The Effect of Schedule, Rate and Passenger Complaints on Consumer Decisions Using the Bus Fleet of PT. ALS (Introduction to Sumatra)

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Abstract

This study aims to analyze the effect of schedules, fares and passenger complaints on consumer decisions to use the PT. ALS. The method used in this research is quantitative. The population in this study is ALS bus passengers with a total of 11,655 people using the ALS bus fleet for the last 3 months starting from December 2021 - February 2022. In this study, samples were taken using the *Slovin formula*, and using a *probability sampling technique*, namely *proportionate stratified random sampling*. The total number of respondents in this study were 101 consumers. The analytical method used is multiple linear regression method using *SPSS Version 25.00 program*. The results obtained from the coefficient value of 0.293, where the value of t-count > t-table (3.637 > 1.6602) and a significant value of 0.000 is smaller than 0.05, meaning that the schedule has a significant effect on consumer decisions, then Ha1 is accepted. The $_{calculated}$ F value is 70.779. With = 5%, dk of numerator: 4, dk of denominator: 101-3-1 (5%; 2; 97; Ftable 2.47) obtained F $_{table\ value}$ of 2.47. From this description it can be seen that F $_{arithmetic}$ (70,779) > F $_{table}$ (3,15), and a significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Schedule Variable ($X1_{)}$, Tariff ($X2_{)}$ and Passenger Complaints (X_3) have a simultaneous (simultaneous) effect on the Consumer Decision Variable (Y).

Keywords: *Schedule, Fares, Passenger Complaints, Consumer Decisions.*

Introduction

The spinning wheel of the world's economy cannot be separated from hard work in the field of marketing (marketing). We see and have even run the marketing process in selling the goods or services that we offer to consumers. However, sometimes the marketing process is carried out only based on habit, it often happens that companies cannot compete with other companies with similar types of businesses to win the hearts of consumers. Today's business competition is getting tougher. This is due to globalization and free trade. Companies are required to win the competition by getting as many customers as possible and also retaining existing customers to remain loyal.

Transportation is a medium for public transportation services that are often found in various places. The purpose of providing transportation services is to simplify and shorten the distance and travel time in a person's reach to travel. In general, what people often encounter and use are bus transportation services, at an economical cost someone is able to travel from one city to another. The schedule and rates given for each *type* of bus are also different, starting from the departure time, price, facilities, cleanliness, comfort, and entertainment in it. The ALS bus is a type of bus that serves various inter- city inter-provincial routes. The following is ALS Bus passenger data in 2020-2021 in table 1 below:

Table 1
ALS Bus Passenger Data in 2020-2021

No	Month	Year	
		2020	**2021**
1	January	25,889	24,799
2	February	24,452	25.598
3	March	25,190	23,376
4	April	27,775	24,590
5	May	28,296	28,571
6	June	23,995	24,773
7	July	22.893	24,856
8	August	23,571	23,909
9	September	26,663	25,356
10	October	25,799	24,883
11	November	24,631	23,517
12	December	27,747	26,682

Source : PT. ALS (Intercross Sumatra), 2022

It can be seen in table 1 below that there are still frequent declines in the number of passengers in 2020 which occurred in February (24,452), June (23,995), July (22,893), October (25,799), November (24,631). Meanwhile, in 2021 there will still be a decrease in the number of passengers that occurred in March (23,376), June (24,773), August (23.909), October (24,883), November (23,517). This happens because the passenger's decision to buy tickets on the bus fleet of PT. The declining ALS is due to the company still frequently making sudden schedule changes, the current price offered by the company is still not varied and consumers still often complain because the company still has no consequences in scheduling departures. The following is a table of presurvey data results which can be seen in table 2 below.

