The Influence Of Commitment, Service Quality and Bus Feasibility On Passenger Satisfaction In Corridor I Transjakarta Block M-City

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Abstract

The research aims to measure the level of satisfaction among Transjakarta bus riders. The inadequate quality of Transjakarta bus services, particularly in terms of safety, comfort, convenience, easiness, and efficiency, has been the key reason why people choose private automobiles. Decreased dedication among Transjakarta bus crew contributes to bad customer experiences, while uncertainty in schedule adherence and journey duration, combined with Jakarta traffic congestion concerns, exacerbate the effectiveness of public transportation services. By solving these difficulties, it is believed that the Transjakarta bus service in Corridor I will improve passenger happiness, promote more efficient mobility, and reduce reliance on private vehicles, thereby helping to alleviate general traffic congestion. In this thesis, the author takes a qualitative approach and uses the Analytical Hierarchy Process (AHP) as an analytical tool. The goal of this study is to look at the outcomes of the four factors used to evaluate passenger satisfaction: commitment, service quality, and bus feasibility. As of now, no assessment results indicate that one criterion is superior to another. The consistency level of the four criteria, as well as their sub-criteria, was then assessed based on respondents' ratings. Finally, analyzing passenger satisfaction on Transjakarta buses using the established criteria and sub-criteria. The findings of the four criteria demonstrate a trend for 29% commitment, 28% service quality, and 19% bus feasibility, with stable consistency. The research findings and calculations show an Excellent rating based on the assessment criteria in the four major aspects of commitment, service quality, and bus feasibility.

Keywords: Commitment, Service Quality, Feasibility of Transjakarta Buses, Passenger Satisfaction

Introduction

Special Capital Region (DKI) Jakarta serves as the Republic of Indonesia's administrative and business center. According to the Bureau of Public Statistics (BPS), the population is expected to reach 10.67 million by 2022. DKI is flanked by rapidly expanding residential neighborhoods in Bogor, Depok, Tangerang, and Bekasi (Bodetabek). Transportation is essential for residents' daily activities, such as going to work, shopping, school, or simply roaming around. As a result, public transit such as buses, cabs, and trains play an essential role in allowing urban dwellers to move around more easily.

The public transportation system is critical to ensuring city residents' mobility. Transjakarta, being one of Jakarta's public transit systems, is a critical link for the community. This study focuses on Transjakarta Corridor I, which runs from Blok M to Kota, with the goal of increasing service quality and understanding passenger satisfaction.

The study's goal is to convey more detailed information or insight into the aspects that influence satisfaction through comprehensive analysis. Transjakarta passengers. Researchers expect that the findings would motivate connected parties to improve service quality and ensure the long-term viability of the region's public transportation system.

In 2022, public transportation will play a significant role in sustainable and efficient city development. The reason for this is that understanding the importance of the parties' commitments, the quality of service, and the suitability of the bus all contribute to passenger happiness. The goal of this study is to offer detailed information on these dynamics by conducting a survey of Transjakarta passengers in Corridor I.

This study aims to present a comprehensive view that can contribute positively to the future growth of Jakarta's public transportation system by taking into account factors such as connected parties' commitment, service quality, and bus feasibility.

The high volume of private vehicles on city streets, which is not balanced by effective traffic management, has a direct impact on the flow of public transportation. This demonstrates the importance of properly managing public transit in Jakarta. Traffic congestion is a severe issue in DKI Jakarta's transportation industry, affecting not just important roadways but also smaller roads in residential areas. Traffic bottlenecks are produced by a variety of factors, including poor traffic discipline among Jakarta inhabitants, both private and public vehicle users, as well as ineffective law enforcement against traffic infractions. This event occurs every day, particularly during rush hour, and has a substantial impact on the socioeconomic mobility of city people. To address these issues, efforts must be made to create cost-effective and efficient public transit.

