

Indonesia Public Transportations: A Mapping What Needs to be Improved

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Abstract:

Purpose: The purpose of this study is to demonstrate the potential of Importance of Performance Analysis as a decision-making tool to assess the performance of Indonesia public transportation in delivering quality services.

Design/methodology/approach: Data were collected through questionnaire where the respondents were asked to provide importance and performance scores about Indonesia public transportation based on SERVQUAL model. In order to qualify the sample, individuals have used public transportation at least 1 time within the previous three months. The gap analysis and importance performance analysis maps were employed to analyze the data

Findings: 22 SERVQUAL indicators are mapped into the importance performance analysis diagram consisting of the concentrate here quadrant, keep up the good work quadrant, low priority quadrant and possible overkill quadrant where the quadrants show the level of performance and importance of every indicators.

Research limitations/implications: This study is focus on public transportation in Indonesia. Further research could focus on public transportation in other cities or countries.

Practical implications: A practical implication of the mentioned findings is that the mapping can be a decision-making tool for the government identifying and improve public transportation quality services.

Originality/value: Public transportation can use this approach to improve their service management by employed the result mapping.

Keywords: Public Transportation, Gap Analysis, Importance Performance Analysis

i. INTRODUCTION

Indonesia as a developing country has various problems in developing its country. The uneven population in each city is the spotlight for the government, because of the tendency of people who live only in big cities due to uneven development. The number of people living in big cities contribute to congestion in the city. At the Asian level based on Asian Development Bank Survey in 2019, Bandung, which is one of the cities in Indonesia, ranks 14th in the most congested cities. Meanwhile, DKI Jakarta, the capital of Indonesia, ranks 17th, then Surabaya, one of the cities in East Java in Indonesia, ranks 20th. ADB itself provides a solution to overcome these bottlenecks by boosting investment in public transport infrastructure development and multimodal transportation systems. Although the period is long, ADB considers that there are many benefits from the policy, such as air pollution (ADB, 2019). Public transportation is only increasing its importance, due to continuing urbanization and for the need to connect suburbs and regions into centers (Qin, 2008).

Realize that one solution to unravel congestion is to maximize the use of public transportation. The Indonesian government faces enormous homework, starting from educating the public to move from using private vehicles to public transportation, and improving public transportation services that are still considered inadequate for most Indonesian. Time is

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one of the determining factors for Indonesian people in choosing a mode of transportation. Based on a survey conducted by public observers, most people choose private transportation when in a hurry because even though they are trapped in traffic conditions, they do not need to spend time walking to the station or public transportation.

Even if compared to the condition of Indonesia in the past 10 years, the choice of modes of public transportation has been very diverse and with improving conditions. However, this does not necessarily change the mindset of Indonesian people to switch. The same thing is not only happening in Indonesia, but in other countries. In terms of preferences for different types of public transportation, research has found that many residents prefer traveling on mass transit (rapid transit and light rail), as opposed to riding buses (Agrawal, 2015; Santos et al., 2011). Middle-class Americans, in particular, are more likely to ride commuter, heavy, and light rail than buses (Song Lee et al., 2016), and cities that feature these systems are attracting more affluent transit users (O'Connell et al., 2017).

The aim of this study to demonstrate the potential of Importance of Performance Analysis as a decision making tool to assess the performance of Indonesia public transportation in delivering quality services.

ii. LITERATURE REVIEW

Service quality is a statement about the attitude towards the comparison between expectations and performance (Kotler and Keller, 2016). Consumers have expectations about service quality that is based on personal needs, prior experiences, word of mouth recommendations and service provider advertisements. The quality or quality of a service is something that really needs to be considered by every service provider. Low quality will put the company in an unfavorable position in other words, if the services received or felt are as expected, the quality of service is perceived as the ideal quality, otherwise if the services are received lower than expected, the perceived poor service quality. Service quality is the expected level of excellence and control over excellence to meet customer desires (Tjiptono, 2014). There are main factors that affect the quality of service, namely expected service (perceived service) and perceived service (perceived service). Good service quality can be measured from five dimensions consist of

- Reliability. The ability to provide the promised service immediately, accurately and satisfying.
- Responsiveness. The desire and willingness of employees to help service users and provide services responsively.
- Guarantees, including knowledge, competence, courtesy and trustworthiness of employees, free from physical harm, risk or doubt.
- Empathy, including ease in establishing relationships, effective communication, personal attention and understanding of the individual needs of customers.
- Physical evidence (tangibles), including physical facilities, employee equipment and means of communication.

