

DECREASING SATISFACTION OF URBAN TRANSPORT PASSANGERS

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Transportation services become one of the most needed facilities by many people. in every business activity, satisfaction becomes one of the factors to develop business in the transportation services industry. The decrease of passenger quantity and passenger satisfaction level at public transport service in Ciamis regency become some business problems. The purpose of this research to find out the level of passenger satisfaction and any factors that can affect passenger satisfaction in the district ciamis This research using survey methods. Survey in this research is to describe the phenomenon-related passenger satisfaction level and factors that affect passenger satisfaction in Ciamis. The study findings that there are three variable which affect passenger satisfaction such as service quality, price fairness and innovation also the level of passenger satisfaction was bad. Required participation from both business owner, driver and government to improve public transportation service system like improving service quality skills for driver, make a price fairness for whole passenger, and make some business innovation both method and business practice.

Keywords: Passenger Satisfaction, Urban Transport, Transportation service

INTRODUCTION

Nowadays transportation is one of the services that are needed by many people in supporting their daily activities. To support these activities, transport has a role for moved people from one place to another. The rapid improvements of transportation services are not escaped from the satisfaction of their passenger, but in other side some of them don't know how to equalize improvements and service. Recorded from drivers that in the last three years passenger transport services especially in Ciamis has decreased, they just can get passenger ± 108 passenger per day in 2017 different from the previous years in 2016 they can get ± 143 passenger per day also in 2015 get ± 189 passenger per day. It can be explained that every year passenger decreased about 24%.

The alteration of demand in transportation service make this situation occurred. Currently Some people like to use their own vehicles while some others like use online transport than public transport. Decreased public transport market share is one of problem that driver and business owner have to face, but in the other hand they can't measure what the factors can affect it. Actually they just can demonstrate to government for make a new policy for public transport (Ari Widayanti, Soeparno, 2014). If they know about the factors can change passenger satisfaction maybe this situation won't occurred, cause every driver and business owner know how to maintain their customers.

This incident makes both of public transportation and passenger couldn't match their need. The public transportation offers a service but passenger want a service more than it. Their satisfaction standard increase as time goes by. It causes there are some issues that public transportation was worse, for example reckless while driving a car, bad hospitality to a few passengers, changing the official driver to unofficial driver, and etc. Based on previous exposure this study examined what factors can affect passenger satisfaction while using public transport at Ciamis.

Some empirical studies have find out passenger satisfaction in different transportation service and country ((Park, Robertson, & Wu, 2004) (Saha & Theingi, 2009) (Eboli & Mazzulla, 2009)

(Bogicevic, Yang, Bilgihan, & Bujisic, 2013) (M.V.Subha & R.Archana, 2012) (Tyrinopoulos & Aifadopoulou, 2008)) research on passenger satisfaction at airlines service. The other side ((Diab & El-geneidy, 2012) (Stradling, Carreno, Rye, & Noble, 2007) represent about passenger satisfaction at bus service. There are some research at railway service ((Sels & Dewilde, 2011) (Geetika, 2010) (Rahaman & Rahaman, 2009) (Eboli & Mazzulla, 2012)) describe how to know and maintain customer satisfaction.

On the other hand actually there are a few studies that have find out passenger satisfaction on public transportation. (Sholichin, 2010) find out the passenger satisfaction from system of in public transportation service in Sidoarjo-Indonesia, (Pinandita & Pinandita, 2015) find out analyzing public transportation service based on importance performance analysis and passenger satisfaction index in Purwokerto, Indonesia, (Novia Rahma, Moch. Saleh Soeaidy, 2013) find out the government role on increase the service quality of public transportation. The differences of this study from the other is find out what the factors can affect passenger satisfaction.

LITERATURE REVIEW

Service Quality

Services can be defined as all forms of activities or activities provided by one or more parties to other parties that have a relationship with the aim of being able to give satisfaction to the second party concerned for the goods and services provided. Service has an understanding that is the presence of two elements or groups of people where each need each other and have relevance, therefore the roles and functions inherent in each of these elements are different. The things that concern about service are human factors that serve, tools or facilities used to provide services, work mechanisms used and even the attitude of each person who gives service and who is served.

