The Influence of Ticket Prices and Customer Experience on Customer Retention (A Survey of Commuter Line Jabodetabek Passengers)

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Abstract

This study focuses on the electric rail service (KRL) Commuter Line operated by PT Kereta Commuter Indonesia (PT KCI), emphasizing the importance of customer retention in ensuring service sustainability. Customer retention plays a strategic role for transportation service providers, as the cost of acquiring new customers is significantly higher than maintaining existing ones. However, the influence of factors such as ticket prices and customer experience on retention remains a topic that has not been fully explored, particularly in the context of price fluctuations that often trigger diverse customer responses. The purpose of this study is to determine the influence of ticket prices and customer experience on customer retention. The research adopts a quantitative approach with multiple linear regression analysis. Data collection techniques include questionnaires, interviews, and observations involving subjects meeting the research criteria, specifically customers of the KRL Commuter Line Jabodetabek. Descriptive data analysis is based on questionnaire results, while descriptive analysis techniques rely on interview transcripts with subjects, data reduction validated by the subjects, data presentation, and conclusion. The results show that the t-value (3.017) with a significance of 0.000, which is less than 0.05, indicates a significant relationship. The regression coefficients for ticket prices (0.083) and customer experience (0.477) are both positive, suggesting that ticket prices and customer experience have a positive and significant influence on customer retention. Additionally, the comparison of the t-value (3.017) with the t-table value (1.971) confirms that the t-value > t-table leads to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a). This positive influence is driven by the strategies implemented by PT KCI in developing various innovations and improving service quality.

Keywords: Ticket Prices; Customer Experience; Customer Retention; KRL Commuter Line

Introduction

The Jakarta, Bogor, Tangerang, Bekasi (Jabodetabek) area, as the central hub for economic and social activities in Indonesia, faces various challenges in urban mobility (Anastasya et al., 2021). These challenges include traffic congestion, air pollution, and the need for efficient transportation solutions

(Nursidik et al., 2012). Public transportation such as commuter trains plays a crucial role in providing efficient mobility, particularly in densely populated metropolitan areas like Jabodetabek (Jumardi et al., 2020). The Commuter Line train, operated by PT KAI Commuter, has become a primary mode of transport for residents to avoid traffic jams. This public transportation system serves over 1.2 million passengers daily (PT KAI Commuter, 2023). However, despite being a backbone of urban transportation, it is not without criticism, particularly concerning comfort, reliability, and ticket pricing (BPTJ, 2021).

Previous research conducted by Zeithaml et al. (1996), as cited in Perdhana and Ahshen (2017), indicates that customer loyalty in public transportation is influenced by several key factors. These include price perception, service quality, and customer satisfaction (Perdhana and Ahshen, 2017). Competitive ticket pricing plays a significant role in customers' decisions to use the service continuously. A fair pricing strategy not only makes the service more accessible to a broader range of customers but also establishes a positive value-for-money perception, which is crucial for long-term loyalty. Additionally, the overall customer experience, which encompasses elements such as timeliness, cleanliness, and interactions with staff, is essential in building long-term relationships with users (Aydin and Ozer, 2005). Timeliness ensures that passengers can plan their schedules reliably, cleanliness contributes to a pleasant and safe environment, and positive interactions with staff enhance customer satisfaction and foster a sense of trust and loyalty towards the service. Together, these factors work synergistically to shape a comprehensive and satisfying experience for passengers, which is critical for sustaining long-term loyalty in the competitive public transportation market.