There are five dimensions that determine service quality (Parasuraman, 2015), The five dimensions consist of:

- Reliability. The ability of a company to provide services in accordance with the promises given to customers accurately and reliably. Speed of service time for all customers without errors, sympathetic attitude, and with high accuracy in accordance with customer expectations.
- Assurance. Factors that support the growth of customers' trust in the company, such as knowledge, manners, and the ability of company employees. Assurance consists of several components such as communication, credibility, security, competence and courtesy
- Tangible. The ability of a company to show external parties the existence of a company. The company's physical facilities and infrastructure and the condition of the surrounding environment are tangible evidence of the

services that will be provided to customers such as buildings, equipment, equipment, warehouses, company employee appearances and others.

- Empathy. Give sincere and individual attention to the customer by trying to understand what the customer wants. Where a company is expected to have understood and knowledge about customers, understand customer needs specifically, and have a comfortable operating time for customers.
- Responsiveness. A sincere desire to help and provide fast and appropriate service to customers, by delivering clear information. Making customers wait too long, feeling not served quickly, ignoring customer requests will make customers give poor judgments about the quality of service.

iii. RESEARCH METHODOLOGY

Importance Performance Analysis (IPA) is a simple technique and is used to identify the attributes of the product or service most needed in the development, the IPA introduced by Martilla and James is well documented and has been able to demonstrate the ability to provide managerial solutions with valuable information for measurement. satisfaction and efficient allocation of resources in an appropriate format, this method aims to measure the relationship between consumer perceptions and priorities for improving the quality of products / services, also known as quadrant analysis. (Magal and Levenburg, 2005)

The IPA has 4 quadrants consist of:

- Quadrant I (High Importance / Low Performance): commonly called concentrate here. The attributes contained in this quadrant present important things but the quality is low, so it must be improved and is the highest priority that needs to be done by the company.
- Quadrant II (High Importance / High Performance): commonly referred to as Keep Up the Good Work. The attributes contained in this quadrant presenting important matters and high quality. Attributes in this quadrant shows strength, pillars, and pride of the company.
- Quadrant III (Low Importance / Low Performance): commonly called low priority. The attributes in this quadrant represent the things that are less important and of low quality.
- Quadrant IV (Low Importance / High Performance): commonly called possible overkill. The attributes contained in this quadrant are presented things that are less important and of high quality. Management is not necessary take further action on the indicators that are on this quadrant.

1. Findings

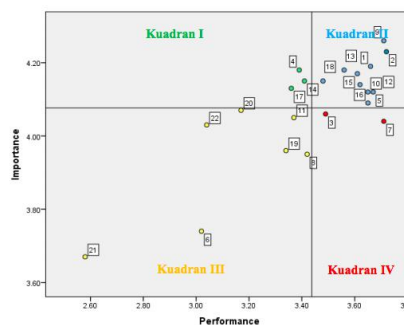


Figure 1: Importance Performance Analysis Mapping

1.1 Quadrant 1: Concentrate Here

Areas containing items of relatively high importance but in reality do not meet user expectations. The items included in this quadrant must be immediately improved (Pohandry and Winarni, 2013). Indicators included in this quadrant must be improved to improve the quality of services of public transportation. Indicators included in this category include:

- Indicator 4: Public transportation in Indonesia provide on time services
- Indicator 14: Public transportation in Indonesia convey information clearly
- Indicator 17: Appropriateness of information conveyed Public transportation in Indonesia with the facts that occur