Table 2
Pre-survey Data Results

No	Indicator	Agree	Percentage	Not Agree	Percentage
	Timetable				
1.	Have you determined your destination well in advance for the scheduled departure?	7	70%	3	30%
2.	Do you agree with the departure schedule prepared by PT . ALS ?	8	80%	2	30%
3.	Have you made a schedule to determine the departure far in advance?	4	40%	6	60%
4.	Do you prioritize the agreed departure schedule over other activities?	6	60%	4	40%
5.	Have you completed a job that is at risk of causing disruption to the departure schedule?	3	30%	7	70%
	Rates				

1.	In your opinion, what is the rate given by PT . Is ALS very affordable to consumers?	5	50%	5	50%
2.	Is the rate given by PT . ALS to consumers varies greatly according to price and facilities?	2	20%	8	80%
3.	What do you think the ticket price on PT . ALS is relatively cheap compared to other fleets?	5	50%	5	50%
4.	Is the rate set by PT . ALS is very suitable for the bus fleet that is ridden by consumers?	6	60%	4	40%
5	Are the benefits received by consumers in accordance with the ticket price given?	8	80%	2	20%
Passenger Complaints					
1.	Is PT . ALS always serves customers who make complaints well?	6	60%	4	40%
2.	Is PT . ALS is always responsive in serving customers who complain?	3	30%	7	70%
3.	Is PT . ALS always provides a way out for consumers who make complaints?	6	60%	4	40%
4.	Are consumers who make complaints to PT . ALS go through a very easy process?	8	80%	2	20%
5.	Are consumers of PT . ALS is always cared for and served wholeheartedly by the company?	2	20%	8	80%
Consumer Decision					
1.	Did you buy a travel ticket on Bus PT . ALS because it suits your needs?	9	90%	1	10%
2.	Did you buy a ticket on Bus PT . ALS because you are comfortable with the feedback given?	2	20%	8	80%
3.	Have you gone so far to buy tickets for Bus PT . ALS Medan went through a very easy process?	7	70%	3	30%

4.	Is the time to purchase a bus ticket for PT . ALS Medan can be done anytime and anywhere?	6	60%	4	40%
5.	Is to buy a ticket on Bus PT . ALS has no limits?	7	70%	3	30%

Source: Respondent PT. ALS (Intercross Sumatra), 2022

The results of the pre-survey data conducted by researchers to 10 consumers that with the schedule variable there are still respondents who answered "disagree" from the results of the questions from the schedule indicator, namely " Have you completed work that is at risk of causing disruption to the departure schedule? " as many as 7 people (70%). This proves that there are still consumers who do not agree with the schedule that has been prepared by PT. ALS (Inter Cross Sumatra) so that the main work of consumers who have not finished greatly affects the departure schedule compiled by PT. ALS (Inter Cross Sumatra). There are problems that occur at PT. ALS, namely the company still often makes changes to a predetermined schedule suddenly. Of course this is very detrimental to consumers in terms of time that has been arranged long in advance and also in terms of material. In this case, it directly influences consumers' decisions to buy tickets at PT. ALS due to the schedule determined by PT. ALS is not permanent or permanent but the departure schedule can be changed at any time according to the agreement of PT. ALS. Maybe from the PT. This ALS is to prevent losses from the company, but on the contrary this phenomenon directly affects consumers' decisions to buy tickets at PT. ALS for the foreseeable future .

The results of the pre-survey data on the tariff indicator show that there are still respondents who answered "disagree" to the question " Are the rates provided by PT . ALS to consumers varies greatly according to price and facilities? " as many as 8 people (80%) This shows that PT. ALS (Inter Cross Sumatra) still does not provide varied tariffs to consumers and facilities that are not in accordance with the rates given to consumers . The ALS Bus Fleet has been able to become one of the Land Transport Operators at affordable prices by consumers and is able to reach various destinations outside the city with the ALS Bus fleet. It is not uncommon for bus delays to start the journey, which makes some passengers object to this, where passengers are also chasing time to get to their destination faster. thus it greatly influences consumer decisions to be made where the rates offered by ALS buses are not comparable to the facilities provided, even though in fact for ALS Bus transportation, the prices are relatively cheap and quite competitive with other intercity buses, such as buses. Makmur, Barumun, Sempati Star, Kurnia Anugrah Pusaka, Putra Pelangi and so on which can be said to have better buses in terms of facilities. However, consumers prefer the ALS Bus because the tickets are quite cheap and in accordance with the needs of consumers.