Customer loyalty is defined as a user's commitment to continue using a specific service despite the availability of alternatives (Perdhana and Ahshen, 2017). This loyalty is influenced by several factors, including ticket prices and customer experience. Competitive ticket pricing, particularly in the public transportation sector, significantly impacts both the initial decision to try the service and the ongoing use of it (Aydin & Ozer, 2005). If ticket prices are perceived as fair and competitive relative to the value provided, customers are more likely to choose the service over alternatives and remain loyal. Moreover, customer experience (encompassing aspects such as comfort, safety, and the quality of interactions with staff) plays a key role in building trust and fostering long-term relationships (Parasuraman et al., 2005). A positive customer experience ensures that passengers feel secure and comfortable using the service, which in turn enhances satisfaction and increases the likelihood of repeat usage. These elements work together to shape customer loyalty and ensure the sustained use of transportation services. When passengers are satisfied with the overall service quality and feel that they receive value for their money, they are more inclined to develop a strong commitment to the service, leading to sustained loyalty even when alternative transportation options are available.

Studies in advanced countries such as Japan, Germany, and South Korea highlight that the success of public transportation services in maintaining customer loyalty depends on a combination of fair pricing and high-quality experiences (Aniebiet et al., 2021). For instance, Japan's railway network not only offers competitive ticket prices but also provides an exceptional travel experience through punctuality, cleanliness, and sophisticated facilities (Japan Railway Group, 2020). In contrast, in Indonesia, similar studies focusing on the relationship between ticket pricing, customer experience, and loyalty are still limited, especially concerning Commuter Line services.

Based on the background provided above, this study aims to analyze the impact of ticket prices and customer experiences on passenger loyalty for the Jabodetabek Commuter Line. Moreover, this study offers a new and relevant perspective for service operators in tackling the challenges associated with enhancing service quality and customer retention. The findings of this research are expected to contribute significantly to the development of sustainable public transportation management strategies in Indonesia.

Research Method

This study analyzed the data using multiple linear regression analysis assisted by IBM SPSS Statistics 26 software. Quantitative data were collected through a survey using a Likert scale-based questionnaire distributed via Google Forms. This survey is designed to explore respondents' perceptions regarding ticket prices, service experience, and their propensity to continue using the service in the future. Additionally, interviews and observations were conducted to enrich the data and provide a more comprehensive context for the quantitative findings. In-depth interviews were conducted with selected respondents using smartphone recordings to gather further information on the factors influencing their decisions. Additionally, field observations were carried out to understand the real-world conditions affecting customer experience, with notes and visual documentation, such as photos, captured using a smartphone camera. This integrated approach is anticipated to generate not only robust statistical data but also to offer comprehensive and nuanced insights into the interplay among ticket prices, customer experience, and customer retention.

This study identifies two categories of variable: independent and dependent variables. The independent variables encompass dimensions of ticket pricing as articulated by Kotler and Armstrong (2012), which include affordability of ticket prices, alignment of ticket prices with product quality, price competitiveness, and the congruence of ticket prices with perceived benefits. Additionally, the customer experience variable is grounded in Schmitt's (2016) framework, comprising five dimensions: sensory, emotional, cognitive, behavioral, and relational. The dependent variable, customer retention, is informed by the theoretical contributions of Odekerken-Schroder et al. (2003), which encompass dimensions of trust, satisfaction, and commitment. This methodological framework aims to facilitate a comprehensive understanding of the interrelationships among these variables.

This study was conducted in the Jabodetabek region, focusing on users of the Electric Rail Train (KRL) as the subject of the research. The data collection occurred between September and November 2024. The research population consisted of all active KRL users in the Jabodetabek area, with a total of 400 respondents. From this population, three individuals were selected for in-depth interviews to gather additional insights, alongside two employees from the Commuter Line to offer perspectives from the service provider's standpoint. The sample for this study was drawn using a non-probability sampling technique with a purposive sampling approach. As defined by Sugiyono (2015), non-probability sampling is a technique in which not all members of the population have an equal chance of being selected.

Result and Discussion

Result

The objective of this research was to examine the impact of ticket pricing and customer experience on customer retention within the Jabodetabek Commuter Line KRL service. The statistical analysis conducted revealed a significant positive correlation between the two independent variables, ticket prices, and customer experience, and the dependent variable customer retention. The subsequent sections provided a comprehensive discussion of the study's findings.

