www.bircu-journal.com/index.php/birci
Budapest International Research and Critics Institute-Journal (BIRCI-Journal)
Humanities and Social Sciences
ISSN 2615-3076 Online)
ISSN 2615-1715 (Print)
Budapest Institute

Analysis of Consumer Assessment of Railway Service Performance in the New Normal Era and Before the New Normal

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Abstract

Covid-19 is a pandemic throughout the world and is evidenced by regulations requiring masks, vaccinations, and PCR swabs related to personal protection to minimize Covid-19 infection. This condition has become the subject of discussion among many circles, one of which is the health protocol when carrying out activities outside the home, especially on public transportation. This triggered the emergence of vaccination programs and masks and PCR swabs in public transportation. In addition, public support for transportation is very high on the grounds of shortening travel time. The purpose of this research is the consumer's assessment of the performance of train services in the new normal era and before the new normal from the aspect of reusability, service quality and marketing mix. The method used is benchmarking by applying the principles of usability, service quality and marketing mix. The collection was carried out through a survey of 120 respondents who had used train services in the new normal era and before the new normal. The result of the research is that the train service before the new normal is superior in the eyes of consumers in terms of usability, service quality, and marketing mix. However, the new normal era trains have higher services than the new normal trains on the efficiency and error indicators in the usability aspect as well as on the tangible indicators in the quality aspect.

Keywords
marketing mix; quality; rail service; usability

I. Introduction

Indonesia is a non-industrialized country with a cycle toward a developed country in all fields. One area that is needed and often improved is land transportation which has limited mass vehicles, especially trains. The meaning of transportation is characterized as "the development of products and individuals from the starting point to the destination" (Nasution, 2010). Transportation is one of the needs of the population that greatly affects the lives of individuals, especially in the financial sector. With public transportation, a person can move faster so that daily activities can be completed better and correctly. The Indonesian government also has a Badan Usaha Milik Negara (BUMN), which operates in the field of land transportation, namely PT. Kereta Api Indonesia (Persero).

As one of the companies that are remembered for BUMN, PT. Kereta Api Indonesia (Persero) is expected to be able to provide ideal profits and offer brilliant services to prepare its customers. The best way of land transportation and much favoured by the public today is the train, besides being able to provide the right travel time, the train also has a very large comfort and transportation limit. In the midst of the rapid progress of land

transportation, based on information from the annual report of the number of consumers of PT. Kereta Api Indonesia (Persero) is increasing.

The increase in the number of railway consumers cannot be separated from the services provided by PT. Kereta Api Indonesia (Persero). One of the administrations presented by PT. Kereta Api Indonesia (Persero), namely the administration of train travel. Currently there is an overall outbreak of disease infection, especially Covid (Coronavirus), which makes PT. Kereta Api Indonesia (Persero) temporarily suspended transportation administration. Passenger trains have finally been reactivated recently by implementing a health protocol that is in accordance with the law, and the implementation of this health protocol has made many adjustments to passenger trains, ranging from seats that are separated with a little seat cleaning, to additional administration. specifically for immunization and show a certificate of vaccination and a PCR swab test or an antigen swab test at each station of departure. Health is a very important element of the quality of life in national development (Najikhah, 2021). Train stations in Indonesia will implement the latest health protocols and administrative changes from before the new normal to the new normal era, because these stations are a station that is used as the main access in all urban communities in Indonesia that have quality service stations optimal.

II. Research Method

In this study, there are several stages of implementation to analyze consumer assessments of the performance of train services belonging to PT. Kereta Api Indonesia (Persero) before the new normal and the new normal era, which will be explained as follows:

2.1 Usability Analysis

Based on data that has been valid and reliable, then an analysis using the usability method is carried out, which aims to assess the level of ease of bureaucracy/flow of a service used (Nielson, 2012).

These requirements are then used as usability criteria to assess the convenience of train services before the new normal and the new normal era.

2.2 Service Quality Analysis

In analyzing the quality of train services before the new normal and the new normal era, several dimensions of service quality were used (Karen, Carol, Ronald, 2010), including:

a. Responsiveness, namely the ability of service providers to users in providing services that are responsive both to complaints and to user wishes.
b. Reliability, namely the ability of service providers to users in providing fast and satisfying services to users.
c. Empathy, namely the ease of users in establishing relationships through communication with staff who are good service providers and are able to understand user needs.
d. Assurance, namely the ability, courtesy, and trustworthiness of service delivery staff, free from danger, risk, and doubt to users.
e. Tangibles, namely physical facilities provided, equipment and infrastructure, employees/staff and means of communication to users.

This quality dimension is used as a criterion for measuring quality in train services before the new normal and the new normal era.

2.3 Marketing Mix Analysis

The marketing mix is a set of marketing tools used to pursue the goals that a company wants to achieve (Fsrida, Lamsah & Periyadi, 2019). So in another sense, the marketing mix consists of:

a. Products, namely goods sold in the railway administration business by PT. Kereta Api Indonesia (Persero). Both employees as well as products that have used prices and are currently needed by buyers. The way to advertise goods effectively is that this workforce and product must address customer needs.
b. Price, namely how much cash must be spent by consumers in order to get labour and products sold by PT. Kereta Api Indonesia (Persero). The price has turned into a corner that is no less significant. So the choice requires careful thought.
c. Promotion, namely a movement to illuminate many people so that buyers can know and feel interested in trying to buy an item. Regardless of whether it is an item as labour or product. In a special exercise, PT. Kereta Api Indonesia (Persero) must have the option to change customer insights to ensure the goods sold
d. Place/distribution, which is a location that can distribute and process the sale and purchase of products, both products and services. Places should be easy for customers to approach and reach. However, this is specifically for conventional business fields. While PT. Kereta Api Indonesia (Persero) has been categorized as a modern business or online business such as ticket booking services, ticket cancellations and ordering queues for PCR swab tests and antigen swab tests. Therefore, at this time the interpretation of location or distribution indicators is very diverse. Especially have to make adjustments to the use of the media

These aspects determine the level of marketing success. Then the four aspects of the product, price, promotion, and place/distribution, will be used as criteria for consumer assessment of train services before the new normal and the new normal era.

2.4 Benchmarking

After analyzing in terms of usability, quality, and marketing mix aspects, benchmarking or comparison of consumer assessments of the two train services studied, namely before the new normal and the new normal era, can be carried out. From the benchmarking results, it will be known how consumers evaluate train services before the new normal and the new normal era from each aspect.

