Evaluation of bus rapid transit (BRT) Trans Kota Tangerang service performance

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Abstract. The Tangerang City Government is one of the cities that has implemented BRT policy as public transportation since December 2016. This study aims to assess and analyze of BRT Trans Kota Tangerang service performance. The study uses quantitative methods, based on 5 dimensions of servqual, namely Tangible, Reliability, Responsiveness, Assurance and Empathy, then assessed as referring to the standards of public transport services SK Dirjen no.687 of 2002, Minister of Transportation Regulation no. 10 of 2012, amendment no. 27 of 2015, ITDP 2016 BRT Standard. The purpose of this study was to analyze the level of importance and level of satisfaction of users towards the perceived performance of BRT Trans Kota Tangerang service. The service is assessed from the perceptions and expectations of BRT users. The results of the study show that the level of importance that must be prioritized is the tangible dimension of the item information on the stop service to be passed in the form of visual/ audio in the stop functioning properly. BRT users are dominated by middle-class (captive) economic people who have no choice and depend on public transportation for daily mobility. BRT users were very satisfied with BRT Trans Kota Tangerang service performance.

1. Introduction
The high level of private vehicle use has resulted in traffic congestion and inadequate quality of public transport services. The government as a stakeholder and responsible for issuing policies must have the right planning in overcoming urban transportation problems. One of the policies implemented by the government in improving quality is by applying the Bus Rapid Transit (BRT) concept as public transportation. This BRT mass transport system has been well-known throughout the world as a cost-effective alternative to urban mass transit investments. According to [2] there are successes for cities that adopt BRT as urban public transportation such as Curitiba and Ottawa. After the success of the operation of the concept of BRT public transportation in Jakarta, "Trans Jakarta" is a public transportation that has attracted many people. This also had a positive impact on the direct border areas with the capital city, such as Tangerang City, which was also one of the cities that implemented the BRT policy as mass transportation to reduce congestion.
In the Tangerang City Transportation Agency 2017 report (figure 1) that there is an increase in the number of private vehicles each year. This shows that the increasing volume of vehicles that are on the road, and will have an impact on traffic congestion on the road. The Tangerang City Government made a BRT mass transportation policy in the hope that it could attract the public to use public transportation, diverting people who use private vehicles to ride public transportation so that it is expected to reduce traffic congestion. BRT Trans Kota Tangerang started operation in December 2016 until now. However, its existence is considered to be lonely from interested people. This was assessed based on a monthly report on total of BRT Trans Kota Tangerang passengers which tended to decrease every month (figure 2). This trend needs to be studied further so that in the future the Trans City Tangerang BRT program can still be a public transportation that still exists to serve the people of Tangerang City. The initial step taken was to assess the services provided by the Trans City Tangerang BRT to Trans City Tangerang BRT users.

The government must measure the community satisfaction assessment of BRT users to immediately find out what factors make the BRT user community satisfied and dissatisfied as an evaluation to improve quality/services provided. Research question in this study; 1). How is the level of importance of BRT services in terms of perception and expectations of BRT Trans Kota Tangerang users? 2). How is the level of satisfaction of BRT services in terms of perception BRT Trans Kota Tangerang users.

2. Theory Review
2.1 About BRT
According to [3] Rapid Transit Bus (BRT) is a bus-based mass transit system that provides urban mobility that is fast, convenient and cost-effective. Through the provision of exclusive right-of-way paths and excellence in customer service, BRT basically adopts the performance and ease characteristics of modern rail-based transit systems but at little cost. In [10], BRT is defined as a fast transportation mode that can provide transit quality such as trains and is flexible, so that BRT becomes an integrated, fast, and has a reliable public transportation system service schedule. BRT can be an option for the government to provide mass transportation with cheap procurement costs.