In the results of the pre-survey data in the passenger complaint indicator, there are still respondents who answered disagree with the question " Is PT . ALS is always responsive in serving customers who complain? " as many as 7 people (70%) and there are still respondents who answered "disagree" to the question " Are consumers from PT . ALS is always cared for and served wholeheartedly by the company? " as many as 8 people (80%). This shows that PT. ALS (Inter Cross Sumatra) is still not responsive in serving consumers who complain and PT. ALS (Inter Cross Sumatra) still does not pay attention to consumers and still does not serve wholeheartedly to consumers who make complaints . In addition to schedule and tariff problems, there are problems that often occur at PT. ALS, namely consumers still often complain to the company because PT. ALS still has no consequences in scheduling departures on previously scheduled routes to carry out departures. In this case, in the future, it will determine consumer decisions in the future to buy tickets at PT. ALS

In the results of the pre-survey data in the consumer decision indicators, there are still respondents who answered disagree on the question " Did you buy a ticket on the PT Bus . ALS

because you are comfortable with the feed back that is given?? " as many as 8 people (80%). This shows that PT. ALS (Inter Cross Sumatra) still has not provided good feedback to consumers such as services, facilities and so on. The following is a list of ticket price comparisons on the Medan-Pekan Baru ALS route with other similar companies listed in table 1.3 below.

Table 3
Ticket Price List

No	Company name	Price
1	PT. ALS (Across Sumatra)	Rp. 240,000
2	Sympathy Star	Rp. 215,000
3	PT. NEAT	Rp. 225,000
4	PT. Aceh Transport	Rp. 215,000
5	NPM	Rp. 220,000
6	Kurnia Anugrah Pusaka	Rp. 210,000
7	Prosperous	Rp. 210,000
8	Rainbow Boy	Rp. 220,000

Source : https://ticbus.com/tiket-bus-medan-pekanbaru/ , 2022

In table 3 above, it can be seen that ticket prices on the ALS Medan-Pekan Baru route have a price of Rp. 240,000. in this case it can be said that PT. ALS still provides a relatively more expensive price than other similar competing companies. This is because PT. ALS has more fleets than other competing companies and provides more departure times than other companies. Therefore, PT. ALS is still unable to provide relatively cheaper prices than other competing companies, so consumers prefer competing companies to carry out the Medan-Pekan Baru departure. Therefore, the consumer's decision to use the PT. ALS which has recently decreased due to the ticket prices provided by PT. ALS is more expensive than similar companies. Consumers have several preferences before making a purchase decision, between buying intention or making a purchase decision, this must be interpreted by the company for problem solving by adjusting products to consumer needs.

From the background above, I tried to make a research title, namely: The Effect of Schedules, Fares and Passenger Complaints on Consumer Decisions to Use the Bus Fleet of PT. ALS.

Timetable

Scheduling is very important, especially for passengers because having good time management will be able to achieve the goals that have been previously arranged (Nasrullah & Khan, 2015). Scheduling indicators according to Harlina, et al (2014) are 1). Able to set goals and priorities, 2). Able to make a schedule, 3).Able to minimize distractions, 4).Able to delegate tasks.

Rates

According to Kotler (2012: 67), tariff or price is one element of the marketing mix that generates revenue, other elements generate costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time. Tariff indicators according to Ferry (2012: 5) 1). Reference prices, 2). Relatively cheaper prices, 3). Compatibility of sacrifices, 4). Price compatibility with product benefits.

