex
- Archive

Indicators

No. Indicator

- CL1
- CL2
- CL3
- CL4
- CE1
- CE2
- CE3
- CE4
- CE5

JAWABAN RESPONDEN mantap.txt

Delimiter: Semicolon Encoding: UTF-8

Value Quote Character: None Sample size: 157

Number Format: US (example: 1,000.23) Indicators: 31

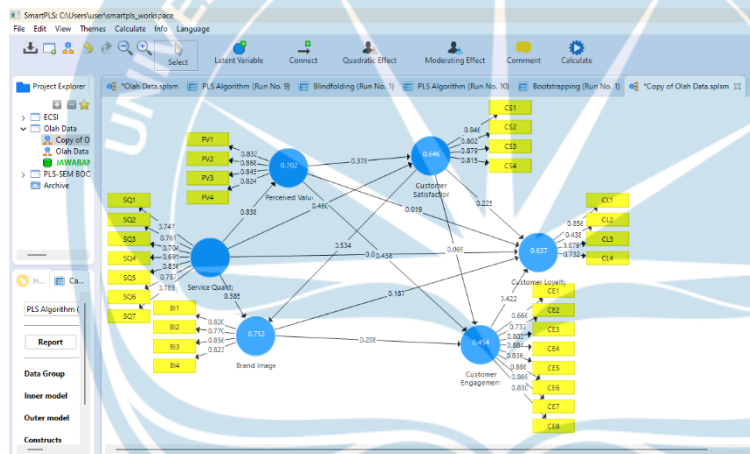
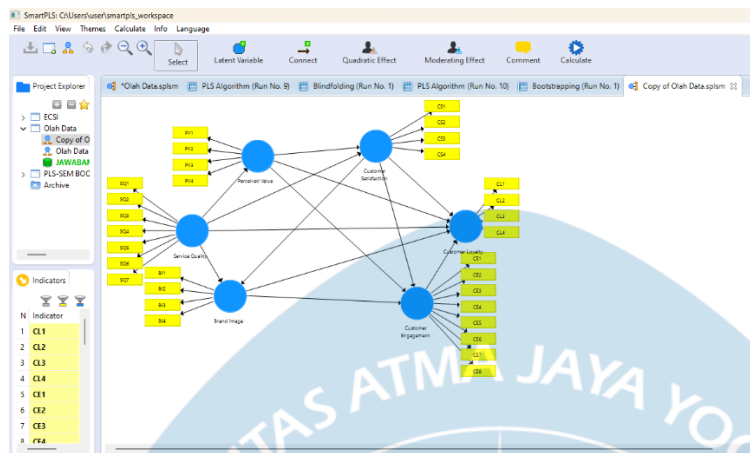
Missing Value Marker: None Missing Values: 0

Re-Analyze Open External

Indicators	Indicator Correlations	Raw File	No.	Missing	Mean	Median	Min	Max	Standard Devia...	Excess Kurtosis	Skewness
SQ5			17	0	4.299	4.000	1.000	5.000	0.735	2.140	-1.123
SQ6			18	0	4.363	4.000	3.000	5.000	0.630	-0.650	-0.473
SQ7			19	0	4.089	4.000	1.000	5.000	0.855	1.404	-1.038
PV1			20	0	4.204	4.000	2.000	5.000	0.763	1.083	-0.973
PV2			21	0	4.210	4.000	2.000	5.000	0.677	0.231	-0.536
PV3			22	0	4.172	4.000	2.000	5.000	0.706	0.724	-0.697
PV4			23	0	4.217	4.000	3.000	5.000	0.680	-0.846	-0.302
B1			24	0	4.191	4.000	2.000	5.000	0.669	-0.245	-0.373
B2			25	0	4.287	4.000	2.000	5.000	0.705	0.100	-0.694
B3			26	0	4.242	4.000	2.000	5.000	0.662	-0.154	-0.447
B4			27	0	4.274	4.000	2.000	5.000	0.674	0.385	-0.647
CS1			28	0	4.362	4.000	2.000	5.000	0.624	0.289	-0.657
CS2			29	0	4.331	4.000	2.000	5.000	0.690	0.359	-0.763
CS3			30	0	4.306	4.000	2.000	5.000	0.674	-0.166	-0.586
CS4			31	0	4.325	4.000	3.000	5.000	0.620	-0.651	-0.357