2.2 BRT as urban public transportation
As public transportation carried by the concept of fast, comfortable, reliable, and affordable, BRT is expected to be able to attract vehicle users personally switch to using public transportation. Of course with the hope of being able to reduce congestion in urban areas. Need to recognize the target first which
will be an attraction for BRT public transportation users. According to [4] society urban is divided into 2 groups of people in the choice of modes seen on the economic side, namely Captive and Choice Riders. Captive is someone who does not have a vehicle personal so the mobility of the journey depends on using public transport. While Choice Riders are those who can choose use private vehicles or use public vehicles. According to [5] also classifies the designation of coercion for Captive and the choice for Choice Riders in this group is the community middle layer up. This affects the purpose of procurement from mass transportation to be able to attract private users to switch to using public transportation. According to [9] related to the implementation of BRT in Beijing judging from the perception and the frequency of services waiting for bus arrivals ranges from 1.5 minutes to 3 minutes. High speed and comfort make it the main driving factor passengers to use BRT.

2.3 The essence of service measurement
To be able to measure a program that is run it is right on target with community needs, it is necessary to have a satisfaction measurement tool "Customer" means the community as the object of the program created. Accurate information about customer perceptions, about the quality of products / services, will can make better decisions, especially for providers of goods/services in order to provide better service to customers, thus creating satisfaction for customers. According to [8] too stating basically customer satisfaction/dissatisfaction is the difference between hope and perceived (reality).

Understanding satisfaction customers can be concluded that customer satisfaction means that perception an item/service at least equal to what is expected, this can be obtained using a questionnaire. In this study, we deal with measures of evaluative perception based on customer perceptions and expectations of the performance of BRT Trans Kota Tangerang service. It is assessed how the performance of service providers is "Government" whether the service performance is in line with expectations from the community uses BRT Trans Kota Tangerang. From the assessment then it will look at things that are in line with expectations, and anything not suitable and which must be increased in the future in service providers. According [1], the assessment of satisfaction or disability customer satisfaction is the customer's response to evaluation of nonconformity or disconfirmation with previous perceived expectations and perceptions of the product felt after use. According to [6], factors that determine the quality of service (servqual), an approach based on a comparison of two main factors, namely consumer perceptions of the services they receive and services that are actually expected/desired. This model has five dimensions, namely: 1). Tangibles, appearance or physical facilities, 2). Reliability, the ability to carry out the promised service accurately, 3). Responsiveness, willingness to help consumers and provide fast service, 4). Assurance, employee ethical knowledge and ability to convey trust and confidentiality, 5). Empathy, care and individual attention that is given to consumers. Furthermore, this research will classify variables and indicators as assessment tool based on these five servqual dimensions associated with the performance of BRT Trans Kota Tangerang service.

2.4 Standard Public Transport Service
The standard of urban public transport services in accordance with the Decree of the Director General No. 687 of 2002; Quality of Service Classification; 1). Comfort; Seating facilities, Standing Passenger Facility, Equipped with Air Conditioning, 2). Security; Provides luggage, Cleanliness, The bus crew is trained and skilled, 3). Ease of Getting Bus; Schedule of departure and arrival must be fulfilled, special stop, integrated location 4). The main trajectory of the city, branch routes, twigs, 5). Medium Bus Vehicle. In Minister of Transportation regulations no. 10 of 2012 and amendment no. 27 of 2015 divided into 6 main points in the minimum service standard for mass transportation, namely; security, safety, comfort, affordability, equality and regularity. It regulates all aspects of the bus and is stopped. BRT Standard ITDP 2016, things assessed include; Express, Limited Stop, and Local Service, Safe and Comfortable Stations, Passenger Information, Universal access, and Integration with other Public
Transport. This research focuses on a service that can be measured by passengers, so that it does not judge technically.

3. Methodology
This study uses a quantitative approach. The type of primary data is data obtained directly through direct interviews by giving questionnaires to respondents and making direct observations in the field (observation). The questionnaire media consists of 2 main parts, namely questions relating to the respondent's profile and the main questions related to the quality of BRT Trans Kota Tangerang service. The questionnaire in this study consisted of 38 item questions related to the performance of BRT services, then each selected answer was given a number weight as an assessment using the Likert scale 1-4. Each question is given 4 choices of answers from 2 main questions related to the level of service expectations that are considered to consist of 4 Very Important, 2 Important, 2 Less Important, 1 Not Important. While the level of perception (reality) consists of 4 Very Satisfied, 3 Satisfied, 2 Dissatisfied, 1 Dissatisfied. The sample in this study was 100 BRT users. This level of conformity will determine the level of customer satisfaction for users of BRT Trans Kota Tangerang.

