The study of public perceptions on the quality service of Trans Mebidang Bus

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Abstract. Transportation is a pivotal thing that supports everyday human life and the movement of logistics goods. The transportation system is said to be good if the cost is economical and affordable. However, it seems that the city of Medan has not been implemented, costs are only determined by the government and public transport organizations without involving the community. The low quality of services in terms of safety, comfort, feasibility, ease and efficiency of public transport, provide a feeling that is less comfortable and safe for users of public transport services. The increasing number of people using private vehicles in the city of Medan increases traffic congestion which results in longer travel times, due to many vehicles and lower speeds. The point is that private vehicle users cause congestion, inefficiency in the use of road space, and reduce road capacity. To reduce congestion in the city of Medan, the Medan city government held collaboration with Deli Serdang Regency and Binjai City; Trans Mebidang Bus was established to overcome the bottleneck. Therefore, the researchers are keen to find out the quality service of the bus through the public perception.

1. Introduction
The need for transportation in a city is a primary need for people to move. Transportation helps people travel from city to village and vice versa. Evers said that urbanism in Southeast Asia in developing countries, especially Southeast Asia, had a striking difference between the city center and the periphery (village) in terms of geographical, social, cultural, and political [1]. Community activities in cities and rural areas require good public transportation facilities so that people always use public transportation as a mode of travel. Warpani in Taufiqurrahman said public transportation was said to be good if its performance had been good, and its main goal was achieved [2]. The efforts of the regional government to reduce congestion by limiting private vehicles and directing the public to use public transportation facilities to overcome congestion have so far not been responded to by the public. According to Taufikkurrahman, the general perception of the public about public transport is a very influential factor in
the decision to use public transport services or not [2]. The community only wants good transportation, so it is very important to involve the community in evaluating public transport services so that recommendations that need to be considered by service providers include aspects of security, accuracy, regularity, comfort, speed, pleasure and user satisfaction by paying attention to people's perceptions.

The low quality of services in terms of safety, comfort, feasibility, ease, and efficiency of public transport, provide a feeling that is less comfortable and safe for users of public transportation services. The increasing number of people who use private vehicles in the city of Medan increases traffic congestion which results in longer travel times, due to many vehicles and lower / lower speeds. The point is private vehicle users cause congestion, not efficiency in the use of road space, and reduce road capacity [3].

2. Public Perception of Bus Rapid Transit
One of the objectives of the public perception is to assess abilities, and feasibility that are not only seen from the physical aspects but also include non-physical aspects. [4]. The assessment of public perceptions in this study is carried out by identifying each variable that is on the Trans Mebidang Bus. A common problem that occurs is that the performance of the transportation sector is inadequate or not as expected. This problem can be caused by several things, and one of them is limited funds. This funding limitation will cause the next problem, which includes the maintenance of inadequate infrastructure, inefficient service provision, and the response to the increase in transportation demand is not done well [5]. Public perception is needed in assessing Bus Rapid Transit to improve the quality of services so that people's desire to ride the bus will increase [6].

3. Quality Level of Bus Rapid Transit Services
Service quality is the company's ability to provide services to customers [2]. Operationally the quality of service is the ability of public transport providers to provide services to customers accurately and reliably. The indicators used to assess the quality of services are using SERVQUAL which consists of five dimensions: (a) reliability, (b) responsiveness, (c) guarantee, (d) empathy, (e) physical evidence. The five variables can be used to assess the level of service quality [6]. Reliability is the ability to execute offered service; Responsiveness is the ability to assist and serve fast and accurately. Assurance is employees’ comprehension and courtesy to build the trust empathy is Caring and attention to the customer individually, physical evidence and facility, tools employees and communication tools.

4. Methods
This type of research is qualitative to analyze analyzing public perceptions of the quality level of Trans Mebidang bus services. Data collection is done by interview. The chosen research variable is the result of interpretation from several literature studies that influence the quality of Trans Mebidang bus services.