III. Discussion

3.1 Validity Test

The validity test is used to test the accuracy between the data collected and the actual data studied on every aspect of usability, service quality, and marketing mix, as well as to show whether the research instrument can measure what it wants to measure. The indicator is declared valid and can be selected if the correlation result is the value of $R \geq R$ table and vice versa if the value of $R \leq R$ table, then the data is declared invalid and the indicator is omitted. Based on Table-R (Statistical Table) the significance level for the two-way test uses 5% or 0.05 with a degree of freedom (n-2) which is 118. The following are the results of the calculation of the validity of the usability aspect which can be seen in Table 1.

Table 1. Test the Validity of Usability Aspects

No	Indicator	R value	R table
1	Learnability	0.777	0.1793
2	Efficiency	0.789	0.1793
3	Memorability	0.728	0.1793
4	Error	0.288	0.1793
5	Satisfaction	0.774	0.1793

Based on the results of the validity test of the usability aspect indicators in Table 1, for all indicators in the usability aspect R value ≥ R table, so that all indicators on usability aspects are declared valid and can be used. The following are the results of the calculation of the validity of the service quality aspect, which can be seen in Table 2.

Table 2. Test the Validity of Service Quality Aspects

No	Indicator	R value	R table
1	Responsivine ss	0.853	0.1793
2	Reliability	0.867	0.1793
3	Empathy	0.766	0.1793
4	Assurance	0.835	0.1793
5	Tangible	0.851	0.1793

Based on the results of the validity test of the service quality aspect indicators in Table 2, all indicators in the service quality aspect R value ≥ R table, so all indicators of service quality aspects are declared valid and can be used. The following are the results of the calculation of the validity of the marketing mix aspect, which can be seen in Table 3.

Table 3. Test the Validity of Marketing Mix Aspects

No	Indicator	R value	R table
1	Product	0.806	0.1793
2	Price	0.791	0.1793
3	Promotion	0.816	0.1793
4	Distribution	0.796	0.1793

Based on the results of the validity test of the indicators in the marketing mix aspect listed in Table 3, it shows that the R value of all indicators in the marketing mix aspect is more than R table so that it is declared valid and can be used.

3.2 Reliability Test

After the validity test has been carried out, a reliability test is carried out to prove whether the research instrument is trustworthy enough as a data collection tool or not trusted enough as a data collection tool. Suppose the resulting Cronbach's Alpha value > 0.60 then a measured data or variable can be declared reliable. The following are the results of the reliability test which can be seen in Table 4.

Table 4. Reliability Test Results

No	Reliability Statistics	
	Cronbach's Alpha	N Of Items
1	0.911	14

Based on the reliability test results listed in Table 4, shows that the Cronbach's Alpha value that can be obtained is 0.911 and it can be concluded that the value has exceeded 0.6 so that the data or variables are declared reliable.

3.3 Calculation of Usability Aspect Score

The assessment score comes from calculating the multiplication between the weights (Likert scale) and the number of respondents. The following is the number of respondents for each weight on the learnability indicator before the new normal, which can be seen in Figure 1.

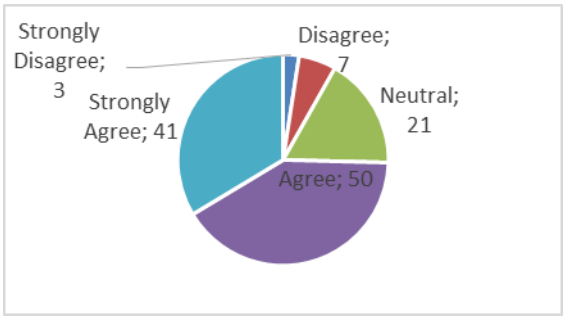

Figure 1. *The Number of Respondents for Each Weight on the Learnability Indicator before the New Normal*

3.4 The Number of Respondents for Each Weight on the Learnability Indicator Before the New Normal

The number of respondents for each weight on the new normal era learnability indicator can be seen in Figure 2.

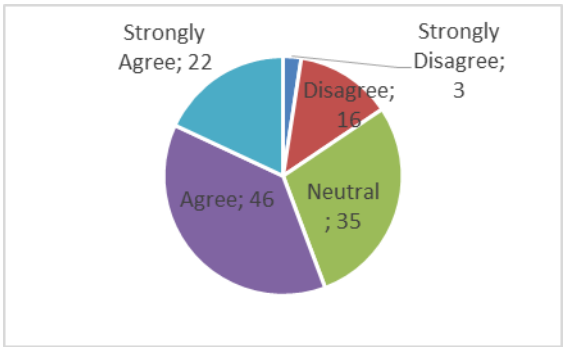

Figure 2. *The number of Respondents for each Weight on the New Normal Era Learnability Indicator*

3.5 The Number of Respondents for Each Weight on the Learnability Indiactor New Normal Era

Based on Figure 1 and Figure 2 above, it can be seen that the learnability indicator before the new normal and the new normal era, the weight of "strongly disagree" has a

difference of 0 respondent, the weight of "disagree" has a difference of 9 respondents, the weight of "neutral" has the difference is 14 respondents, the weight of "agree" has a difference of 4 respondents and the last is the weight of "strongly agree" has a difference of 19 respondents. In addition, there is a number of respondents for each weight on the efficiency indicator before the new normal which can be seen in Figure 3.

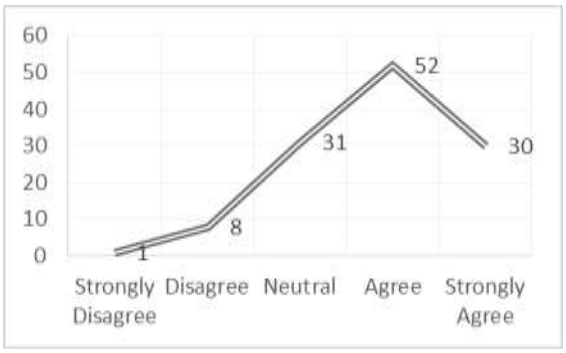

Figure 3. *Number of Respondents for each Weight on the Efficiency Indicator before the New Normal*

3.6 The Number of Respondents for Each Weight on the Efficiency Indicator Before the New Normal

There are several respondents for each weight on the new normal era efficiency indicator which can be seen in Figure 4.