Copy to Clipboard

Continue – Outer Model



SmartPLS: C:\Users\user\smartpls\workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECI
- Olah Data
 - Copy of Olah Data
 - JAWABAN RESPONDEN mantap [157 records]
 - PLS-SEM BOC - Corporate Reputation Extended
 - Archive

Indicators

No.	Indicator
1	CL1
2	CL2
3	CL3
4	CL4
5	CE1
6	CE2
7	CE3
8	CE4
9	CE5

Path Coefficients

	Brand Image	Customer Eng...	Customer Loy...	Customer Satis...	Perceived Value	Service Quality
Brand Image		0.208	0.187			
Customer Eng...			0.422			
Customer Loy...						
Customer Satis...	0.534	0.069	0.225			
Perceived Value		0.438	-0.019	0.378		
Service Quality		0.385	0.094	0.460	0.838	

Final Results

Path Coefficients	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	F Square		Inner Model
Total Effects	Consistent Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

Continue – Outer Model

The following tables represent the data shown in the SmartPLS screenshots.

Construct Reliability and Validity

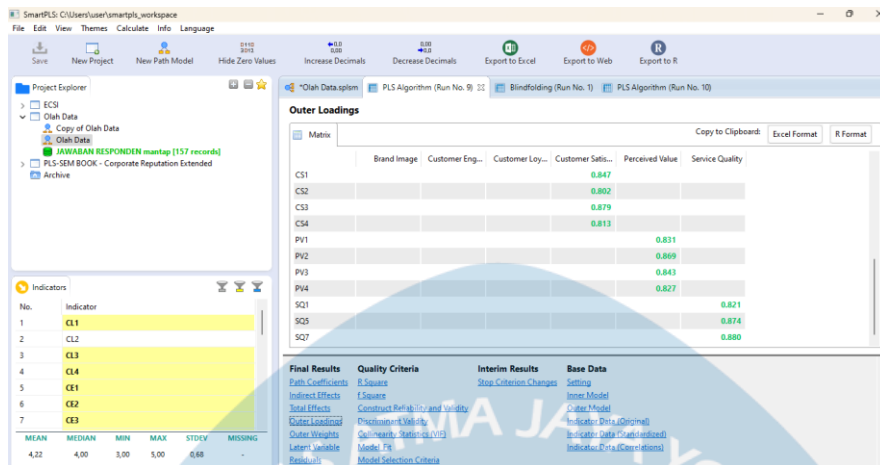
	Cronbach's Alpha	rho_A	Composite Rel.	Average Variance Extracted
Brand Image	0.821	0.822	0.894	0.737
Customer Engage...	0.927	0.929	0.941	0.668
Customer Loya...	0.778	0.785	0.872	0.696
Customer Satis...	0.856	0.856	0.903	0.699
Perceived Value	0.864	0.865	0.907	0.710
Service Quality	0.821	0.822	0.894	0.737