The Hypothesis in this results divided into 2 parts. Answering importance research questions in terms of perceptions and expectations of BRT users, H1 = Tangible Dimension is a Priority in Interest BRT services, H0 = Tangible Dimension is not a Priority Interest in BRT Services. Answering research questions the level of satisfaction in terms of perceptions of BRT users, H1 = BRT users are very satisfied with the performance of BRT services, H0 = BRT users are not satisfied with BRT performance.

Answering the first research question by comparing the values of perceptions and expectations of respondents so that the value of the gap between expectations and perceptions is known. Furthermore, the acquisition of perceptions of each question item is reduced by the acquisition of expectations which later results from the reduction will get a gap value (gap). From the data gap, the highest gap value data analysis is then taken to be ranked by confirmatory analysis to see the level (ranking) of which variables are important first to be improved in service performance. The results of these percentages are as a result of the degree of conformity between perception and expectation. Classification to determine the class interval value, namely (4-1): 4 = 0.75. According to [7] the calculation of the research are then included in the basis of the interpretation of the average value referring to the interpretation of the score.

Table. 1 Basic Interpretation of Service Satisfaction Indicator Scores

| No. | Score      | Interpretation of Service Performance |
|-----|------------|---------------------------------------|
| 1   | 1 - 1.75   | Not Satisfied                         |
| 2   | >1.75 - 2.5| Less Satisfied                        |
| 3   | >2.5 - 3.25| Satisfied                             |
| 4   | >3.25 - 4.0| Very Satisfied                        |

4. Discussion
4.1 BRT Trans Kota Tangerang profile
Tangerang City as a city directly adjacent to DKI Jakarta and included in the route routes served by Trans Jakarta. Trans Jakarta serves the Kalideres-Terminal Poris–Plawad route which is the center of Tangerang City TOD (Figure 3.)
Trans City Tangerang BRT Begins to Operate on 1 December 2016 to the present. Initially to attract the interest of the community, the Trans City Tangerang BRT used the Government to free up costs for 1 year. Began to be subject to fare Per 1 February 2018. Trans City Tangerang BRT is classified as having a cheap fare of Rp. 2,000. The facilities inside the BRT Bus consist of 20 seats, 20 passenger stands. There is a wheelchair space, 4 priority seats, 2 plugs, a first aid kit, safety facilities consist of emergency buttons, fire extinguisher tubes, 4 pieces of glass breakers. Appeal / rules contained in the bus in the form of stickers. There is service information in the form of an LCD board to notify the existence of the bus. Facilities in the bus stations is information boards, and audio visual, seating, lighting, CCTV and electrical plugs. But its presence is considered to be poorly maintained and some facilities cannot function properly (figure 4).