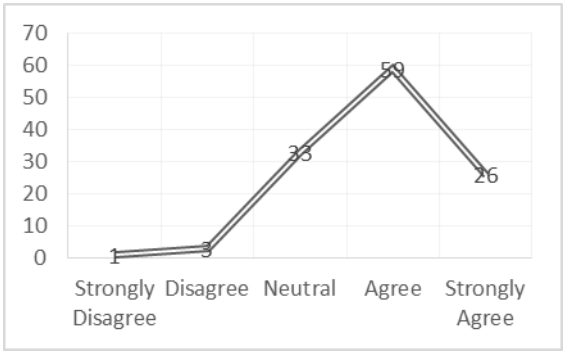

Figure 4. *Respondents for each Weight on the New Normal Era Efficiency Indicator*

3.7 The Number of Respondents for Each Weight on the Efficiency Indicator New Normal Era

Based on Figure 3 and Figure 4 above, it can be seen that the efficiency indicator before the new normal with the new normal era, the weight of "strongly disagree" has a difference of 0 respondents, the weight of "disagree" has a difference of 5 respondents, the weight of "neutral" has a difference of 2 respondents, the weight of "agree" has a difference of 7 respondents and the weight of "strongly agree" has a difference of 4 respondents. The following is the number of respondents for each weight on memorability before the new normal which can be seen in Figure 5.

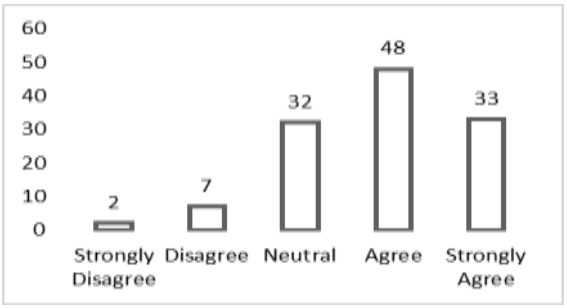

Figure 5. *The Number of Respondents for Each Weight on the Efficiency Indicator New Normal Era*

3.8 The Number of Respondents for each Weight on the Memorability Indicator before the New Normal

The number of respondents for each weight in the new normal era memorability can be seen in Figure 6.

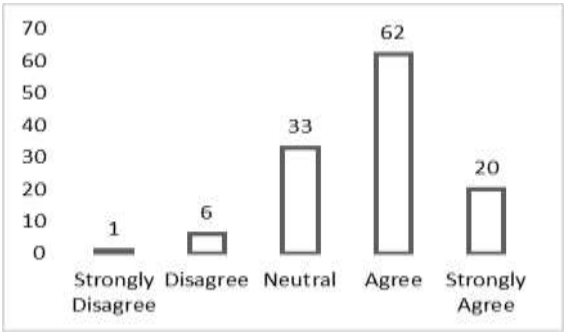

Figure 6. *The Number of Respondents for each Weight on the Memorability Indicator before the New Normal*

3.9 The Number of Respondents for Each Weight on the Memorability Indicator New Normal Era

Based on Figure 5 and Figure 6, it can be seen that the memorability indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 1 respondent, the weight of "neutral" has a difference of as much as 1 respondent, the weight of "agree" has a difference of 20 respondents and the weight of "strongly agree" has a difference of 13 respondents. In addition, there is a number of respondents for each weight on the error before the new normal in Figure 7.

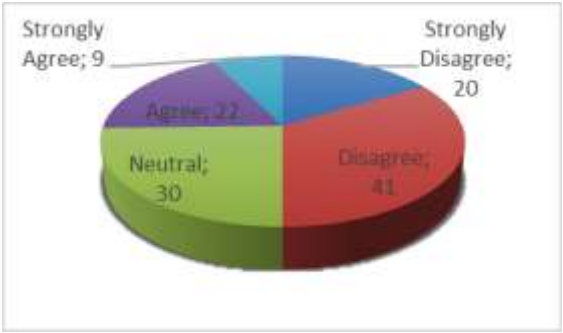

Figure 7. *The Number of Respondents for Each Weight on the Memorability Indicator New Normal Era*

3.10 The Number of Respondents for Each Weight on the Error Indicator Before the New Normal

There is a number of respondents for each weight in the new normal era error which can be seen in Figure 8.

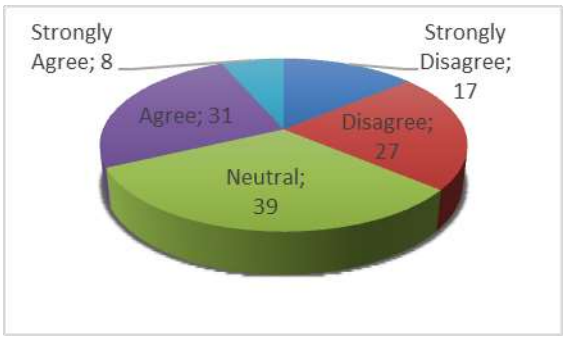

Figure 8. *The Number of Respondents for Each Weight on the Error Indicator Before the New Normal*

3.11 The Number of Respondents for Each Weight on the Error Indicator New Normal Era

Based on Figure 7 and Figure 8 above, it can be seen that the error indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 3 respondents, the weight of "disagree" has a difference of 14 respondents, the weight of "neutral" has the difference is 9 respondents, the weight of "agree" has a difference of 9 respondents and the last weight of "strongly agrees" has a difference of 1 respondent. The following is the number of respondents for each weight on the satisfaction indicator before the new normal which can be seen in Figure 9.

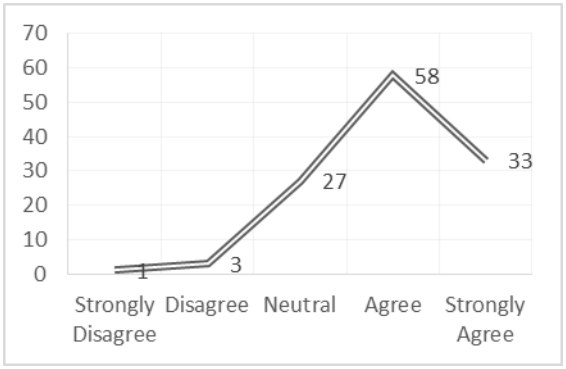

Figure 9. *The Number of Respondents for Each Weight on the Error Indicator New Normal Era*

3.12 The Number of Respondents for each Weight on the Satisfaction Indicator Before the New Normal

The number of respondents for each weight on the new normal era satisfaction indicator can be seen in Figure 10.