In principle the concept of service has a variety of different definitions according to the explanations of experts, but in essence still refers to the same basic conception. to serve customers excellently we are required to provide services that

are definitely reliable, fast and complete with additional empathy and attractive appearance (Jusuf Suit and Almasdi, 2012). Service is an activity or series of activities that are invisible (inaccessible) that occur as a result of interactions between consumers and employees or other things provided by companies providing services intended to solve customer problems (Ratminto, 2005)

Understanding the quality of services or services is centered on efforts to meet the needs and desires of customers as well as the provision of delivery to offset customer expectations. service quality is simple, namely a measure of how well the level of service provided is able to match customer expectations (Tjiptono, 2012). This means that service quality is determined by the ability of certain companies or institutions to meet needs that are in accordance with what is expected or desired based on the needs of customers.

Price

Price is the most mixed marketing element for managing product privileges. Prices also communicate to the market the value of the product or brand that is intended by a company (Kotler, 2015). The price of a product is a measure of the size of a person's satisfaction with the product he buys. Someone will dare to pay for a product at an expensive price if he assessed the satisfaction he expected of the product he was going to buy was high. Conversely, if someone is assessing satisfaction with a product that is low, he will not be willing to pay or buy the product at an expensive price.

The price for a business or business entity generates income, while other marketing mix elements, namely Product, Place and Promotion give rise to costs or expenses that must be borne by a business or business entity (Kotler, 2015). Price is the only element of the marketing mix that generates sales revenue, while other elements are only an element of cost. Although pricing is an important issue, there are still many companies that are less than perfect in dealing with these pricing issues. Because it generates sales revenue, the price affects the level of sales, the level of profits, and the market share that can be achieved by the company (Assauri, 2012)

Innovation

The word innovation can be interpreted as "process" or "result" development and or utilization or mobilization of knowledge, skills (including technological skills) and experience to create or improve products, processes that can provide more meaningful value. Innovation is the transformation of knowledge to new products, processes and services, the act of using something new (Sutarno, 2012). Whereas according to Mitra in the book and on the same page, innovation is a successful exploitation of a new idea or in other words is the mobilization of knowledge, technological skills and experience to create new products, processes and services. innovation is an economic and social success thanks to the introduction of new ways or new combinations of old ways of transforming inputs into outputs that create major changes in the relationship between use value and prices offered to consumers and / or users, communities, communities and the environment (Fontana, 2009). Based on the opinions of several experts, the researcher can draw the conclusion that innovation is a new invention that is different from the previous one in the form of ideas and ideas that can be developed and implemented so that the benefits are felt.

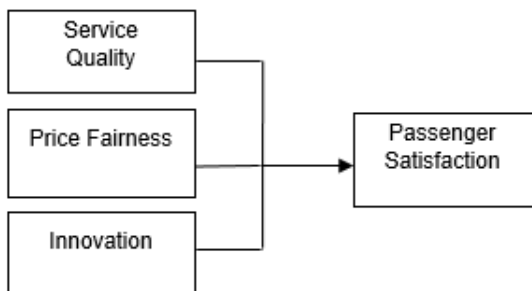
Satisfaction

Satisfaction is someone's happy feeling that comes from a comparison between the pleasure of activities and a product with expectations (Nursalam, 2016). Satisfaction is feeling happy or disappointed someone who appears after comparing the performance (results) of the product that is thought of the expected performance (or results). If the performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied or happy (Kotler, 2015). The response is a person's assessment of service fulfillment of needs and expectations, whether less fulfillment or fulfillment that exceeds needs and expectations.

Conceptual Framework

Studies that examine service quality in transportation increased every year, some studies take

research on airlines service (Arifin, Sulisty, & Djakfar, 2015) while others take research on railway (Binder, Maknoon, & Bierlaire, 2017) and bus (Tobing, Sembiring, Ekonomi, & Indonesia, 2014). Service quality traditional method use TERRA, but in this study any improvement to use in public transport service. Only tangible, empathy and assurance used in this study. The study of passenger satisfaction can be affected by price fairness (Herrmann, Xia, Monroe, & Huber, 2007). That study examines that price fairness can satisfy customer such as there is meet between customer expectation and the product or service performance. The indicators that use in this study are price meet the service performance and price meets passenger expectation. All business always has an innovation with the intention of improve their activities. This study examine that innovation can reach at method of business and method to organize human resource (Nemati, Khan, & Iftikhar, 2010). There are several things to measure innovation on public transportation, the first is process innovation such as new method and new vehicle and the second is organizational such as new business practice and new human resources organizing.



Objectives

This study is conducted with one objective, there is discover factors that can affect passenger satisfaction.