Passenger Complaints

According to Tjiptono in (Darmajaya: 2016) argues that complaints or *complaint* can interpreted as expression or flavor disappointment. Indicators of passenger complaints according to Tjiptono (2017: 351) is 1). Empathy to customers who angry, 2). Speed in handler complaints, 3). Obligations or justice in solve problems , 4).Ease of the procedure for filing a complaint

Consumer Decision

According to Priansa (2018: 94) Consumer decisions are a series of physical and mental actions experienced by consumers when they are going to buy certain products. Consumer decision indicators according to Tjiptono (2015:56) are 1). Product Choice , 2). Brand Choice k, 3). Dealer Choice r, 4). Purchase Time , 5). Purchase Amount

Methodology

This study aims to analyze the effect of schedules, fares and passenger complaints on consumer decisions to use the PT. ALS . The method used in this research is quantitative. This research was conducted at PT ALS Bus Station Jl. Sisingamangaraja No. KM. 6.5, Harjosari II, Kec. Sandpaper Medan, Medan City, North Sumatra, 20148 . The population in this study is ALS bus passengers with a total of 11,655 people using the ALS bus fleet for the last 3 months starting from December 2021 - February 2022. In this study, samples were taken using the *Slovin formula* , and using a *probability sampling technique* , namely *proportionate stratified random sampling* . The total number of respondents in this study were 101 consumers. The analytical method used is multiple linear regression method using *SPSS Version 25.00 program* .

Research Results and Discussion
Results

Validity test is carried out to measure whether the data that has been obtained after the research is *valid data* with the measuring instrument used in researching, namely a questionnaire. The validity test was first carried out by distributing questionnaires to 30 respondents outside the respondents of this study. It is known that the r_{table} uses a significant level of n = 30 respondents so that it is obtained (df = n-2), with a significance level of 5% or equal to 0.05 so that the r_{table} obtained is equal to = 0.306 (Sugiyono, 2017). Statement said valid if $r_{count} > r_{table}$ For more he explained, results test validity can seen on the table following:

Table 4
Results Validity test

Variable	Statement	r count	r table	Status
Timetable (X$_1$)	1	0.941	0.306	Valid
	2	0.943	0.306	Valid
	3	0.941	0.306	Valid
	4	0.943	0.306	Valid
	5	0.889	0.306	Valid
	6	0.884	0.306	Valid
	7	0.841	0.306	Valid
	8	0.884	0.306	Valid
	9	0.841	0.306	Valid
	10	0.853	0.306	Valid
Rates (X$_2$)	1	0.655	0.306	Valid
	2	0.584	0.306	Valid
	3	0.581	0.306	Valid
	4	0.669	0.306	Valid
	5	0.638	0.306	Valid
	6	0.776	0.306	Valid
	7	0.766	0.306	Valid
	8	0.790	0.306	Valid
	9	0.747	0.306	Valid
	10	0.693	0.306	Valid

	1	0.713	0.306	Valid
	2	0.853	0.306	Valid
	3	0.764	0.306	Valid
Passenger Complaints	4	0.736	0.306	Valid
(X $_3$)	5	0.696	0.306	Valid
	6	0.704	0.306	Valid
	7	0.771	0.306	Valid
	8	0.655	0.306	Valid
	9	0.633	0.306	Valid
	10	0.817	0.306	Valid
	1	0.642	0.306	Valid
	2	0.738	0.306	Valid
	3	0.655	0.306	Valid
Consumer Decision	4	0.794	0.306	Valid
(Y)	5	0.637	0.306	Valid
	6	0.663	0.306	Valid
	7	0.740	0.306	Valid
	8	0.876	0.306	Valid
	9	0.658	0.306	Valid
	10	0.737	0.306	Valid

Source: Research Results, 2022

Based on Table 4 obtained that testing from whole statement has a value greater than 0.306. Thus can concluded that all questions of price, service quality and purchasing decisions used are valid and can be used as instruments in study.