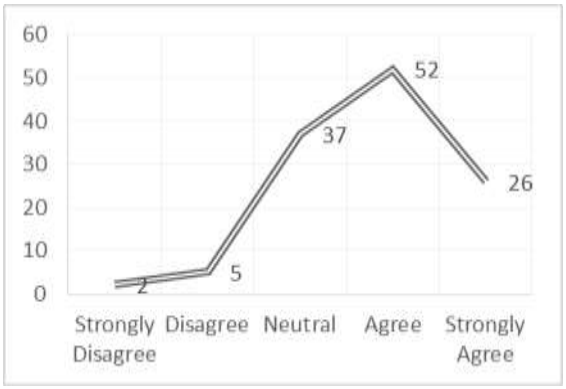

Figure 10. *The Number of Respondents for each Weight on the Satisfaction Indicator before the New Normal*

3.13 The Number of Respondents for Each Weight on the Satisfaction Indicator New Normal Era

Based on Figure 9 and Figure 10 above, it can be seen that the satisfaction indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 2 respondents, the weight of "neutral" has the difference is 10 respondents, the weight of "agree" has a difference of 6 respondents and the last is the weight of "strongly agree" has a difference of 7 respondents. The following are the results of the calculation of the total score of the train service consumer assessment from PT. Kereta Api Indonesia (Persero) on the usability aspect can be seen in Table 5.

Table 5. Comparison of Usability Aspect Assessment Scores

No	Indicator	Score	
		Before New Normal	**New Normal Era**
1	Learnability	4.04	3.62
2	Efficiency	3.90	3.93
3	Memorability	3.91	3.83
4	Error	2.71	2.93
5	Satisfaction	4.04	3.84
6	Total Score	18.60	18.16

Based on Table 5, it can be seen that the usability aspect assessment score before the new normal was higher than the new normal era but only had a very small difference, which was only 0.44. Prior to the new normal, they had a higher assessment of the aspects of the indicators of learnability, memorability and satisfaction. This shows that according to consumers, train services before the new normal had an easy bureaucracy or service flow, the service was easy to remember and gave a satisfying impression. Meanwhile, the new normal era has a higher rating on efficiency and error aspects. This shows that according to consumers of the new normal era train services, the staff of PT. Kereta Api Indonesia (Persero) is more responsive when there are complaints or complaints by consumers and consumers are less likely to make mistakes while using train services in the new normal era. To be clear, the comparison of the usability aspect assessment can be seen in Figure 11.

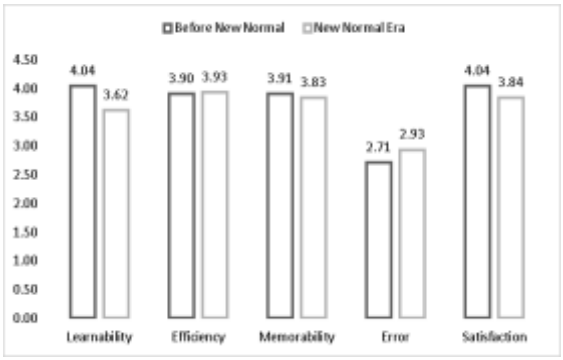

Figure 11. *Usability Aspect Comparison Chart*

3.14 Service Quality Aspect Score Calculation

The assessment score is obtained in the same way as the usability aspect assessment, namely from the results of the multiplication calculation between the weights (Likert scale) and the number of respondents. The following is the number of respondents for each weight on responsiveness before the new normal which can be seen in Figure 12.

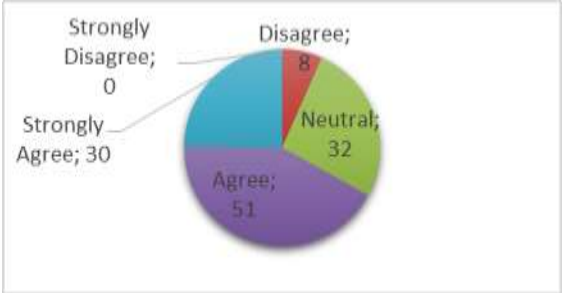

Figure 12. *Service Quality Aspect Score Calculation*

3.15 The Number of Respondents for Each Weight on the Responsiveness Indicator Before the New Normal

The number of respondents for each weight in the responsiveness of the new normal era can be seen in Figure 13.

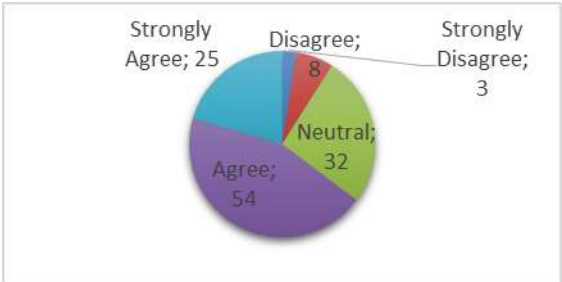

Figure 13. *The Number of Respondents for Each Weight on the Responsiveness Indicator before the New Normal*

3.16 The Number of Respondents for Each Weight on the Responsiveness New Normal Era

Based on Figure 12 and Figure 13 above, it can be seen that the responsiveness indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 3 respondents, the weight of "disagree" has a difference of 0 respondent, the weight of "neutral" has the difference is 0 respondent, the weight of

"agree" has a difference of 3 respondents and the weight of "strongly agree" has a difference of 5 respondents. In addition, there are a number of respondents for each weight on reliability before the new normal which can be seen in Figure 14.

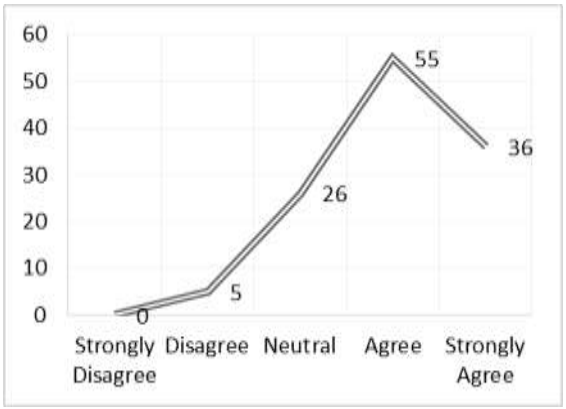

Figure 14. *The Number of Respondents for Each Weight on the Responsiveness New Normal Era*

3.17 The Number of Respondents for Each Weight on the Reliability Before the New Normal

There are a number of respondents for each weight on the reliability of the new normal era in Figure 15.