Outer Loadings

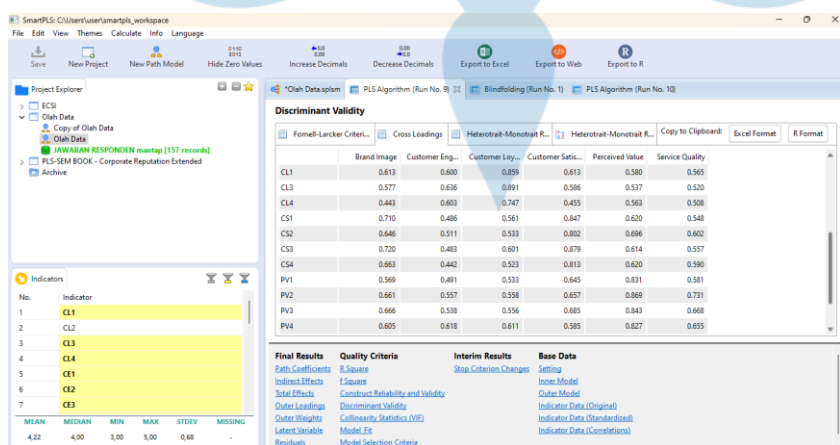
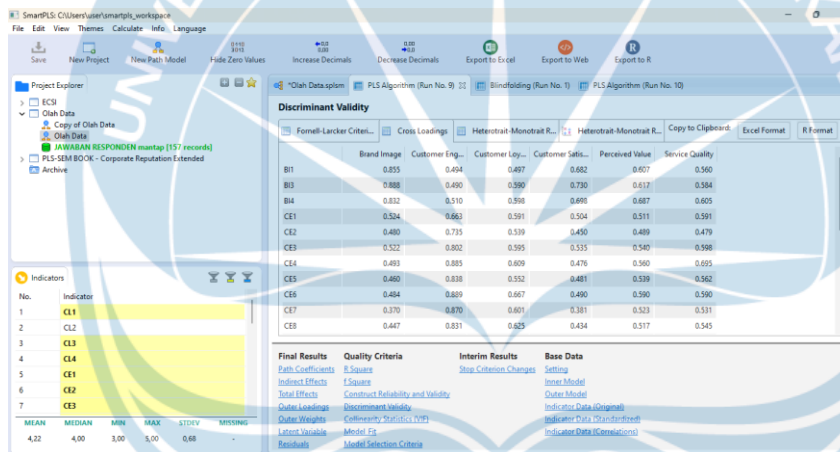
	Brand Image	Customer Eng...	Customer Loya...	Customer Satis...	Perceived Value	Service Quality
BI1	0.855					
BI3	0.888					
BI4	0.832					
CE1		0.663				
CE2		0.735				
CE3		0.802				
CE4		0.885				
CE5		0.838				
CE6		0.809				
CE7		0.870				
CE8		0.831				

Outer Loadings (Continued)

	Brand Image	Customer Eng...	Customer Loya...	Customer Satis...	Perceived Value	Service Quality
CL1			0.859			
CL3			0.891			
CL4			0.747			
CS1				0.847		
CS2				0.802		
CS3				0.879		
CS4				0.813		
PV1					0.831	
PV2					0.869	
PV3					0.843	
PV4					0.827	



Continue – Outer Model



SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECR
- Olsh Data
 - Copy of Olsh Data
 - Olsh Data
- JAWABAN RESPONDEN muntap (157 records)
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	CL1
2	CL2
3	CL3
4	CL4
5	CE1
6	CE2
7	CE3

MEAN MEDIAN MIN MAX STDDEV MISSING

4,22 4,00 3,00 5,00 0,68 -

Discriminant Validity

	Brand Image	Customer Eng...	Customer Loy...	Customer Satis...	Perceived Value	Service Quality
CS1	0.710	0.486	0.561	0.847	0.620	0.548
CS2	0.646	0.511	0.533	0.802	0.696	0.602
CS3	0.720	0.483	0.601	0.879	0.614	0.557
CS4	0.663	0.442	0.523	0.813	0.620	0.590
PV1	0.569	0.491	0.533	0.645	0.831	0.581
PV2	0.661	0.557	0.558	0.657	0.889	0.731
PV3	0.666	0.538	0.556	0.685	0.843	0.668
PV4	0.605	0.618	0.611	0.585	0.827	0.655
SQ1	0.597	0.542	0.513	0.604	0.658	0.821
SQ2	0.554	0.560	0.561	0.568	0.648	0.874
SQ7	0.599	0.710	0.566	0.596	0.712	0.880

Final Results Path Coefficients Indirect Effects Total Effects Outer Loadings Outer Weights Latent Variable Residuals

Quality Criteria R Square Construct Reliability and Validity Discriminant Validity Collinearity Statistics (VIF) Model Fit Model Selection Criteria

Interim Results Stop Criterion Changes

Base Data Settings Inner Model Outer Model Indicator Data (Original) Indicator Data (Standardized) Indicator Data (Correlations)

SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECR
- Olsh Data
 - Copy of Olsh Data
 - Olsh Data
- JAWABAN RESPONDEN muntap (157 records)
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	CL1
2	CL2
3	CL3
4	CL4
5	CE1
6	CE2
7	CE3

MEAN MEDIAN MIN MAX STDDEV MISSING

4,22 4,00 3,00 5,00 0,68 -

Discriminant Validity

	Brand Image	Customer Eng...	Customer Loy...	Customer Satis...	Perceived Value	Service Quality
Brand Image	0.838					
Customer Eng...	0.580	0.817				
Customer Loy...	0.656	0.734	0.834			
Customer Satis...	0.820	0.576	0.664	0.838		
Perceived Value	0.743	0.655	0.670	0.763	0.843	
Service Quality	0.680	0.706	0.637	0.687	0.784	0.859