The influence of ticket pricing on customer retention

The influence of ticket pricing on customer retention within the Jabodetabek KRL Commuter Line demonstrates a significant effect on customers' decisions to continue utilizing the service. Through quantitative and descriptive analyses, four key dimensions were identified as critical factors influencing the relationship between ticket prices and customer loyalty: price affordability, price alignment with product quality, price competitiveness, and price alignment with perceived benefits. The findings from the

questionnaire revealed that a substantial majority of customers (86.3%) perceived ticket prices as highly affordable. These findings were further supported by interviews conducted with both employees and customers, who articulated that the KRL fares were aligned with the benefits received. Table 1 illustrates the frequency distribution of the ticket price variable within the context of the affordability dimension.

Table 1. Ticket price interval of affordability dimension

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	346	86,5%
2.	Good	$6 < X \leq 7,95$	18	4,5%
3.	Fair	$4,05 < X < 6$	36	9,0%
4.	Poor	$X \leq 4,05$	0	0

Several customers recommended the implementation of additional promotions and discounts to enhance perceived value for users, although KRL fares are already regarded as highly affordable in comparison to other modes of transportation. This observation aligns with the findings of Harjati and Venesia (2015) and Resti and Soesanto (2016), which indicate that price perception exerts a significant positive influence on customer satisfaction. Specificaly, a more favorable perception of product pricing correlates with higher levels of customer satisfaction, whereas negative price perceptions tend to diminish satisfaction. The perception among customers that KRL ticket prices are exceptionally affordable relative to alternative transportation options suggests that KRL offers greater value, thereby reinforcing customer loyalty and encouraging continued use of the service despite the availability of other alternatives.

Interviews conducted with employees of the KRL Commuter Line regarding ticket pricing revealed that the current fare structure has been strategically designed to ensure maximum accessibility for the public, particularly for workers and students who depend on the KRL as their primary mode of transportation.

Employee 1: *"Kami telah mensubsidi harga tiket untuk pelanggan, kita memberikan public service dengan menjaga standar yang diberikan oleh pemerintah".* (We have implemented subsidized ticket prices for our customers, thereby fulfilling our commitment to public service while adhering to the standards established by the government.)

Furthermore, KRL Commuter Line customers have expressed that the ticket fares are highly affordable and align well with the benefits received, particularly for regular long-distance journeys. One customer noted that while the current ticket pricing is deemed appropriate, there is a suggestion to increase the frequency of ticket promotions and discounts to further enhance value for users.

P1: *"Sudah sesuai, akan tetapi mungkin bisa diperbanyak promo, karena kalau dibandingkan transportasi lain sudah sangat murah".* (While the current pricing is deemed appropriate, there may be merit in increasing the frequency of promotional offers, as the fares are significantly lower in comparison to other modes of transportation.")

Documentation regarding the affordability of ticket prices further substantiates that the fares for the KRL Commuter Line align with the needs and financial capabilities of the majority of users. The data indicates that the fare structure complies with the Decree of the Minister of Transportation of the Republic of Indonesia Number KM 240 of 2022, which pertains to the fares for transporting passengers via train for economy class services aimed at fulfilling public service obligations. Specifically, the fare commences at Rp3,000 for the initial 25 kilometers, thereby providing economical transportation access for diverse demographic groups, including workers, students, and the general public.

The results of the categorization of price suitability concerning product quality indicate that a significant majority of customers (70.8%) perceive the KRL ticket prices as highly appropriate for the quality of service rendered, particularly for long-distance travel at an economical cost. Interviews conducted with KRL employees revealed that the affordable ticket prices have been calibrated by government standards and are subject to regular evaluation. Notwithstanding the relatively low fare structure, the company remains committed to enhancing service quality, including improvements in punctuality and train cleanliness. Table 2 presents the frequency distribution of the ticket price variable within the dimension of price suitability.