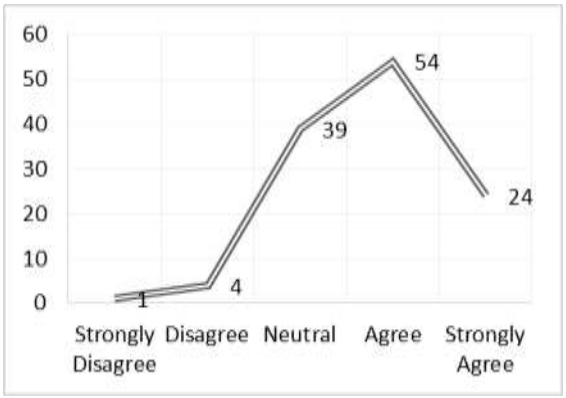

Figure 15. *The Number of Respondents for Each Weight on the Reliability Before the New Normal*

3.18 The Number of Respondents for Each Weight on the Reliability Indicator New Normal Era

Based on Figure 14 and Figure 15 above, it can be seen that the reliability indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 1 respondent, the weight of "neutral" has a difference as many as 13 respondents, the weight of "agree" has a difference of 1 respondent and the weight of "strongly agree" has a difference of 12 respondents. The following is the number of respondents for each weight on empathy before the new normal which can be seen in Figure 16.

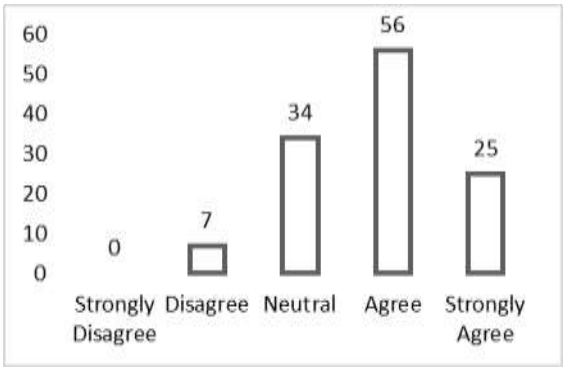

Figure 16. *The Number of Respondents for Each Weight on the Reliability Indicator New Normal Era*

3.19 The Number of Respondents for each Weight on the Empathy Before New Normal

The number of respondents for each weight in the new normal empathy era is shown in Figure 17.

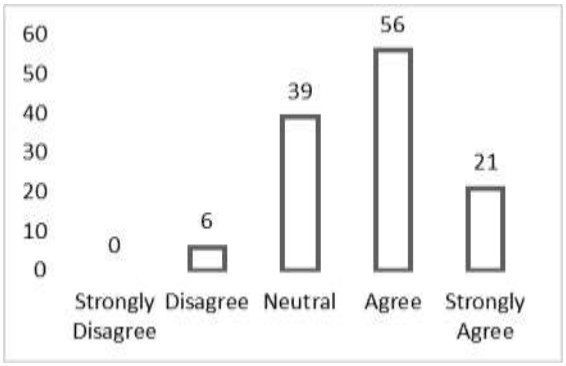

Table 17. *The Number of Respondents for each Weight on the Empathy Before New Normal*

3.20 The Number of Respondents for each Weight on the Emphaty Indicator New Normal Era

Based on Figure 16 and Figure 17 above, it can be seen that the empathy indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 0 respondents, the weight of "disagree" has a difference of 1 respondent, the weight of "neutral" has the difference is 5 respondents, the weight of "agree" has a difference of 0 respondents and the last is the weight of "strongly agree" has a difference of 4 respondents. In addition, there is the number of respondents for each weight on the assurance indicator before the new normal which can be seen in Figure 18.

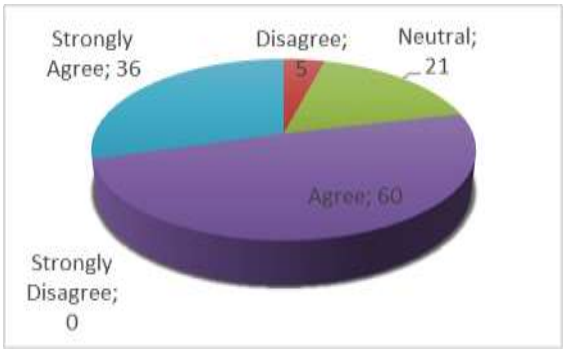

Figure 18. *The Number of Respondents for each Weight on the Emphaty Indicator New Normal Era*

3.21 The Number of Respondents for each Weight on the Assurance Indicator Before the *New Normal*

There are a number of respondents with each weight on the new normal era assurance indicator which can be seen in Figure 19.

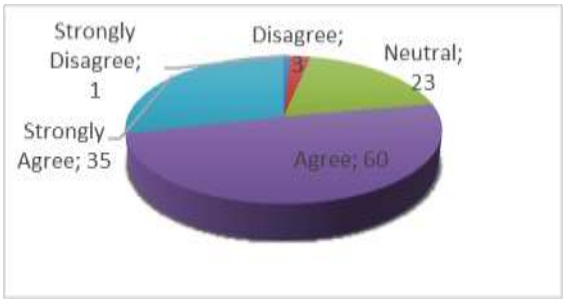

Figure 19. *The Number of Respondents for each Weight on the Assurance Indicator before the New Normal*

3.22 The Number of Respondents for each Weight on the Assurance Indicator New Normal Era

Based on Figure 18 and Figure 19 above, it can be seen that the assurance indicators before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 2 respondents, the weight of "neutral" has the difference is 2 respondents, the weight of "agree" has a difference of 0 respondent and the last is the weight of "strongly agree" has a difference of 1 respondent. The following is the number of respondents for each weight on the tangible indicators before the new normal which can be seen in Figure 20.