Final Results Path Coefficients Indirect Effects Total Effects Outer Loadings Outer Weights Latent Variable Residuals

Quality Criteria R Square Construct Reliability and Validity Discriminant Validity Collinearity Statistics (VIF) Model Fit Model Selection Criteria

Interim Results Stop Criterion Changes

Base Data Settings Inner Model Outer Model Indicator Data (Original) Indicator Data (Standardized) Indicator Data (Correlations)

Continue – Inner Model

SmartPLS: C:\Users\user\smartpls_workspace

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECR
- Olsh Data
 - Copy of Olsh Data
 - Olsh Data
- JAWABAN RESPONDEN muntap (157 records)
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	CL1
2	CL2
3	CL3
4	CL4
5	CE1
6	CE2
7	CE3

MEAN MEDIAN MIN MAX STDDEV MISSING

4,22 4,00 3,00 5,00 0,68 -

R Square

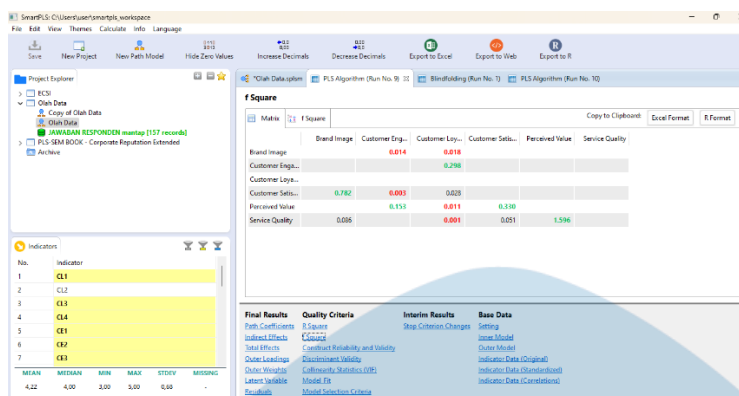
	R Square	R Square Adjusted
Brand Image	0.898	0.694
Customer Enga...	0.431	0.440
Customer Loy...	0.640	0.628
Customer Satis...	0.803	0.397
Perceived Value	0.815	0.812

Final Results Path Coefficients Indirect Effects Total Effects Outer Loadings Outer Weights Latent Variable Residuals

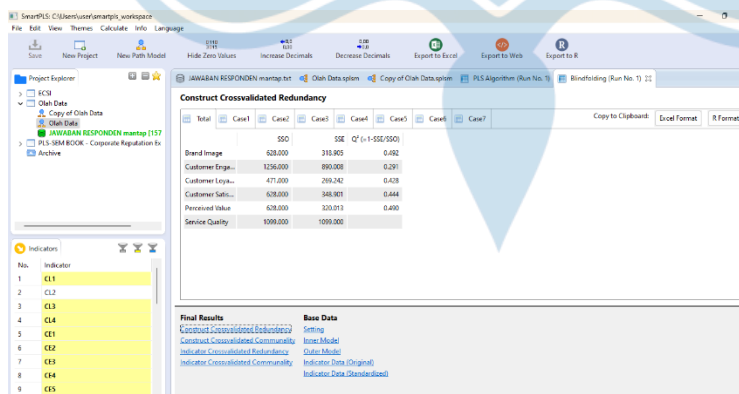
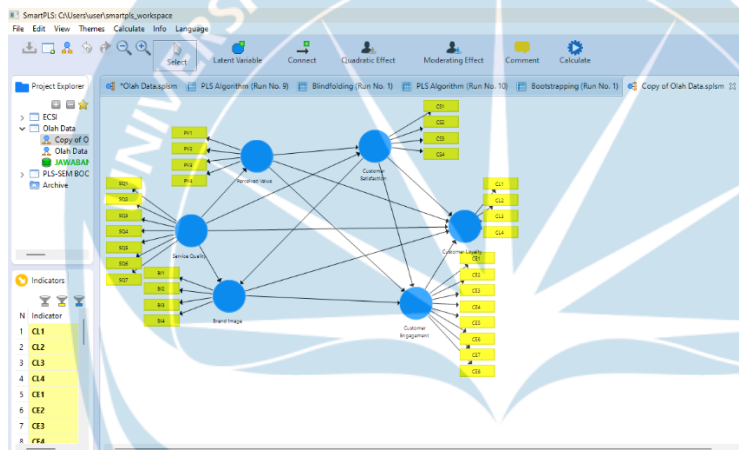
Quality Criteria R Square Construct Reliability and Validity Discriminant Validity Collinearity Statistics (VIF) Model Fit Model Selection Criteria