METHOD

This study uses survey method with qualitative approach to measure or explain the passenger satisfaction where the researcher tried to analyze the descriptive data both speech or writing and the observable behavior of the subject itself. This

study has a population about 1244 people and a sample of 302 respondents. The survey held at terminal Ciamis regency. Interviewing the passengers while they were waiting to get in to vehicle (public transport). The survey was conducted during February 2018 until April 2018. A total complete interview recorded from 302 respondents of passenger public transport. Instrument used in this study is observation and interview. Observation the primary data for knowing the issues also interview for find out detailed information from interviewees about service quality, price fairness, innovation also satisfaction. Measurement items of service quality are Tangible, Empathy, and Assurance. Then, Price Fairness are price perception and Innovation measure by innovation at process and innovation at organizational.

RESULT

After interviewing process to correspondents there are some results for every indicator. In this study service quality only use 3 indicators there are tangible, empathy and assurance. Tangibility describe about appropriateness vehicle, almost all correspondents answer that there are too many old vehicles used in public transportation. Not only that almost all correspondent feels uncomfortable cause some of them seldom washed and clean for a period. Empathy describe about kindness driver, some of correspondents tell that driver can't be kindness person they just want passenger get into vehicle and then get paid. They didn't see passenger as an asset for now and tomorrow. Passenger more like an assurance like an official driver who drive the vehicle caused they have driving license and also drive safely but the answer from almost all correspondent that public transportations don't have official driver. Some of them sometimes drive unsafely like push the throttle and break in every moment. That activity makes passenger shake and uncomfortable like take a trip in a boat.

We argue that price set by government is good price for a whole circle passenger. Many correspondents describe that their perception about price fairness in public transportation isn't worth. The price they paid to get service is inappropriate to its performance, if passengers have a lot of

money they want to buy their own vehicle like motorbike. For one time use public transportation in a route passenger spend money 3000 Indonesian rupiah (approximately 0,2 USD), if there is passenger who must be use four times with 2 different route totals spend for public transportation is 12.000 Indonesian rupiah. In their opinion if passengers have motorbike they could gone to every place by three or four times price to paid public transport (Rp 9000/Rp 12.000). Using that money for buy a liter gasoline (a liter gasoline equal \pm Rp 9.000) can cover a distance about 50 kilometers. Many correspondents have an expectation like comfortable when use the service of public transportation but they tell that they never meet their expectation and reality as well as price.

Innovation aspect is an important thing if a company or business will survive and improve. Innovation in public transportation is zero innovation for 10 years. Much correspondents explain that in public transportation there is no innovation through methods, vehicle, organizing procedure also organizing human resource. For the example paying method nowadays many merchants can use electronic money but in public transportation still use cash no one care about it. The other hand public transportation can't organize human resources, they just hire the driver that can drive the car with or without driving license also no recruitment process.

DISCUSSION

The relation between satisfaction, service quality, price fairness and innovation specified earlier through satisfaction model. From this study it has observed that the satisfaction in public transportation is depend on service quality, price fairness and innovation. The aim of this research is to find out level of passenger satisfaction and factors that affect satisfaction. The satisfaction level of passenger in this research revealed that they are unsatisfied from bad public transport service. By comparing this research with other research

adopted for measuring passenger satisfaction. We can say this study has some advantages, the data adopted for passenger satisfaction survey are according to verbal scales. This data is suitable for analyzing passenger satisfaction at public transportation. Next study could be directed to examination performance and policy in company and government managing the public transportation.

CONCLUSION

This study discover that public transportation couldn't satisfied their passengers. Correspondents revealed public transportations in Ciamis were difficult to understanding their expectations including service quality, price fairness and innovation. Correspondent describe about service quality the public transportation that almost business owner and driver still used old vehicle produced at the end of 1990's or the beginning of 2000 only a few business owner and driver use a new vehicle, correspondent also describe that sometimes there are some unofficial driver take a route. Characteristic of unofficial driver they don't know how to be kindness to passengers and drive unsafely.

Price was set by government is the fair price for whole circle. In the other hand correspondent wasn't feel the price is appropriate to benefit which they get. For an example price for passenger who has near route also for far route are same. Not only that correspondents describe their expectations seldom meet to public transport excellence service. For about 10 years public transportation never has an innovation that can make a bargaining position. Almost all correspondent said that public transport never made an innovation both in methods and business practice. For an example to drop off passenger they always stop a vehicle suddenly, ignored other cars, motorbike, and etc. The other innovation which can't do is a method for signing human resource, sometimes a few public transportations in ciamis hire the unofficial driver and some of them don't have driving license.

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