4.2 Result
The results of the study showed that the respondents obtained were dominated by women, aged <25 years, who worked as employees or labourers and had monthly income of Rp. 1,000,000–Rp. 3,000,000, who routinely use BRT (5 times a week/every day), and many who ride the BRT on the grounds of cheap rates. BRT users dominated by middle and lower economies are assessed from the amount of the Tangerang City Regional Minimum Wage amounting to (Rp. 3,900,000), which tends to fall into the captive category of those who depend on public transportation in their travel mobility activities. The government's goal to divert private vehicle users to public vehicles is not on target.
| No | Code | Question                                                                 | Expectation | Perception | Gap  | Conformity | Satisfaction Level |
|----|------|---------------------------------------------------------------------------|-------------|------------|------|------------|-------------------|
| 1  | T1   | The physical condition of the bus is good                                 | 3.8         | 3.6        | -0.2 | 94.7%      | Very satisfied    |
| 2  | T2   | Security is available on the bus                                         | 3.8         | 3.5        | -0.3 | 92.1%      | Very satisfied    |
| 3  | T3   | Security officer available at the bus stop                               | 3.7         | 2.7        | -    | 73.0%      | Satisfied         |
| 4  | T4   | Available vehicle identity and driver identification                      | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 5  | T5   | Bus lighting works well                                                  | 3.8         | 3.5        | -0.3 | 92.1%      | Very satisfied    |
| 6  | T6   | Cleanliness in the bus is guaranteed                                     | 3.8         | 3.3        | -0.5 | 86.8%      | Very satisfied    |
| 7  | T7   | Bin Available in bus                                                     | 3.7         | 2.6        | -1.1 | 70.3%      | Satisfied         |
| 8  | T8   | Wheelchair available                                                     | 3.7         | .          | -0.7 | 81.1%      | Satisfied         |
| 9  | T9   | Priority seats available                                                 | 3.7         | 3.1        | -0.6 | 83.8%      | Satisfied         |
| 10 | T10  | There are health facilities (first aid kit), emergency rescue (glass breaker hammer, fire extinguisher, automatic door opener) | 3.7         | 3.2        | -0.5 | 86.5%      | Satisfied         |
| 11 | T11  | Room temperature control facilities (AC) function properly               | 3.6         | 3.6        | -    | 10.0%      | Very satisfied    |
| 12 | T12  | Emergency response information available (complaint stickers)            | 3.5         | 3.4        | -0.1 | 97.1%      | Very satisfied    |
| 13 | T13  | Facility handles for standing passengers to function properly            | 3.6         | 3.3        | -0.3 | 91.7%      | Very satisfied    |
| 14 | T14  | Information on bus stop services that will be passed in the form of visual / audio on the bus is functioning properly | 3.5         | 2.7        | -0.8 | 77.1%      | Satisfied         |
| 15 | T15  | The lighting works well                                                 | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 16 | T16  | Room temperature regulating facilities at the bus stop function properly (fans, ventilation) | 3.7         | 2.9        | -0.8 | 78.4%      | Satisfied         |
| 17 | T17  | Cleanliness inside the bus stop is good                                  | 3.8         | 3.1        | -0.7 | 81.6%      | Satisfied         |
| 18 | T18  | Bin available                                                            | 3.7         | 2.8        | -0.9 | 75.7%      | Satisfied         |
| 19 | T19  | Information about disturbances and causes of car trip safety exists at bus stops via notice boards   | 3.7         | 2.8        | -0.9 | 75.7%      | Satisfied         |