5. Results and Discussions
This research involved respondents who are daily riders of Mebidang bus whose professions are employees, traders, students, etc. From the result of the interview, 75% of respondents stated that Mebidang bus had given their best service while the rest of 25 % testified that the service has been good. The results of this study focused on the dimensions of the Trans Mebidang bus service, where

| No | Variable | Indicator | Source  | Results                  |
|----|----------|-----------|---------|--------------------------|
| 1  | Reliability | Schedule | interviews | Accuracy is quite long   |
Based on the result of the interview, the public perception toward the quality service of Mebidangro bus is classified as good or satisfactory. This view has also been derived from their perception upon the security, comfort, and the reliability provided by the bus. Besides that, the facility of the bus is also very representative supported by the provision of good service to the customer. Reviewed from the professionalism of the driver and the ticket buying process, the customer have also testified that these two things have been satisfactory for them. Therefore, the continuity of Mebidang bus provision is needed for the sake of providing people with better transportation with better service and facilities, especially to serve the residents of Binjai, Medan, Deli Serdang that exude so much economic potential.

According to Danang Parikesit in Hairulsyah, the portion of public transportation creates significant inflections toward public policy in solving local mobility within the urban [3]. The challenge for Medan city whose ridership for public transportation is high is just the maintenance and punctual service and the traffic jam. If Medan can cope with these challenges, ridership of public transportation can be even higher.

Trans Mebidang bus keeps doing training for the employees to give the best service to the customer, such as giving correct information courteously. To increase the punctuality, The Trans Mebidang Bus has made the departure time on the website. It is suggested that Mebidang bus must provide toilet inside the bus, more comfortable couch, safety belts and free wifi to make customer keep using it. The improvement of the facilities can increase ridership. It can also be used to increase the participation of the public in evaluating the service and the policy of the bus. Public participation in evaluating the service is a pivotal thing to improve the service of Trans Mebidang bus.

| Rates | interviews | Cheap enough |
|---|---|---|
| Speed | interviews | Feel comfortable |
| The clerk | interviews | Ticket attendants don't respond to consumers |

| 2 Responsiveness | Service Complaints | Lack of information about service complaints makes the informants have difficulty if they want to submit complaints or criticism directed at the bus |
|---|---|---|
| 3 Security | Security | The absence of buskers and crime makes passengers safe enough |
| Security | interviews | Excellent |
| 4 Empathy | Officers | Lack of initiative by officers to help passengers |
| Guide Board | interviews | The lack of signs makes passengers prefer to directly ask the clerk |
| 5 Physical Evidence | The physical condition of the bus | The appearance of the bus is interesting |
| The physical condition of the bus | interviews | Neat and clean uniform |
| Officer appearance | interviews | The bus fleet and equipment are good and quite good |
| Infrastructures Facility | interviews | There are also physical infrastructure such as appearance and the condition of the seats, the place for holding hands, and the window curtain are still good. |
6. Conclusions and Recommendation

Based on the result of the research, the reliability aspect of Mebidang bus has been rated satisfactory by the public based on the assessment of affordable ticket and the speed of the bus. But for the timetable and the punctuality of the bus, the respondents believe that there are rooms to be improved. The respondents also suggested that the bus must provide GPS online system so the passengers can track the bus easily. For the responsiveness item, the respondents believed that the employees of the bus must be trained to serve to costumer properly because they felt that the ticket purchasing process was very slow. The assurance of the bus safety has been good, according to the respondents due to the absence of criminal and accident record ever happened. Everyone felt safe when riding the bus.

In the aspect of empathy, the respondent said that service was bad because if new passengers using the bus, they would certainly confuse because no sign board. This is because the signboards are inadequate, and officers respond less if people want to ask questions. There is a need for training for officers to have a good attitude for the community so that the bus passengers will increase. The tangible aspect was considered by the respondents to be very good, it can be seen that the respondents were happy to see the physical condition, facilities, and appearance of the field bus staff.

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