Interim Results Stop Criterion Changes

Base Data Settings Inner Model Outer Model Indicator Data (Original) Indicator Data (Standardized) Indicator Data (Correlations)



Continue – Inner Model



The screenshot displays the SmartPLS 3.0 software interface. The top menu bar includes File, Edit, View, Themes, Calculate, Info, and Language. The toolbar contains icons for Select, Latent Variable, Connect, Quadratic Effect, Moderating Effect, Comment, and Calculate. The Project Explorer on the left shows the following structure:

- Project Explorer
 - ECSP
 - Olsh Data
 - Copy of Olsh Data
 - Olsh Data
 - DATAWARP
 - PLS-SEM BOC
 - Archive

The main workspace shows a PLS-SEM model diagram with the following components:

- Latent Variables (Blue Circles):**
 - Perceived Value
 - Service Quality
 - Brand Image
 - Customer Satisfaction
 - Customer Loyalty
 - Customer Engagement
- Observed Variables (Yellow Rectangles):**
 - Perceived Value: PV1 (28.066), PV2 (38.172), PV3 (34.335), PV4 (31.628)
 - Service Quality: SQ1 (24.369), SQ2 (38.177), SQ3 (28.778)
 - Brand Image: BI1 (33.298), BI3 (51.441), BI4 (27.525)
 - Customer Satisfaction: CS2 (34.574), CS3 (22.090), CS4 (45.877), CS5 (25.185)
 - Customer Loyalty: CL1 (28.661), CL3 (46.569), CL4 (18.461)
 - Customer Engagement: CE1 (6.281), CE2 (13.775), CE3 (16.986), CE4 (20.216), CE5 (20.727), CE6 (23.643), CE7 (28.211), CE8 (41.425), CE9 (28.113)
- Path Coefficients:**
 - Perceived Value to Service Quality: 20.372
 - Service Quality to Brand Image: 2.740
 - Brand Image to Customer Satisfaction: 1.353
 - Perceived Value to Customer Satisfaction: 5.210
 - Service Quality to Customer Satisfaction: 9.111
 - Brand Image to Customer Satisfaction: 4.543
 - Customer Satisfaction to Customer Loyalty: 1.153
 - Customer Satisfaction to Customer Engagement: 1.971
 - Customer Loyalty to Customer Engagement: 0.681

The screenshot displays the SmartPLS software interface. At the top, there's a menu bar with options like File, Edit, View, Themes, Calculate, Info, Language. Below it are toolbars for saving, creating new projects, hiding zero values, increasing/decreasing decimals, and exporting to Excel, Web, or R. The main window shows the 'Path Coefficients' table under the 'PLS Algorithm' tab.

	Original Sample	Sample Mean (U)	Standard Deviation	T-Statistics (O/U)	P-Values
Brand Image → Customer Engagement _{H1}	0.181	0.156	0.119	1.353	0.176
Brand Image → Customer Loyalty _{H2}	0.196	0.151	0.110	1.791	0.078
Customer Engagement → Customer Loyalty _{H3}	0.477	0.403	0.278	1.698	0.090
Customer Satisfaction → Brand Image _{H4}	0.666	0.666	0.073	8.111	0.000
Customer Satisfaction → Customer Engagement _{H5}	0.084	0.087	0.123	0.681	0.496
Customer Satisfaction → Customer Loyalty _{H6}	0.194	0.194	0.098	1.971	0.049
Perceived Value → Customer Engagement _{H7}	0.472	0.478	0.104	4.540	0.000
Perceived Value → Customer Loyalty _{H8}	0.102	0.123	0.106	1.153	0.249
Perceived Value → Customer Satisfaction _{H9}	0.583	0.583	0.112	5.219	0.000
Service Quality → Brand Image _{H10}	0.221	0.223	0.081	2.740	0.006
Service Quality → Customer Loyalty _{H11}	-0.032	-0.019	0.086	0.340	0.719
Service Quality → Customer Satisfaction _{H12}	0.239	0.226	0.113	2.038	0.042
Service Quality → Perceived Value _{H13}	0.784	0.782	0.038	20.372	0.000