Table Number and Growth of Transjakarta Bus Passengers According to Corridors/Routes, 2019 – 2020

Corridor	Route	Passenger (Person)		Growth (%)
		2019	2020	
1	2	3	4	5
1	Blok M-Kota	28,710,519	13,114,712	-54.3%
2	P. gadung 1-Harmoni	9,569,953	4,788,613	-50.0%
3	Kalideres-Kali Baru	12,809,507	6,685,591	-47.8%
4	P.gadung 2-Dukuh Atas	9,221,017	4,103,583	-55.5%
5	Kp. Melayu-Ancol	12,329,691	5,959,530	-51.7%
6	Ragunan-Dukuh Atas 2	12,051,594	5,526,020	-54.2%
7	Kp. Rambutan- Kp. Melayu	11,560,250	5,330,683	53.9%
8	Lebak Bulus-Harmoni	12,508,960	6,288,549	-49.7%
9	Pinang Ranti-Pluit	17,527,958	9,525,362	-45.7%
10	PGC 2-Tj Priok	9,96.0,875	5,545,169	-44.3%
11	P. gebang-Kp. Melayu	3,875,869	2,040,909	-47.3%
12	Penjaringan-Tj. Priok	3,012,590	1,898,532	-37.0%

Data Source: DKI Transportation Agency, 2021

Currently, the inadequate quality of bus services, including fundamental and supplementary services such as safety, comfort, practicality, convenience, and efficiency of public transportation, has caused inconvenience to users. This encourages residents to use their individual vehicles. Transjakarta Bus employees' dedication to providing services has also dropped, as has the number of Transjakarta buses in service over time. Schedule accuracy, journey time, bus comfort, and waiting facilities have all declined since Transjakarta's inception. As a result, many users are reverting to their own vehicles. Aside from that, traffic congestion remains an issue at times.

Darmawan et al. (2020) state that the company's primary requirement is the enjoyment of public transportation consumers. Customer happiness is regarded in marketing studies as an essential criterion for establishing user loyalty. In the context of relationship marketing, enjoyment is regarded as part of the sense of relational quality (Didit Darmawan et al., 2020). Service quality is a unique design of manufacturing that can suit the demands and wants of the community. Interaction between users and business operators, as well as personnel performance, are critical components of providing good service. There are various components to employee commitment, including:

1. Affective Commitment refers to the feeling involved, recognition and similarity with the organization, and a person's willingness to stay with the organization.

2. Continuance Commitment is loyalty based on an assessment of the sacrifices he will make if he leaves the company. A person is committed to staying with an organization because of his acts as an act of responsibility.

3. Normative Commitment is a person's honesty in carrying out his commitments to the organization. A person stays with an organization because he believes it demonstrates commitment to the organization.

According to Hermawan (2018), service level refers to the quality of a product or service that may satisfy and meet the needs of residents. Companies that provide services need to connect with their clients. Employee behavior in offering insight is significant because it demonstrates the divergence of behavior required to give good service.

Another definition of service quality is the ability to expand services at each functional level or approach in each operational area while retaining human resources as existing assets. Parasuraman, Zeithaml, and Berry (2016) found a direct positive association between perceived quality and intention to repurchase.

(Limbong et al., 2020) define a formality experiment as a study of appropriate bus body elements and engine equipment, such as public transportation suitability standards. According to the Road Traffic and Transportation Law Number 22 of 2009, traffic and vehicles refer to the coherence of systems that exist between traffic, road traffic, traffic and road traffic networks, road traffic and transportation facilities, vehicles, drivers, and road users, as well as their management.

According to Permadhi (2017), motor vehicle formalities are a series of operations that examine or check motor vehicles, trailers, trailer trains, and special vehicles to ensure they meet technical and inspection standards. This vehicle test is also known as the Kir test. Based on Motor Vehicle Regulation Number 55 Article 146 of the Government of the Republic of Indonesia of 2012, motorized vehicles must be checked every six months to maintain general welfare and environmental harmony (PPRI, 2012).