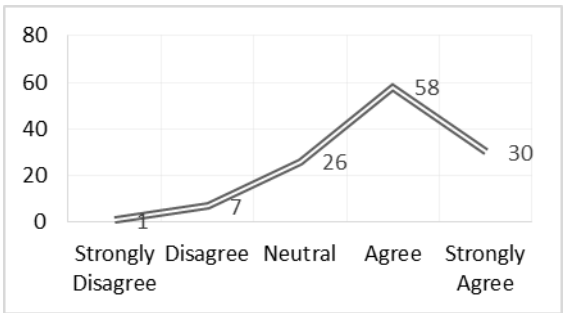

Figure 20. *The Number of Respondents for each Weight on the Assurance Indicator New Normal Era*

3.23 The Number of Respondents for Each Weight on the Tangibe Indicator Before the New Normal

The number of respondents for each weight on the tangible indicators of the new normal era can be seen in Figure 21.

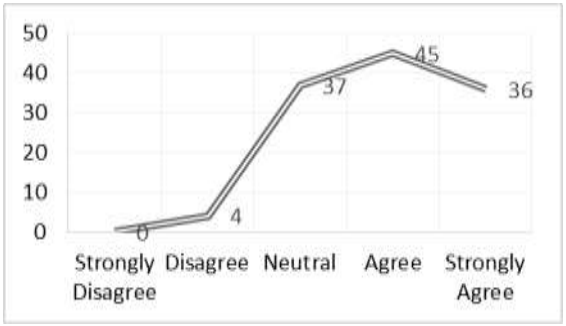

Figure 21. *The Number of Respondents for Each Weight on the Tangibe Indicator before the New Normal*

3.24 The Number of Respondents for Each Weight on the *Tangible* Indicator New Normal Era

Based on Figure 19 and Figure 20 above, it can be seen that the tangible indicators before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 3 respondents, the weight of "neutral" has the difference is 11 respondents, the weight of "agree" has a difference of 13 respondents and the last is the weight of "strongly agree" has a difference of 6 respondents. The following is the result of calculating the total score for the assessment of service quality aspects, which can be seen in Table 6.

Table 6. Comparison of Service Quality Aspect Assessment Scores

No	Indicator	Score	
		Before New Normal	**New Normal Era**
1	Responsiveness	3.88	3.80
2	Reliability	4.07	3.85
3	Empathy	3.88	3.82
4	Assurance	4.11	4.09
5	Tangible	3.96	3.99
6	Total Score	19.89	19.55

Based on Table 6, it can be seen that the score for the assessment of service quality aspects before the new normal was higher than in the new normal era with a difference of 0.34. Before to the new normal, almost all aspects of service quality indicators had higher ratings, namely responsiveness, reliability, empathy and assurance. This shows that according to consumers, KAI services before the new normal gave better attention and care to consumers, the services provided were as promised, responsive to orders and user complaints and consumers felt confident because of the polite attitude of KAI staff, had knowledge and skills. good driving. As for tangible indicators, users give a higher rating in

the new normal era. This shows that the rail service facilities are provided by PT. KAI (Persero) in the new normal era is superior. To make it clearer, a comparison of the assessment of service quality aspects can be seen in Figure 22.

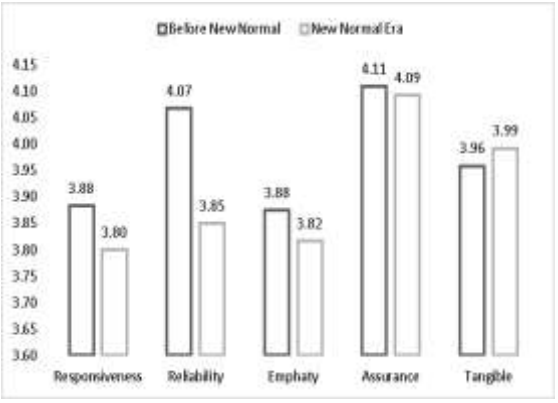

Figure 22. *Service Quality Aspect Comparison Chart*

3.25 Calculation of the Marketing Mix Aspect Assessment Score

The assessment score obtained is the same as the previous aspect assessment, namely from the results of the multiplication calculation between the weights (Likert scale) and the number of respondents. The following is the number of respondents for each weight on the product before the new normal which can be seen in Figure 23.

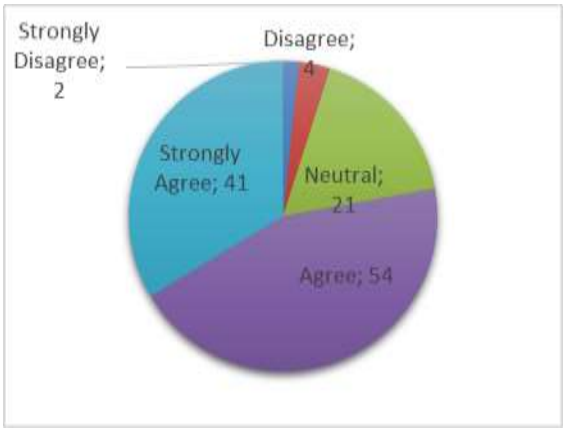

Figure 23. *Calculation of the Marketing Mix Aspect Assessment Score*

3.26 The Number of Respondents for Each Weight on the Product Indicator Before the New Normal

The number of respondents for each weight on the new normal era product can be seen in Figure 24.

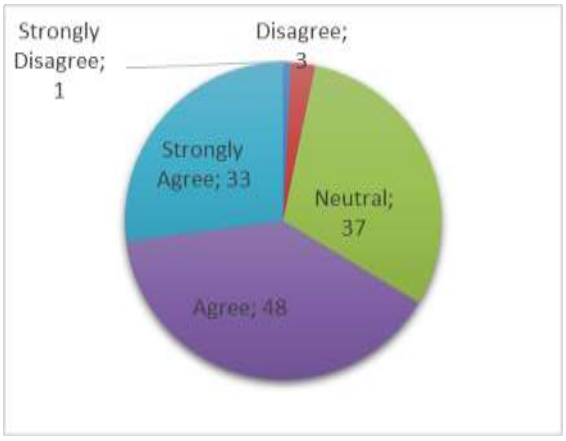

Figure 24. *The Number of Respondents for Each Weight on the Product Indicator before the New Normal*

3.27 The Number of Respondents for Each Weight on the Product Indicator New Normal Era

Based on Figure 23 and Figure 24 above, it can be seen that the product indicators before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, the weight of "disagree" has a difference of 1 respondent, the weight of "neutral" has a difference of 16 respondents, the weight of "agree" has a difference of 6 respondents and the weight of "strongly agree" has a difference of 8 respondents. In addition, there is a number of respondents for each weight on the price indicator before the new normal which can be seen in Figure 25.