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- EC3
 - Chain Data
 - Copy of Chain Data
 - JAWABAN
 - PUS-SEM BOC
 - Archive

Indicators

N = 11

CL1

CL2

CL3

CL4

CL5

CL6

CL7

CL8

CL9

CL10

CL11

CL12

CL13

CL14

CL15

CL16

CL17

CL18

CL19

CL20

CL21

CL22

CL23

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Indicators

1 CL1
2 CL2
3 CL3
4 CL4
5 CE1
6 CE2
7 CE3
8 CE4

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values Confidence Intervals Confidence Intervals Bias Corrected Samples

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	Original Sample	Sample Mean (U)	Standard Devia...	T-Statistics (Q/U)	P-Values
Service Quality -> Brand Image -> Customer Loyalty...	0.023	0.023	0.021	1.060	0.276
Perceived Value -> Customer Satisfaction -> Brand Image -> Customer Engagement -> Customer Loyalty...	0.020	0.020	0.020	1.217	0.224
Service Quality -> Perceived Value -> Brand Image -> Customer Engagement -> Customer Loyalty...	0.023	0.023	0.019	1.202	0.229
Customer Satisfaction -> Brand Image -> Customer Engagement -> Customer Loyalty...	0.051	0.049	0.039	1.302	0.193
Service Quality -> Customer Satisfaction -> Brand Image -> Customer Engagement -> Customer Loyalty...	0.012	0.012	0.011	1.044	0.297
Brand Image -> Customer Engagement -> Customer Loyalty...	0.077	0.075	0.059	1.302	0.193
Service Quality -> Brand Image -> Customer Engagement -> Customer Loyalty...	0.017	0.018	0.017	1.027	0.305
Perceived Value -> Customer Satisfaction -> Customer Engagement -> Customer Loyalty...	0.023	0.021	0.035	0.665	0.506
Service Quality -> Perceived Value -> Customer Satisfaction -> Customer Engagement -> Customer Loyalty...	0.018	0.017	0.028	0.662	0.508
Customer Satisfaction -> Customer Engagement -> Customer Loyalty...	0.040	0.041	0.059	0.674	0.501
Service Quality -> Customer Satisfaction -> Customer Engagement -> Customer Loyalty...	0.009	0.012	0.017	0.546	0.585
Perceived Value -> Customer Engagement -> Customer Loyalty...	0.225	0.221	0.068	3.205	0.001
Service Quality -> Perceived Value -> Customer Engagement -> Customer Loyalty...	0.177	0.181	0.055	3.203	0.001
Perceived Value -> Customer Satisfaction -> Customer Loyalty...	0.113	0.113	0.062	1.829	0.067
Service Quality -> Perceived Value -> Customer Satisfaction -> Customer Loyalty...	0.089	0.089	0.050	1.785	0.074
Service Quality -> Customer Satisfaction -> Customer Loyalty...	0.044	0.045	0.034	1.314	0.189
Service Quality -> Perceived Value -> Customer Loyalty...	0.096	0.097	0.085	1.131	0.258

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1 CL1
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Specific Indirect Effects

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Service Quality -> Customer Satisfaction -> Customer Loyalty...	0.044	0.045	0.034	1.314	0.189
Service Quality -> Perceived Value -> Customer Loyalty...	0.096	0.097	0.085	1.131	0.258
Service Quality -> Perceived Value -> Customer Satisfaction	0.427	0.461	0.098	4.656	0.000

Appendix 4 Spreading the Questionnaire

LESS THAN 3 MINUTES!

ONLINE SURVEY

THE IMPACT OF SERVICE QUALITY, CUSTOMER ENGAGEMENT AND SELECTED MARKETING CONSTRUCTS ON KERETA API INDONESIA PASSENGER LOYALTY

Responden yang terhormat,

Perkenalkan nama saya Maximilian Kolbe Sebayang, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi saya dengan judul "The impact of service quality, customer engagement and selected marketing constructs on Kereta Api Indonesia passenger loyalty"

Berkaitan dengan hal tersebut, saya memohon bantuan dari teman-teman untuk mengisi kuesioner ini. Atas ketersediaan dan waktu teman-teman, saya ucapkan terima kasih.