Table 2. The intervals of ticket prices within the dimension of price compatibility with product quality.

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	283	70,8%
2.	Good	$6 < X \leq 7,95$	87	21,8%
3.	Fair	$4,05 < X < 6$	23	5,8%
4.	Poor	$X \leq 4,05$	7	1,8%

Based on the findings from interviews conducted with KRL Commuter Line employees regarding the compatibility of ticket prices with product quality, it was revealed that the pricing of KRL tickets is perceived as commensurate with the services offered, particularly for long-distance travel at a highly affordable cost. Employees further indicated that despite the relatively low ticket prices, the company remains committed to enhancing service quality, focusing on aspects such as punctuality and train cleanliness. This underscores a balance between maintaining competitive pricing and ongoing efforts to improve service quality.

Employee 1: *"Sudah terdapat SOP dari pemerintah, sehingga harga disesuaikan dengan standar dan pelayanan semaksimal mungkin, karena setiap triwulan sudah ada evaluasi terhadap SOP yang ada di lapangan".* ("There exists a Standard Operating Procedure (SOP) established by the government, which ensures that prices are aligned with the prescribed standards while optimizing service delivery. Furthermore, evaluations of the SOP are conducted quarterly to assess its implementation in the field.")

Based on the results of interviews conducted with KRL Commuter Line users regarding the compatibility of ticket prices with product quality, both participants expressed a shared sentiment, highlighting their appreciation for the competitive tariffs in comparison to other modes of transportation. They concurred that the affordability of ticket prices remains a primary attraction of the KRL service for the community:

P1: *"Iya, menurut saya sudah sesuai. Fasilitas di stasiun juga oke banget, nyari informasi gampang, terus keamanannya juga terjaga."* ("I think the pricing is appropriate. The facilities at the station are of high quality, information is readily accessible, and security measures are effectively maintained.")

Price competitiveness is evidenced by the fact that a significant majority of users (70%) rated KRL ticket prices as highly competitive in comparison to other modes of transportation. The results of the interviews further corroborate this finding, as customers perceive KRL ticket prices to be considerably more affordable than those of online motorcycle taxis, public transport, or private vehicles. This indicates that the competitive pricing of KRL plays a crucial role in influencing users' decisions to select KRL as their primary mode of transportation, particularly for long-distance and routine journeys. Table 3 presents the frequency distribution of the ticket price variable within the dimension of price competitiveness.

Table 3. Ticket price intervals of the price competitiveness dimension

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	280	70%
2.	Good	$6 < X \le 7,95$	87	21,8%
3.	Fair	$4,05 < X < 6$	23	5,8%
4.	Poor	$X \le 4,05$	10	2,5%

Price perception constitutes an emotional evaluation by customers, reflecting the extent to which the price offered by a company is deemed reasonable, acceptable, or justified in comparison to the prices of competing firms. In this context, the perception of competitive pricing among KRL users significantly influences their choice of transportation mode. Customers who perceive KRL ticket prices as more affordable than alternative options are more likely to select KRL as their primary mode of transport, particularly for routine journeys.

P1: *"Menurut saya, harga tiket KRL sangat terjangkau dibandingkan transportasi lain seperti ojek online atau angkutan umum. Kalau dihitung jarak jauh, KRL jauh lebih hemat sih, apalagi untuk perjalanan rutin seperti saya yang setiap hari bolak-balik kerja."* (In my view, KRL ticket prices are considerably more affordable in comparison to other modes of transportation, such as online motorcycle taxis or public transport. When evaluated over long distances, KRL proves to be significantly more economical, particularly for routine commutes, such as my daily round trips to work.")