Bus suitability testing is an examination of the bus body and engine equipment that must meet public transportation suitability criteria. According to traffic laws, motor vehicle testing must be performed every six months to assure safety and environmental appropriateness. However, because to constraints in testing facilities and equipment, testing is now restricted to specific types of vehicles, such as buses, special vehicles, and public transportation. It is critical that transportation agencies improve motor vehicle inspection services in order to prevent accidents and promote environmental sustainability.

Methods

The focus of this study is on consumer evaluation using a methodological approach, namely qualitative research methods. This study did not use statistical formulas or symbols. The study's population includes all operational personnel who work in Transjakarta Corridor I. If the population is smaller than 100 persons, it is best to collect all of them as research samples. If the population is larger, researchers can select 10-15% or 20-55% of the entire population, depending on the researcher's skills, the breadth of observations, and the amount of risk and impact of the study. This study does not include all employees at the company. On the other hand, it only included a set of respondents who were assessed to have enough knowledge of abilities to provide an assessment of Transjakarta Corridor I services. Thus, the sample in this study comprised of ten chosen informants, namely:

1. The General Manager, Human Resources, and various representatives involved in Transjakarta operations are the persons with decision-making authority (decision makers) for performance evaluation.
2. Employees that interact directly, understand the working procedure, and provide services to customers.

Results and Discussion

The author conducted the investigation in Transjakarta Corridor I for three months, from August to October 2021. Secondary data from January to June 2021 sourced from company consumers was also included.

Transjakarta, the first Bus Rapid Transit (BRT) system in Southeast and South Asia, began operations in Jakarta in 2004. This system was designed based on TransMilenio in Bogotá, Colombia. Initially, Transjakarta was viewed as a mode of public transportation to aid population mobility in the tightly knit capital city. Transjakarta features the world's longest multi-corridor route, measuring 230.9 kilometers and including 243 stations across 13 primary corridors. Initially, this service lasted from 05:00 to 22:00 WIB, however it currently runs 24 hours in all corridors.

Table Validity and Reliability Test of Commitment Criteria

Correlations

Subject		Q1	Q2	Q3
Q1	Pearson Correlation	1	,804**	,431
	Sig. (2-tailed)		,005	,214
	N	10	10	10
Q2	Pearson Correlation	,804**	1	,408
	Sig. (2-tailed)	,005		,242
	N	10	10	10
Q3	Pearson Correlation	,431	,408	1
	Sig. (2-tailed)	,214	,242	
	N	10	10	10

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	N ofItems
,791	3

Source: Data processed with SPSS 21.0

The results of the validity test show that the survey regarding service quality criteria is considered valid with an r value > 0.05 for each sub-criterion. However, the reliability test shows that the reliability coefficient of the service quality criteria in this study is > 0.06 on the Cronbach's alpha scale, indicating that the criteria are reliable.

Table Validity and Reliability Test of Service Quality Criteria

Correlations

Subject		S1	S2	S3
S1	Pearson Correlation	1	,156	-,167
	Sig. (2-tailed)		,667	,645
	N	10	10	10
S2	Pearson Correlation	,156	1	,625
	Sig. (2-tailed)	,667		,053
	N	10	10	10
S3	Pearson Correlation	-,167	,625	1
	Sig. (2-tailed)	,645	,053	
	N	10	10	10

Reliability Statistics

Cronbach's Alpha	N ofItems
,511	3

Source: Data processed with SPSS 21.0

The validation table shows that the study on bus feasibility criteria is also considered valid with an r value > 0.05 for each sub-criterion. The reliability test shows that the reliability coefficient of the bus suitability criteria in this study is > 0.06 on the Cronbach's alpha scale, indicating that the criteria are reliable.