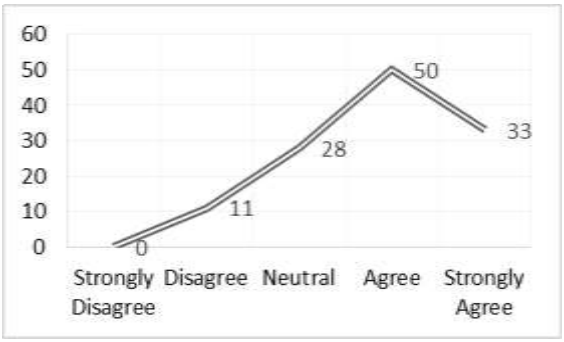

Figure 25. *The Number of Respondents for Each Weight on the Product Indicator New Normal Era*

3.28 The Number of Respondents for Each Weight on the Price Indicator Before the New Normal

There are a number of respondents for each weight on the new normal era price indicator which can be seen in Figure 26.

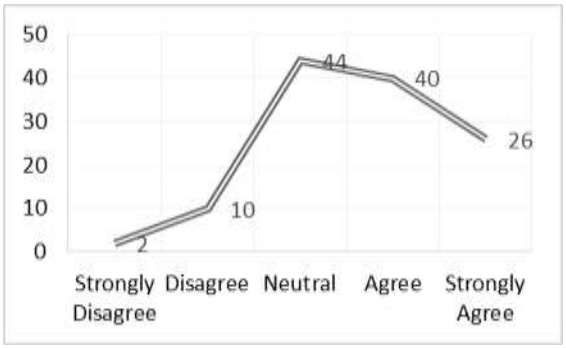

Figure 26. *The Number of Respondents for Each Weight on the Price Indicator before the New Normal*

3.29 The Number of Respondents for Each Weight on the Price Indicator New Normal Era

Based on Figure 25 and Figure 26 above, it can be seen that the price indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 2 respondents, the weight of "disagree" has a difference of 1 respondent, the weight of "neutral" has the difference is 16 respondents, the weight of "agree" has a difference of 10 respondents and the last is the weight of "strongly agree" has a difference of 7 respondents. The following is the number of respondents for each weight on the promotion indicator before the new normal which can be seen in Figure 27.

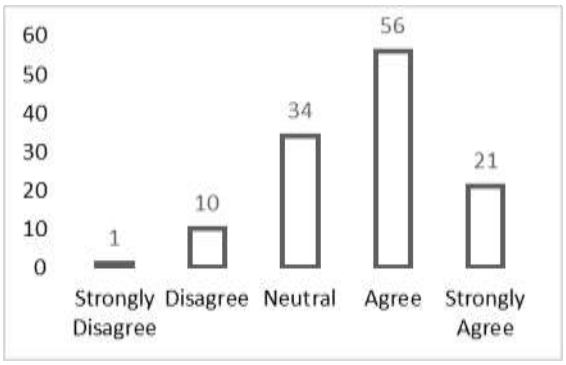

Figure 27. *The Number of Respondents for Each Weight on the Price Indicator New Normal Era*

3.30 The Number of Respondents for Each Weight on the Promotion Indicator Before the New Normal

The number of respondents for each weight on the promotion indicator of the new normal era can be seen in Figure 28.

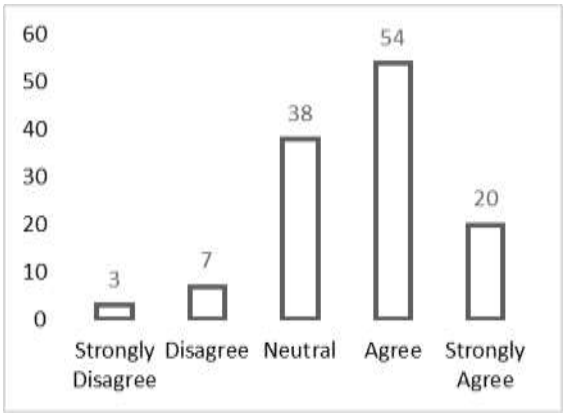

Figure 28. *The Number of Respondents for Each Weight on the Promotion Indicator Before the New Normal*

3.31 The Number of Respondents for each Weight on the Promotion Indicator New Normal Era

Based on Figure 27 and Figure 28 above, it can be seen that the promotion indicator before Based on Figure 27 and Figure 28 above, it can be seen that the promotion indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 2 respondents, the weight "disagree" has a difference of 3 respondents, the weight of "neutral" has a difference of 4 respondents, the weight of "agree" has a difference of 2 respondents and the last is the weight of "strongly agree" has a difference of 1 respondent. In addition, there is a number of respondents for each weight on the distribution indicator before the new normal which can be seen in Figure 29. new normal with the new normal era, the weight of "strongly disagree" has a difference of 2 respondents, the weight of "disagree" has a difference of as much as 3 respondents, the weight of "neutral" has a difference of 4 respondents, the weight of "agree" has a difference of 2 respondents and the last is the weight of "strongly agree" has a difference of 1 respondent. In addition, there is a number of respondents for each weight on the distribution indicator before the new normal which can be seen in Figure 29.

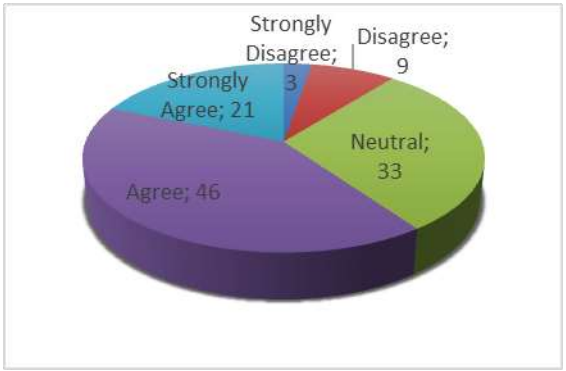

Figure 29. *The Number of Respondents for each Weight on the Promotion Indicator New Normal Era*

3.32 The Number of Respondents for each Weight on the Distribution Indicator Before the New Normal

There are a number of respondents for each weight in the new normal era distribution which can be seen in Figure 30.