The alignment of price with perceived benefits indicates that a significant majority of KRL users rated the ticket prices as highly appropriate relative to the benefits received. Specifically, 75% of respondents assigned ratings exceeding 7.95, suggesting that they consider KRL fares to be very affordable while offering substantial advantages. Conversely, only 2.5% of respondents expressed the view that the pricing was not commensurate with the benefits provided. Supporting these findings, interview results revealed that the majority of users, including students, found KRL fares to be instrumental in reducing transportation costs, while amenities such as air conditioning enhanced overall journey comfort. Users perceive that, at an affordable price point, KRL delivers convenience, speed, and comfort that are not readily available with alternative modes of transportation. Table 4 presents the frequency distribution of the ticket price variable in relation to the benefits obtained.

Table 4. Ticket Price Interval of price dimension with benefits

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	300	75%
2.	Good	$6 < X \le 7,95$	87	19,5%
3.	Fair	$4,05 < X < 6$	13	3,3%
4.	Poor	$X \le 4,05$	9	2,3%

KRL fares are regarded as highly favorable, as they align well with the benefits received by users. In this context, the emotional attachment of KRL users is cultivated through the combination of affordable fares, comfort during travel, and perceived advantages, which collectively serve to reinforce their emotional connection to the service.

Based on the results of interviews conducted with KRL Commuter Line users regarding the alignment of prices with perceived benefits, it was found that the majority of respondents regarded the fares as highly affordable while also providing substantial advantages. This information indicates that KRL fares are perceived as commensurate with the benefits received by users.

The influence of customer experience on customer retention

Customer experience significantly influences the retention of KRL Commuter Line Jabodetabek users. The analysis of both quantitative data and descriptive interview results offers a comprehensive understanding, grounded in the examination of the five dimensions of customer experience: Sense (sensory), Feel (emotional), Think (cognitive), Act (behavioral), and Relate (relational). The interplay of these five dimensions reveals that a generally positive customer experience is crucial in fostering customer loyalty, particularly amidst the intense competition within the Greater Jakarta area.

The Sense dimension plays a critical role in shaping a memorable experience for customers. According to the data, 65.5% of users provided the highest level of assessment (>19.95), indicating a strong appreciation for sensory elements such as the design of the carriage, air conditioning comfort, seating, and overall cleanliness. This aligns with Supranto's (2001) perspective that service quality dimensions, including Availability, Responsiveness, Convenience, and Timeliness, are essential across various service organizations. The optimization of sensory factors not only enhances customer satisfaction but also reinforces customer loyalty toward KRL services. Table 5 presents the frequency distribution data for the Sense dimension of the customer experience variable.

Table 5. Interval of the sense dimension customer experience variable

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	262	65,5%
2.	Good	$6 < X \leq 7,95$	105	26,3%
3.	Fair	$4,05 < X < 6$	26	6,5%
4.	Poor	$X \leq 4,05$	7	1,8%

The Feel dimension plays a pivotal role in shaping the overall customer experience. A total of 68.8% of users rated their experience at the highest level (>16.05), indicating a strong appreciation for aspects such as punctuality, comfort, and a sense of security throughout the journey. Punctuality, for instance, is highly valued by customers as it facilitates more effective trip planning. Additionally, the sense of security, bolstered by the presence of officers and CCTV, significantly contributes to the positive experience reported by users (Table 6).

Table 6. Interval of Customer Experience Variable of feel dimension

No.	Category	Interval	Frequency	Percentage (%)
1.	Very Good	$X > 16,05$	275	68,8%
2.	Good	$12 < X \leq 16,05$	95	23,8%
3.	Fair	$7,95 < X \leq 12$	21	5,3%
4.	Poor	$X \leq 7,95$	9	2,3%

The Think dimension also plays a significant role in fostering a customer experience that promotes long-term loyalty. The data reveals that 67.5% of customers strongly believe that KRL's service quality will continue to improve, suggesting that ongoing innovation and a commitment to enhancing service quality are key factors in strengthening customer satisfaction and loyalty. Table 7 presents the frequency distribution of the Think dimension of the customer experience variable.