Table 5
Reliability Test Results

Variable	Croncbach's Alpha Count	Information
Schedule (X $_1$)	0.791	Reliable
Rates (X $_2$)	0.766	Reliable
Passenger Complaints (X $_3$)	0.774	Reliable
Consumer Decision (Y)	0.771	Reliable

Source: Research Results, 2022

Based on the reliability test using *Cronbach Alpha* , all research variables are reliable because *Cronbach Alpha* is greater than 0.70, then the results of this study indicate that the measurement tool in this study has met the reliability test (*reliable)* and can be used as a measuring tool.
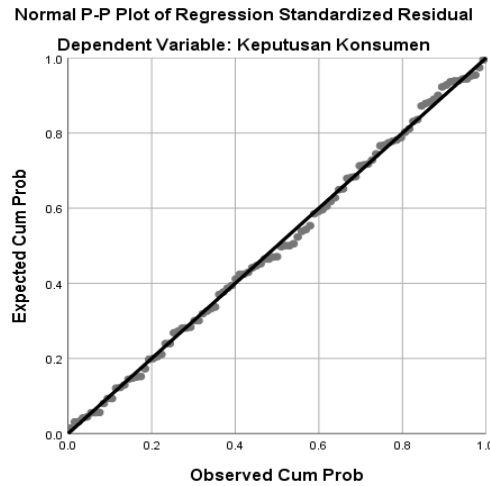
Image 1
Histogram Graph
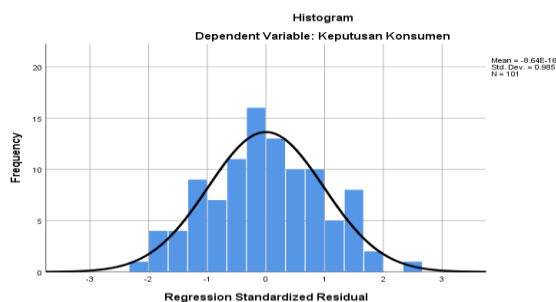
Source: Research Results, 2022

Based on the histogram graph, the data has shown a normal curve that forms a perfect concave. It can be said to be normal if the line has formed a concave like the picture above. The results of the normality test will then be tested in the form of the following P-Plot graph:

Figure 2
Normal P-Plot Chart

Source: Research Results, 2022

In the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model fulfills the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows the points spread around the diagonal line and follow the direction of the diagonal line, so the regression model fulfills the assumption of normality. The normality test can also be seen by using a statistical test, namely the *One-Sample Kolmogrov Smirnov Test* as shown in the following table:

Table 6
Normality test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		101
Normal Parameters [a,b]	mean	.0000000
	Std. Deviation	2.08566148
Most Extreme Differences	Absolute	.039
	Positive	.039
	negative	-.035
Test Statistics		.039
asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.
b. Calculated from data.
c . Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Results, 2022

Based on table 6 it can be seen that the significance value of Asymp. Sig. (2-tailed) all variables are 0.200. If the significance is greater than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

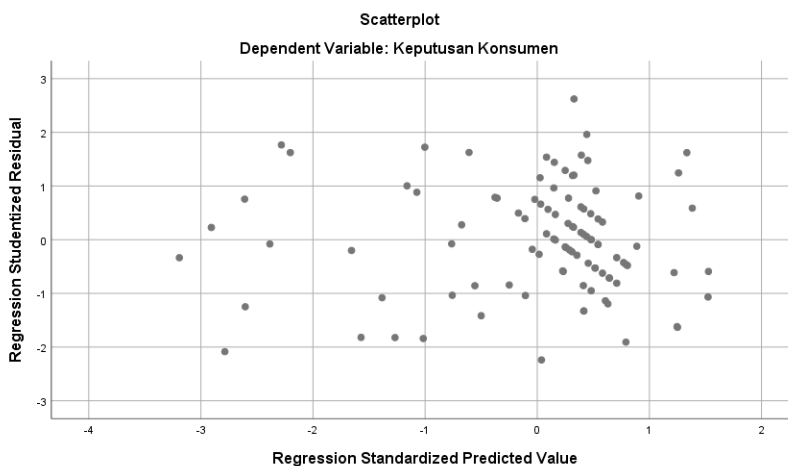**Table 7**
Multicollinearity Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	3,781	2,599			
	Timetable	.311	.086	.293	.497	2011
	Rates	.392	.090	.417	.356	2.806
	Passenger Complaints	.202	.100	.214	.287	3,482