4.2 Quadrant II: Keep Up the Good Work

Areas that contain items that have a level of importance relatively high with a relatively high level of satisfaction. Indicators that enter this quadrant are considered as supporting factors for user satisfaction so they must be maintained because all these items make the product superior in the eyes of users (Pohandry and Winarni, 2013). Indicators included in this category include:

- Indicator 1: Public transportation in Indonesia has a good interior design.
- Indicator 2: Public transportation in Indonesia has a clean interior design.
- Indicator 5: Public transportation employees in Indonesia listen to customer complaints
- Indicator 9: Public transportation in Indonesia keeps promises
- Indicator 10: Public transportation in Indonesia can be trusted
- Indicator 13: Public transportation in Indonesia Providing services quickly
- Indicator 15: Public transport employees in Indonesia are responsive to consumers
- Indicator 16: Public transportation in Indonesia able to respond swiftly customer complain
- Indicator 18: Employee time for respond to consumer complaints

4.3 Quadrant 3: Low Priority

Areas that contain items with a relatively low level of importance and the fact that their performance is not too special with a relatively low level of satisfaction (Pohandry and Winarni, 2013). Indicators that enter this quadrant give very little influence on the benefits felt by the user. Indicators included in this quadrant are:

- Indicator 6: Employees in public transportation in Indonesia are friendly
- Indicator 8: Employees Public transportation in Indonesia understands consumer needs
- Indicator 11: Public transportation in Indonesia is right for serving customers
- Indicator 12: Public transportation in Indonesia Avoiding mistakes in service
- Indicator 19: Employee knowledge of public transportation services
- Indicator 20: Employees give smiles, greetings, and help customers when enter the public transportation area
- Indicator 21: Employees maintain the safety of public transportation well
- Indicator 22: Public transportation in Indonesia has a comfortable waiting room or stations

4.4 Quadrant 4: Possible Overkill

Areas containing items with relatively low importance and perceived by users are too excessive with relatively high levels of satisfaction (Pohandry and Winarni, 2013). Indicators included in this quadrant are:

- Indicator 7: Public transportation employees in Indonesia are willing to help

- Indicator 3: Employees in public transportation in Indonesia use uniforms and identification.

5 Discussion and Conclusion

The initial aim of this study was twofold; to demonstrate the potential of importance performance analysis as a tool for public transportation management, which is in this case are Indonesian government, decision-making and assess the responses of public transportation user to its customers' quality preferences. The study succeeded in both its objectives. After the IPA employed, the 22 instruments are distributed into four quadrants which reflects the value and importance based on customer judgement.

The first quadrant reflects the value of concentrate here, relatively high importance but in reality do not meet user expectations. The fact that Public transportation in Indonesia have not provide on time services, have not convey information clearly and have not shown the appropriateness of information conveyed public transportation in Indonesia with the facts that occur. The second quadrant reflects the value of keep up the good work, have a level of importance relatively high with a relatively high level of satisfaction. This quadrant proves that public transportation in Indonesia has a good interior design, clean interior design, the employees listen to customer complaints, keeps promises, can be trusted, providing services quickly, responsive to consumers, able to respond swiftly customer complain and respond to consumer complaints. The public transportation has the good performance within this indicator and need to be maintained.

The third quadrant reflects the low priority, relatively low level of importance and the fact that their performance is not too special with a relatively low level of satisfaction. Employees in public transportation in Indonesia are friendly, understands consumer needs, right for serving customers, avoiding mistakes in service, employees maintain the safety of public transportation well and public transportation in Indonesia has a comfortable waiting room or stations are the indicators that consider not very important and also the management did not show good performance in this indicator. Since it is not very important in the eye of customers, the management do not have to prioritize those indicators.

Although the public transportation in Indonesia are very different to each other, in case of the facility, employee and the transportation itself. This study but can provide an overview of the general conditions regarding public transportation in Indonesia and as a decision-making tool for the government.

iv. REFERENCES

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