Table 7. Interval of the think dimension Customer Experience Variable

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7,95$	270	67,5%
2.	Good	$6 < X \leq 7,95$	100	25%
3.	Fair	$4,05 < X < 6$	20	5%
4.	Poor	$X \leq 4,05$	10	2,5%

According to Nigam (2012), in the context of Experiential Marketing, the Sense dimension pertains to sensory experiences that engage the five senses, including sight, sound, touch, smell, and taste. The Feel dimension, on the other hand, emphasizes services that impact customers' moods and emotions toward a company's brand. In contrast, the Think dimension necessitates managerial insight to generate cognitive experiences and foster innovative solutions to meet customer needs.

The Act dimension centers on customer behavior in selecting KRL as their primary mode of transportation. According to the data, 66.3% of users opt for KRL for daily activities, such as commuting to work, attending school, and engaging in recreational pursuits. Furthermore, satisfied customers are more likely to recommend KRL to others, thereby expanding the customer base and enhancing customer loyalty. Table 8 presents the frequency distribution of the Act dimension customer experience variables.

Table 8. Interval of the act dimension customer experience variable

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7{,}95$	265	66,3%
2.	Good	$6 < X \leq 7{,}95$	101	25,3%
3.	Fair	$4{,}05 < X < 6$	21	5,3%
4.	Poor	$X \leq 4{,}05$	13	3,3%

The Relate dimension, which encompasses both the emotional and functional relationship between the customer and the service, plays a critical role in KRL user retention. According to the data, 64.8% of users rated their experience at the highest level (>4.05), reflecting a strong dependence on KRL for their daily activities. Key factors such as reliability, time efficiency, and affordability contribute to KRL being the preferred mode of transportation. This finding aligns with Hsu and Chang's (2016) research, which suggests that emotional factors exert a positive and significant influence on customer loyalty. Thus, the Relate dimension encapsulates the overall experience perceived by customers, which in turn reinforces their emotional attachment and loyalty to KRL services. Table 9 presents the frequency distribution of the Relate dimension of the customer experience variable.

Table 9. Interval of the relate dimension Customer Experience Variable

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	$X > 7{,}95$	259	64,8%
2.	Good	$6 < X \leq 7{,}95$	103	25,8%
3.	Fair	$4{,}05 < X < 6$	25	6,3%
4.	Poor	$X \leq 4{,}05$	13	3,3%

The influence of ticket price and customer experience on customer retention

The influence of ticket price and customer experience on the retention of KRL Commuter Line Jabodetabek users reveals that the primary factors driving customer loyalty are trust, satisfaction, and commitment. According to quantitative data, the majority of customers (66.8%) exhibit a very high level of retention, while 24.8% demonstrate medium retention, and only 8.6% show low to very low retention. Interviews with both customers and employees further corroborate this finding, indicating that trust plays a crucial role in fostering user loyalty. Table 10 presents the frequency distribution of the retention variable in relation to the customer experience dimensions.

Table 10. Interval variabel retensi dimensi trust

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	X > 7,95	267	66,8%
2.	Good	6 < X ≤ 7,95	99	24,8%
3.	Fair	4,05 < X < 6	21	5,3%
4.	Poor	X ≤ 4,05	13	3,3%

Consistent with the views of Kotler and Keller (2016), trust is cultivated through a series of positive, reliable experiences, such as assurance of security, service dependability, and the professionalism of the service provider. In the context of transportation services, factors such as physical safety, comfort, and punctuality are of paramount importance. For KRL, these are realized through measures including the presence of security personnel, CCTV monitoring, routine inspections, and policies designed to ensure safe and comfortable travel. These elements are integral in fostering customer loyalty by enhancing trust in the service.

Customer satisfaction with the KRL Commuter Line is a critical determinant of user retention. According to the data, 67.3% of customers report being very satisfied with the services provided, while 24.3% express a high level of satisfaction. The remaining 5.8% indicated a moderate level of satisfaction, and only 2.8% of customers were dissatisfied (Table 11).