Table Validity and Reliability Test of Passenger Satisfaction Criteria
Correlations

	Subject	R1	R2
R1	Pearson Correlation	1	-,302
	Sig. (2-tailed)		,397
	N	10	10
R2	Pearson Correlation	-,302	1
	Sig. (2-tailed)	,397	
	N	10	10

Reliability Statistics

Sumber : Data diolah dengan SPSS

Cronbach's Alpha[a]	N ofItems	21.0
,816	2	

The validity test results show that the passenger satisfaction questionnaire is also considered valid with an r value > 0.05 for each sub-criterion. However, the reliability test shows that the reliability coefficient of the passenger satisfaction criteria in this study is > 0.06 on the Cronbach's alpha scale, indicating that the criteria are reliable.

Table Tabulation of Commitment Assessment

Criteria	Average	Total
Commitment		
Awareness of Transjakarta employees in carrying out their duties well	3.3	33
Officer's ability to provide assistance	3.4	34
Quality		
Balance of services delivered in company specifications	3.2	32
Skills in predicting work accidents	3.4	34
Accuracy delivers a solid level of service	3.4	34
Passenger Satisfaction		
Fast and precise service is provided by the officers	3.2	32
Friendliness and politeness of officers in serving passengers	3.2	32
Ability to provide clear and easy to understand information	3.3	33
Appropriateness		
The driver is in good health and the bus is in roadworthy condition	3.5	35
Air circulation in the bus functions well	3.6	36

From the data above, it can be seen that respondents are of the average opinion that the criteria and sub-criteria stated in the questionnaire are important to use as assessment criteria. The average respondent assessment result was 3.6, which shows that all criteria are important and can be included in the matrix.

Table Partial Weights of Criteria and Subcriteria

Criteria	Partial Weights	Sub-Criteria	Partial Weights
Commitment	0.29	Awareness of Transjakarta employees in carrying out their duties well	0.50
		Officer's ability to provide assistance	0.50
Kualitas Pelayanan	0.23	Balance of services delivered in company specifications	0.25
		Skills in predicting work accidents	0.29
		Accuracy delivers a solid level of service	0.47
Satisfaction Passenger	0.28	Fast and precise service is provided by the officers	0.34
		Friendliness and politeness of officers in serving passengers	0.39
		Ability to provide clear and easy to understand information	0.28
Appropriateness	0.19	The driver is in good health and the bus is in roadworthy condition	0.50
		Air circulation in the bus functions well	0.50

From this data, it can be seen that the average respondent believes that the capabilities and sub-criteria stated in the questionnaire are important for testing capabilities. The average respondent test reaction was 3.6, which proves that all capabilities are important and can be included in the matrix.

The method used is to combine the results of the questionnaire, where the results of the questionnaire will be used as a weighting device. The result of multiplying the two will produce a weight value that can be calculated for each level.

From the results of this assessment, it is necessary to determine the maximum and minimum values because the assessment results are not in the form of round numbers, with the intention of grouping assessment intervals. The maximum score will be obtained if all assessments are worth 4, while the minimum score will be obtained if all assessments are worth 1.

Table Vendor Assessment Grouping

Interval	Range	Hasil
1	3.20 s/d 9.20	Not good
2	9.21 s/d 15.21	Pretty good
3	15.22 s/d 21.22	Good
4	21.33 s/d 27.33	Very good

Source: Author processed data

Conclusion

The factors impacting passenger satisfaction in the Transjakarta public transportation system were researched. It was discovered that service quality had the greatest influence on passenger satisfaction. Cleanliness, punctuality, and staff friendliness are essential characteristics that all parties involved must consider in order to optimize the passenger experience. Despite having a lower impact, the level of commitment among associated parties is also crucial. Budget availability and information transparency need to be improved in order to boost passenger confidence.

Challenges with bus appropriateness, notably in terms of fleet availability and technical condition, have been recognized as areas that require additional attention. Investment in fleet maintenance and repair is critical for improving passenger comfort and satisfaction. The need of continual assessment and monitoring is expected to ensure that implemented modifications have a long-term positive impact. Methods like Process Hierarchy Analysis (AHP) can help drive continual improvement. Thus, this study provides useful knowledge for decision makers and connected parties in efforts to improve service quality and passenger happiness in the Transjakarta public transportation system in Corridor I from Blok M to Kota in 2022.

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