| 20 | T20  | Supporting facilities and infrastructure for people with special needs are available and functioning properly (priority seats, special rooms for | 3.6         | 2.6        | -1   | 72.2%      | Satisfied         |
| No | Code  | Question                                                                 | Expectation | Perception | Gap  | Conformity | Satisfaction Level |
|----|-------|--------------------------------------------------------------------------|-------------|------------|------|------------|-------------------|
| 21 | T21   | Information on the bus stop service that will be passed in the form of visual / audio inside the bus stop works well | 3.6         | 2.4        | -1.2 | 66.7%      | Less satisfied    |
| 22 | T22   | There is information on the delivery time of the bus arrival in the form of visual / audio / brochure that works well | 3.6         | 2.6        | -1   | 72.2%      | Satisfied         |
| 23 | R11   | Wait time for bus arrival max. 7 minutes (peak hours) 15 minutes (non-peak) | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 24 | R12   | The accuracy and certainty of bus arrival and departure schedules | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 25 | R13   | Travel speed max. 30 km / h (peak time) max. 50 km / h (non-peak time) | 3.7         | 3.4        | -0.3 | 91.9%      | Very satisfied    |
| 26 | R14   | Affordable ticket prices | 3.7         | 3.6        | -0.1 | 97.3%      | Very satisfied    |
| 27 | R15   | Make it easy to get public transportation | 3.8         | 3.5        | -0.3 | 92.1%      | Very satisfied    |
| 28 | Rs1   | Officers are responsive to customer problems and can be handled properly | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 29 | Rs2   | Officers provide information on services to passengers properly | 3.7         | 3.4        | -0.3 | 91.9%      | Very satisfied    |
| 30 | Rs3   | The official is active in providing information on bus trip disruption | 3.7         | 3.3        | -0.4 | 89.2%      | Very satisfied    |
| 31 | Rs4   | Responsive officers in providing information on arrival time properly | 3.5         | 3.3        | -0.2 | 94.3%      | Very satisfied    |
| 32 | A1    | Competent officers, the services provided can be relied upon and trusted | 3.7         | 3.5        | -0.2 | 94.6%      | Very satisfied    |
| 33 | A2    | Feeling safe on the way (avoiding the risk of accidents caused by humans, facilities and infrastructure) | 3.8         | 3.6        | -0.2 | 94.7%      | Very satisfied    |
| 34 | A3    | Feel security in service transactions | 3.8         | 3.6        | -0.2 | 94.7%      | Very satisfied    |
| 35 | A4    | Feel the comfort on the way (providing comfortable, clean, beautiful and cool conditions) | 3.8         | 3.6        | -0.2 | 94.7%      | Very satisfied    |
| 36 | E1    | Officers are responsive and care for passengers of pregnant women, the | 3.8         | 3.6        | -0.2 | 94.7%      | Very satisfied    |
Based on the table above shows that the highest gap value is in the Tangible dimension. This has answered the hypothesis in the first research question item that H1 is accepted, that is H1 = Tangible Dimension becomes a priority interest in BRT services. Based on the highest gap acquisition in the Tangible dimension, the author takes the highest item with the criteria from -0.8 to above. Including T3, T7, T14, T16, T18, T19, T20, T21 and T22. To find out which interests need to be prioritized, further analysis needs to be done using the Confirmatory Factor Analysis (CFA) method, where using this tool will find recommendations which variables are important for prioritizing decision makers in making policies. A variable is said to have decent validity for its latent construct if the value of the t-factor is greater than the charge of the standard factor ≥ 0.5. While the evaluation of the reliability of the measurement model use Composite Reliability (CR ≥ 0.7) and Average Variance Extracted (AVE ≥ 0.50). To see where the most dominant factors can be seen from the highest Loading Factor values, while the recapitulation of priority results can be seen in the following table 3:

| No | Code | Question                                                                 | Expectation | Perception | Gap  | Conformity   | Satisfaction Level |
|----|------|--------------------------------------------------------------------------|-------------|------------|------|--------------|-------------------|
| 37 | E2   | elderly, carrying small children, and disabilities                      | 3.8         | 3.4        | -0.4 | 89.5%        | Very satisfied    |
| 38 | E3   | The officer gives good attention in serving all passengers              | 3.7         | 3.5        | -0.2 | 94.6%        | Very satisfied    |

Based on the table above shows that the order of importance must be prioritized in the service performance of T21, T20, T22, T3, T19, T18, T16, T7, and T14. Based on table 2 can be seen in the perception column that there are 37 question variables valued above 2.5 with the meaning in the score means the level of satisfaction with the average answer very satisfied. Suitability of perceptions with the expectation that is quite large at 87% means that what is perceived from the respondents is predominantly appropriate or satisfied with the performance of BRT services. Then the H1 hypothesis is accepted, namely H1 = BRT users are very satisfied with the performance of BRT services.

**Table 3. Sequence of interest in service quality.**

| Variabel Laten | Variabel Manifes | Validitas Parsial (LF > 0.5=Valid) | Rank | Validitas OverAll (AVE > 0.5=Valid) | Construct Reliability (CR > 0.7) |
|----------------|-----------------|------------------------------------|------|------------------------------------|---------------------------------|
| T3             | 0.694           | Valid                              | 4    | 0.814                               | Valid                           |
| T7             | 0.638           | Valid                              | 8    |                                    |                                 |
| T14            | 0.544           | Valid                              | 9    |                                    |                                 |
| T16            | 0.652           | Valid                              | 7    |                                    |                                 |
| T18            | 0.653           | Valid                              | 6    |                                    |                                 |
| T19            | 0.689           | Valid                              | 5    |                                    |                                 |
| T20            | 0.785           | Valid                              | 2    |                                    |                                 |
| T21            | 0.868           | Valid                              | 1    |                                    | Reliabel                        |
| T22            | 0.762           | Valid                              | 3    |                                    |                                 |

Based on table 3, the order of importance must be prioritized in the service performance of T21, T20, T22, T3, T19, T18, T16, T7, and T14. Based on table 2 can be seen in the perception column that there are 37 question variables valued above 2.5 with the meaning in the score means the level of satisfaction with the average answer very satisfied. Suitability of perceptions with the expectation that is quite large at 87% means that what is perceived from the respondents is predominantly appropriate or satisfied with the performance of BRT services. Then the H1 hypothesis is accepted, namely H1 = BRT users are very satisfied with the performance of BRT services.
| No | Items of Interest                                                                 | Suggestion                                                                 |
|----|----------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 1  | Information on bus stops services that will be passed in the form of visual / audio at bus stops | - Repairs to LCDs that are damaged so that they can function as they should. - Notification boards posted on stops. |
| 2  | Supporting facilities and infrastructure for people with special needs             | Improve the design of bus stops that are not yet friendly to people with disabilities |
| 3  | Information on the delivery time of the bus arrives in the form of visual / audio / brochure that works well at the bus stop | - Repairing the LCD found at the bus stop - Bus clerk provides information on the arrival of the next bus when it arrives at the bus stop |
| 4  | Security officer at the bus stop                                                  | Adding security officers at the bus stop gives security to BRT users |
| 5  | Information about disturbances and causes of car trip delays in bus stops         | Need to coordinate between bus officers with officers who are on guard at stops to inform the cause of the trip delay |
| 6  | There is a trash can at the bus stop                                              | Provide trash bins inside shelters and provide stickers for the existence of trash bins |
| 7  | Room temperature regulating facilities at the bus stop function                   | Provide a fan that functions properly, with a higher location so as not prone to damage and |

Table 4. Suggestions for repaired interest items.
| No | Items of Interest | Suggestion | Visual |
|----|------------------|------------|-------|
| 8  | Available bins on the bus | Provide a trash can that is placed adjacent to the entrance / exit access and provide a notification sticker for the location of the landfill to be seen. | ![Visual](image1.jpg) |
| 9  | Information on bus stop services that will be passed in the form of visual / audio on the bus is functioning properly | LCD Functioning well on the bus, communicative officers for information on each stop to be passed and the alertness of the bus crew to operate the stop stop notification device | ![Visual](image2.jpg) |

5. Conclusion and Recommendation

Based on respondents' data obtained by BRT Trans Kota Tangerang users, the population is dominated by captive people who do not have private vehicles, in the sense that they are dependent on public vehicles that are classified as low economy. The government's goal to divert private vehicle users to public vehicles is not on target. From the results of the research, the following conclusions can be drawn; 1). The level of importance indicates that the Tangible dimension is a priority in the BRT service. In Tangible items that have a value of importance that must be prioritized is the information on bus services that will be passed in the form of visual / audio in the stop functioning properly, 2). BRT users are very satisfied with BRT Trans Kota Tangerang service.

BRT users are currently only interested by people who are already accustomed to using public transportation, so they have a very satisfied level of satisfaction when they are provided with BRT transportation with a more modern concept and very cheap prices compared to other public transportation.

The author's suggestion in the results of the study needs to be an immediate improvement in the information items of the stop service to be passed in the form of visual / audio in the bus stop to function properly, considering that from the perspective of BRT users the most important influence on service quality. The need to apply the BRT concept that can be relied on in terms of the timeliness of travel and can avoid traffic jams so that it has a higher appeal to attract urban communities to use it. Future studies can use respondents belonging to choice riders to be able to find out more about BRT issues from different perspectives.

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