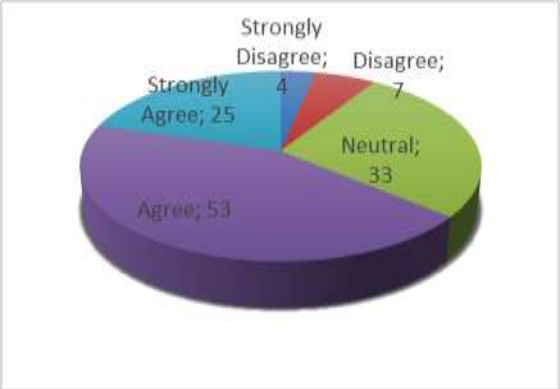

Figure 30. *The Number of Respondents for each Weight on the Distribution Indicator before the New Normal*

3.33 The Number of Respondents for Each Weight on the Distribution Indicator New Normal Era

Based on Figure 29 and Figure 30 above, it can be seen that the distribution indicator before the new normal and the new normal era, the weight of "strongly disagree" has a difference of 1 respondent, and the weight of "disagree" has a difference of 2 respondents, the weight of "neutral" has a difference of 0 respondents, the weight of "agree" has a difference of 7 respondents and the last is the weight of "strongly agree" has a difference of 4 respondents. The following is the result of calculating the total score for the assessment of the marketing mix aspect, which can be seen in Table 7.

Table 7. Comparison of the Assessment Scores of the Marketing Mix Aspect

No	Indicator	Score	
		Before New Normal	New Normal Era
1	Product	4.12	3.96
2	Price	3.93	3.70
3	Promotion	3.77	3.73
4	Distribution	3.83	3.78
5	Total Score	15.63	15.17

Based on Table 7, it can be seen that the marketing mix aspect assessment score, before the new normal, was higher than the new normal era with a difference of 0.46. Prior to the new normal, they had higher ratings on all aspects of the marketing mix indicators, namely price, product, distribution and promotion. This shows that according to consumers, train services before the new normal offer prices that are in accordance with consumer abilities, provide convenience in meeting needs, distribution of services is easy to reach, and uses good promotional strategies on social media and provides vouchers and discounts. To be clear, a comparison of the assessment of the marketing mix aspect can be seen in Figure 31.

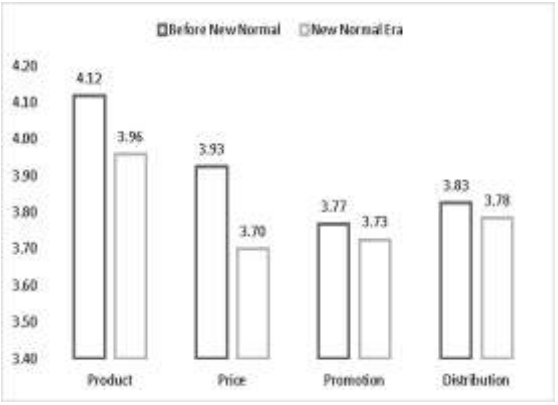

Figure 31. *Marketing Mix Aspect Comparison Chart*

3.34 Benchmarking

After comparing the assessments on the indicators of each aspect, the next step is to compare the assessments based on the three aspects. This value is based on the overall total score. The results based on the total score as a whole can be seen in Table 8.

Table 8. Recap of the Total Consumer Assessment Scores from the Three Aspects

No	Aspects	Total Score	
		Before New Normal	New Normal Era
1	Usability	18.60	18.16
2	Quality	19.90	19.56
3	Marketing Mix	15.63	15.17

Based on Table 8, shows that from all aspects of usability, quality and marketing mix, the train service before the new normal had a higher value than the new normal era train service although it was not significantly different. This can be due to the train service before the new normal had a bureaucracy/service flow that was easy to use, had good service quality, and had a good and appropriate marketing strategy. To make it clearer, the comparison of the total consumer assessment scores from the three aspects can be seen in Figure 32.

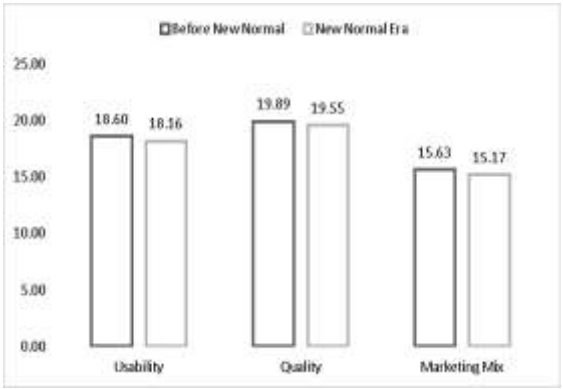

Figure 32. *Consumer Rating Comparison Chart*

IV. Conclusion

Based on the results of the research that has been done, it can be concluded that:

1. For train services before the new normal, the superiority of consumer assessments dominates over the train services in the new normal era. The train service before the new normal had a higher consumer rating than the new normal era train service, namely in the usability aspect with the learnability indicator getting a consumer rating score of 4.04, the memorability indicator getting a consumer rating score of 3.91, the satisfaction indicator getting score consumer ratings of 4.04. Then on the aspect of service quality the responsiveness indicator gets a consumer rating score of 3.89, the reliability indicator gets a consumer rating score of 4.07, and the empathy indicator gets a consumer rating score of 3.88. Lastly, for the marketing mix aspect, the product indicator gets a consumer rating score of 4.12, the price indicator gets a consumer rating score of 3.93, the promotion indicator gets a consumer rating score of 3.77, and the distribution indicator gets a consumer rating score of 3.83. However, in the new normal era train services also have higher consumer ratings than train services before the new normal, namely in the usability aspect with an efficiency indicator with a consumer rating score of 3.93 and an error indicator with a consumer rating score of 2.93, and the last on tangible indicators with a consumer assessment score of 3.99 in the aspect of service quality.
2. Based on the analysis data after benchmarking, the results obtained that the train service before the new normal was superior in the eyes of consumers in terms of usability aspects with a total consumer rating score of 18.60, service quality aspects with a total consumer rating score of 19.90 and aspects of marketing mix with a total consumer rating score of 15.63. Meanwhile, for the new normal era train service, for the usability aspect, the total score for the consumer assessment was 18.16, the service quality aspect received a total consumer rating score of 19.56, and the marketing mix aspect received a total consumer rating score of 15.17.

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