a. Dependent Variable: Consumer Decision
Source: Research Results, 2022

Based on table 7 it can be seen that the *Tolerance value* of Variable X_1 is 0.497, X_2 is 0.356 and X_3 is 0.287 where all of them are greater than 0.10 while the VIF value of Variable X_1 is 2.011, X_2 is 2.806 and X_3 is 3,482 where all of them are smaller than 10. So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

Figure 3
Heteroscedasticity Test Scatterplot

Source: Research Results, 2022

Based on the figure, it can be seen that the data spreads randomly around the Y axis and does not form a certain pattern, so that this regression model is free from heteroscedasticity symptoms.

Table 8
Multiple Linear Regression Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	3,781	2,599			
	Timetable	.311	.086	.293	.497	2011
	Rates	.392	.090	.417	.356	2.806
	Passenger Complaints	.202	.100	.214	.287	3,482

a. Dependent Variable: Consumer Decision
Source: Research Results, 2022

Based on table 8, the multiple regression equations in this study are:
$$Y = 3.781 + 0.311X_1 + 0.392X_2 + 0.202X_3 + e$$
Table 4.48 shows that the calculation of the constant value (a) is 3.781, b1 is 0.311, b2 is 0.392 and b3 is 0.202 so that the multiple linear regression equation $Y = 3.781 + 0.311X_1 + 0.392X_2 + 0.202X_3 + e$, from The regression equation can be concluded that:
1. Constant (a) = 3.781 means that if the variable schedule, fares and passenger complaints are 0 then the consumer's decision is 3.781 .
2. Schedule variable regression coefficient = 0.311 , meaning that if the schedule variable increases by 1 unit, the consumer decision variable will increase by 0.311 .
3. Tariff regression coefficient = 0.392 , meaning that if the tariff variable increases by 1 unit, the consumer decision variable will increase by 0.392 .
4. Regression coefficient of passenger complaints = 0.202, meaning that if the passenger complaint variable increases by 1 unit, the consumer decision variable will increase by 0.202 .

Table 9
t test (Partial)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,781	2,599		1.455	.149
	Timetable	.311	.086	.293	3,637	.000
	Rates	.392	.090	.417	4.377	.000
	Passenger Complaints	.202	.100	.214	2018	.046

a. Dependent Variable: Consumer Decision
Source: Research Results, 2022

Based on the results of the t-test above, the t-table value at n = 101 at a significant level of 5% (0.05) is 1.6602. So, to find out partially, multiple regression equations can be arranged as follows:
1. The value obtained from the table above is the coefficient value of 0.293, where the value of t-count > t-table (3.637 > 1.6602) and a significant value of 0.000 is smaller than 0.05, meaning that the schedule has a significant effect on consumer decisions, so Ha1 is accepted.

2. The value obtained from the table above is the coefficient value of 0.417, where the value of t-count t-table ($4.377 > 1.6602$) and a significant value of 0.000 is smaller than 0.05, meaning that tariffs have a significant effect on consumer decisions, so Ha2 is accepted.

3. The value obtained from the table above is the coefficient value of 0.214, where the value of t-count t-table ($2.018 > 1.6602$) and significant at 0.046 is smaller than 0.05, meaning that Passenger Complaints have a significant effect on Consumer Decisions, then Ha3 is accepted.