Table 11. The range of customer satisfaction for retention.

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	X > 7,95	269	67,3%
2.	Good	6 < X ≤ 7,95	97	24,3%
3.	Fair	4,05 < X < 6	23	5,8%
4.	Poor	X ≤ 4,05	11	2,8%

The level of customer satisfaction is influenced by several factors, including the speed and convenience of ticket purchasing and the responsiveness in addressing customer complaints. Additionally, the friendly and courteous demeanor of staff at stations and aboard trains contributes to a positive experience that enhances overall satisfaction. According to Kotler and Keller (2016), satisfaction is attained when the service delivered meets or exceeds customer expectations. In the case of KRL, elements such as service efficiency, staff friendliness, and affordable ticket prices serve as significant sources of added value for customers. This high level of satisfaction plays a pivotal role in strengthening user retention by fostering consistent positive experiences.

Customer commitment to KRL services represents another crucial dimension of user retention. The data reveals that 65.8% of users fall into the very high commitment category, with an additional 26.3% demonstrating a high level of commitment. A smaller proportion of customers (4.8%) exhibit medium commitment, while 3.3% are classified at the low commitment level. Strategies such as periodic promotional programs, ticket discounts, and loyalty initiatives have effectively enhanced the attractiveness of KRL in the eyes of customers. These promotional efforts not only capture customer attention but also contribute to an increase in service utilization over a defined period (Table 12).

Tabel 12. Interval Variabel Retensi Commitment

No.	Category	Interval	Frequency	Percentage (%)
1.	Very good	X > 7,95	263	65,8%
2.	Good	6 < X ≤ 7,95	105	26,3%
3.	Fair	4,05 < X < 6	19	4,8%
4.	Poor	X ≤ 4,05	13	3,3%

Efforts such as providing clear information about promotions and services, as well as responding promptly to customer complaints, are strategic measures aimed at strengthening the relationship between the company and its users. Customers who perceive themselves as valued and cared for are more likely to exhibit higher levels of loyalty toward KRL services. This aligns with Rangkuti's (2018) assertion that customer satisfaction arises from the discrepancy between initial expectations and the actual performance experienced after using a product or service.

Statistical analysis

In this study, statistical analysis was performed, beginning with normality testing. This test assesses the normality of data distribution. The Kolmogorov-Smirnov test was employed for the normality assessment, yielding a significance result of 0.064. The results of the normality test indicate that all research variables exhibit a significance value greater than 0.05 (sig > 0.05), suggesting that the data distributions are approximately normal.

The second statistical analysis involved conducting a linearity test to determine whether each independent variable exhibits a linear relationship with the dependent variable. The linearity test was performed using the F-test within the IBM SPSS Statistics 26 application, and the results are presented in Table 13.

Based on the data presented in Table 13, the calculated F-values for both ticket price (1.555) and customer experience (1.141) are smaller than the F-table value (2.64), indicating the presence of a linear relationship between the respective independent variables and the dependent variable, customer retention. Furthermore, Table 13 shows that the Sig. Deviation from Linearity values for both variables are greater than 0.05 (0.090 > 0.05 for ticket price and 0.321 > 0.05 for customer experience), further supporting the conclusion that there is a linear relationship between ticket price (x1), customer experience (x2), and customer retention (Y).

Table 13. Linearity Test Results

Variable	Price of F		Significance	Description
	Count	**Table**		
Customer Retention Ticket Price	1,555	2,64	0,090	Linear
Customer Experience Customer Retention	1,141	2,64	0,321	Linear

The third statistical analysis performed was the multicollinearity test, which examines the independence of the independent variables. This test is essential in multiple regression analysis, where more than one predictor variable (X) is involved. In the regression model, it is anticipated that a strong correlation will be observed between the independent variables and the dependent variable, as demonstrated in Table 14.