Dengan Memenuhi Kriteria Berikut

- pernah menggunakan layanan Kereta Api Indonesia untuk transportasi jarak jauh
- menggunakan layanan Eksekutif/Luxury

THANK YOU!

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LESS THAN 3 MINUTES!

ONLINE SURVEY

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Dengan Memenuhi Kriteria Berikut

- pernah menggunakan layanan Kereta Api Indonesia untuk transportasi jarak jauh
- menggunakan layanan Eksekutif/Luxury

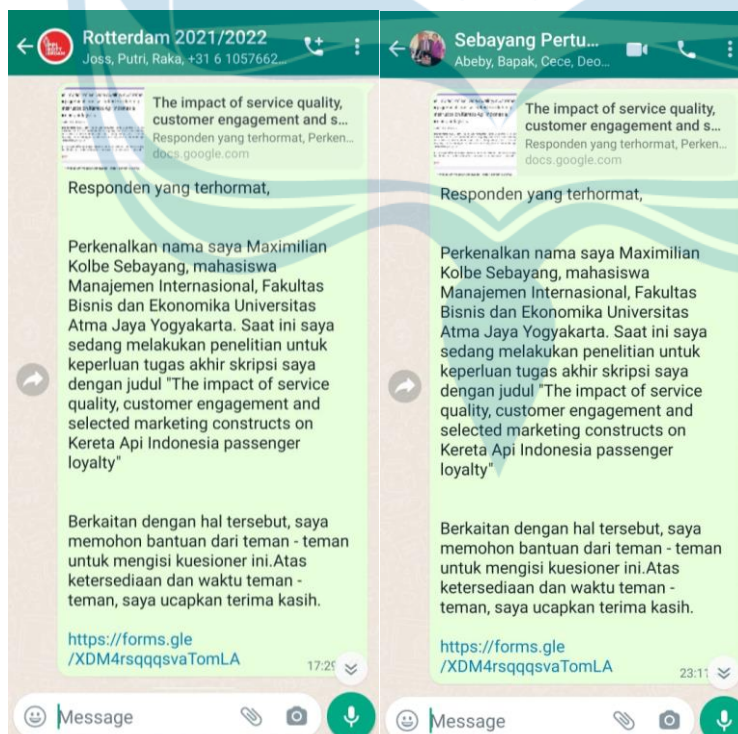
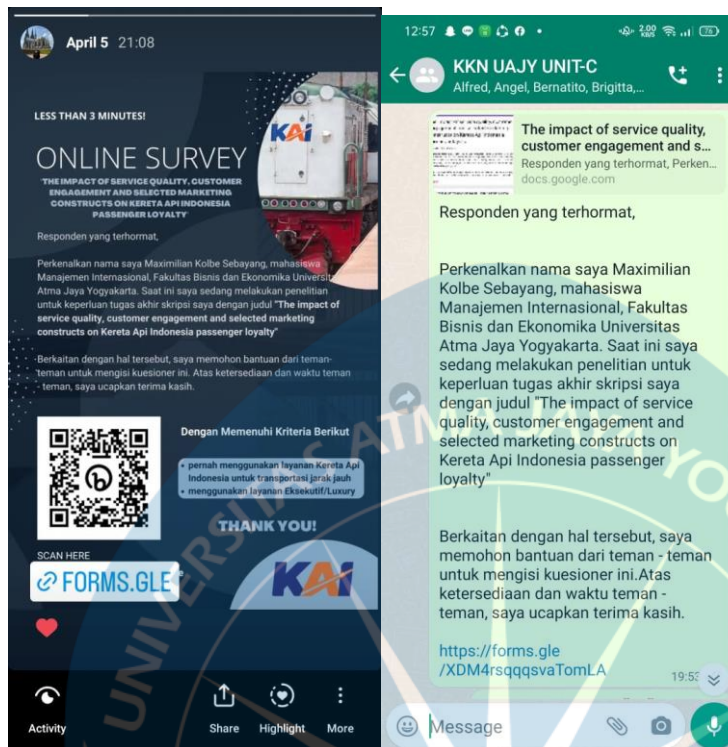
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