Table 10
F Test (Simultaneous)
ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	952,229	3	317,410	70,779	.000 [b]
	Residual	434,998	97	4.485		
	Total	1387,228	100			

a. Dependent Variable: Consumer Decision

b. Predictors: (Constant), Passenger Complaints, Schedule, Fares

Source: Research Results, 2022

From table 10 obtained the $_{calculated\ F\ value}$ of 70.779 . With = 5%, dk of numerator : 4, dk of denominator : 101-3-1 (5%; 2; 97; Ftable 2.47) obtained F $_{table\ value}$ of 2.47. From this description it can be seen that F $_{arithmetic}$ (70,779) > F $_{table}$ (3,15), and a significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Schedule Variable ($X1_{)}$, Tariff ($X2_{)}$ and Passenger Complaints (X_3) have a simultaneous (simultaneous) effect on the Consumer Decision Variable (Y).

Table 11
Square Test Results
Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 [a]	.686	.677	2.118

a. Predictors: (Constant), Passenger Complaints, Schedule, Fares

b. Dependent Variable: Consumer Decision

Source: Research Results, 2022

Based on the table above, it can be seen that the adjusted coefficient of determination (R Square) is 0.686, this means that 68.6% of the *dependent variable* can be explained by the *independent variable* while the rest (100%-68.6% = 31.4%) is explained by other variables. outside the variables studied.

The value obtained from the coefficient value is 0.214, where the value of T-count T-table (2.018 > 1.6602) and a significant value of 0.046 is smaller than 0.05, meaning that Passenger Complaints have a significant effect on Consumer Decisions, then Ha3 is accepted.

The results of this study are in line with the results of research conducted by Gies Aprisia, Riri Mayliza (2019) entitled "The Effect of Corporate Image and *Complaint Handling* on Natasha Skin Care Customer Loyalty in Padang City" with the results The research concluded as follows: 1) Corporate Image has an effect on customer loyalty Natasha Skin Care Padang because the significance level of 0.000 is smaller than the significant level of 0.05 (Sig 0.000 <0.05), it can be concluded that the corporate image has a partial effect on loyalty. customer Natasha Skin Care Padang (H1 accepted). 2) Complaint handling has a negative and significant effect on customer loyalty at

Natasha Skin Care Padang because the significance level of 0.000 is smaller than the 0.05 significance level (Sig 0.000 < 0.05), so it can be concluded that the complaint handling has a negative and significant effect. partially significant effect on customer loyalty Natasha Skin Care Padang (H2 accepted). In this case, the cause of the decline in consumer decisions in using the PT.ALS bus fleet is that there are still many passenger complaints such as late departure times, delayed departures and so on so that these things make consumer decisions decline.

Conclusion

Based on the results of the analysis and discussion of the Effect of Schedules, Fares and Passenger Complaints on Consumer Decisions to Use the Bus Fleet of PT. ALS , it can be concluded as follows:

1. The value obtained from the coefficient value is 0.293, where the value of t-count > t-table (3.637 > 1.6602) and a significant value of 0.000 is smaller than 0.05, meaning that the schedule has a significant effect on consumer decisions, so Ha1 is accepted.
2. The value obtained from the coefficient value is 0.417, where the value of t-count < t-table (4.377 > 1.6602) and a significant value of 0.000 is smaller than 0.05, meaning that tariffs have a significant effect on consumer decisions, so Ha2 is accepted.
3. The value obtained from the coefficient value is 0.214, where the T-count < T-table (2.018 > 1.6602) and a significant value of 0.046 is smaller than 0.05, meaning that Passenger Complaints have a significant effect on Consumer Decisions, then Ha3 is accepted.
4. The $_{calculated}$ F value is 70.779 . With = 5%, dk of numerator : 4, dk of denominator : 101-3-1 (5%; 2; 97; Ftable 2.47) obtained F $_{table\ value}$ of 2.47. From this description it can be seen that F $_{arithmetic}$ (70,779) > F $_{table}$ (3,15), and a significance value of 0.000 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Schedule Variable (X1 $_)$, Tariff (X2 $_)$ and Passenger Complaints (X $_3$) have a simultaneous (simultaneous) effect on the Consumer Decision Variable (Y).

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