Table 14. Multicollinearity Test Results

Variable	Significance	Description
Ticket prices	0,094	Non-Heteroscedasticity
Customer Experiences	0,093	Non-Heteroscedasticity

Based on the data presented in Table 14, it is evident that all variables exhibit tolerance values exceeding 0.1 and variance inflation factor (VIF) values below 10. Consequently, it can be concluded that the regression model employed in this study does not exhibit multicollinearity.

The subsequent statistical analysis involves conducting a heteroscedasticity test, which aims to assess whether there is a variance inequality among the residuals of different observations within the regression model. An ideal regression model should demonstrate the absence of heteroscedasticity. To ascertain the presence of heteroscedasticity, the Glejser test can be employed.

The Glejser test serves as a hypothesis test designed to determine whether a regression model exhibits indications of heteroscedasticity by regressing the absolute residuals. The decision-making criterion for the Glejser test stipulates that if the significance value is greater than 0.05, it indicates the absence of heteroscedasticity in the data. Conversely, a significance value less than 0.05 suggests the presence of heteroscedasticity (as shown in Table 15). Table 15 indicates that all variables possess significance values exceeding 0.05. Therefore, it can be concluded that the regression model utilized in this study does not exhibit heteroscedasticity.

Table 15. Heteroscedasticity Test Results

Variable	Significance	Description
Ticket prices	0,094	Non-Heteroscedasticity
Customer Experiences	0,093	Non-Heteroscedasticity

Table 16 presents the results of hypothesis testing conducted through multiple linear regression analysis. The data in Table 16 indicates that the regression coefficients are positive, signifying that both ticket prices and customer experience exert a positive influence on customer retention. The correlation coefficient between the ticket price and customer experience variables in relation to customer retention is reported as 0.723, with a coefficient of determination (R^2) of 0.532. This indicates that ticket prices and customer experience account for 53% of the variance in customer retention, while the remaining 47% is attributable to other variables not examined in this study. The interpretation of the coefficient of determination value of 0.532 suggests a relatively high level of explanatory power, as it falls within the interval of 0.600 to 0.799.

The simultaneous test (F-test) is employed to assess the collective impact of ticket prices and customer experience on customer retention. The results of the simultaneous calculations reveal an F-count value of 707.697, accompanied by a significance value of F equal to 0.000. Given that the significance value of F is less than 0.05, it can be concluded that both ticket prices and customer experience significantly influence customer retention.

Table 16. Hypothesis Test Results

Variabel	Koefisien
R	0,723
R^2	0,532
F-Count	707,697
T-Count	3,017
Konstanta (a)	2,766
Rgression coefficient x_1	0,083
Regression coefficient x_2	0,477
Significance	0,000

The partial test (t-test) is utilized to evaluate the influence of individual independent variables on the dependent variable. The results of the partial calculations indicate a t-count value of 3.017, accompanied by a significance value of t equal to 0.000. Since the significance value is less than 0.05, and given that the regression coefficient for ticket prices is 0.083 and the coefficient for customer experience is 0.477—both of which are positive—it can be concluded that ticket prices and customer experience exert a positive and significant effect on customer retention. Furthermore, when comparing the t-count of

3.017 with the t-table value of 1.971, it is evident that the t-count exceeds the t-table, leading to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (Ha). Therefore, it can be concluded that customer retention is significantly influenced by both ticket prices and customer experience.

Conclusion

Based on the results and discussion concerning the impact of ticket prices and customer experience on customer retention, it can be concluded that there exists a positive and significant relationship between variable X1 (ticket prices) and variable X2 (customer experience) with respect to variable Y (customer retention). This finding indicates that both ticket prices and customer experience exert a direct influence on customer retention. The positive impact observed is further enhanced by the strategies implemented by PT KCI, which focus on developing various innovations and improving service quality. Consequently, despite increases in ticket prices, customers continue to demonstrate loyalty, as they perceive that the benefits and quality of service provided are commensurate with the costs incurred.

Conflicts of Interest
The authors declare no conflict of interest.

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