

Segment Public Relations Consciousness Of Conduct A (Community To) To Use Public Transportation Public Service As A Safe, Comfortable And Fast To Reduce The Jams Jakarta

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Abstract

Nowadays the behavior of people in Jakarta tends to use private vehicles to do their daily activities. This condition becomes difficult in order to change their habits to use public transportation such as the Busway or *Trans Jakarta*, and the latest technology of transportation based on internet as it is called “Ojeks On-line”, and the on progress project of LRT (Light Rapid Transit) and MRT (Mass Rapid Transit). In this research, using qualitative and quantitative method of random sampling approach are used to compute the data as the questionnaire survey and wearing tool correlation analysis and multiple linear regression. The results show that there are influences of the Government, the private and public to be aware of the availability of transportation service that is safe, convenient and fast..

Keywords: Behavioral and Mental Awareness, All Walks of Life, Public Services Providing Safe, Comfortable and Preserved

Introduction

Land transportation is one of the main and largest transportation in Indonesia. Public transportation on land consists of trains, buses, public transportation / minibus, in terms of services is progressing from day to day, although it is not significant. When public transportations are less adequate to serve society, most people prefer using their own vehicles such as motorcycles and cars. As a result, the traffic congested Jakarta all the time and it becomes worse especially in rainy days for its floods. Thus, the problems of it have not overcome yet.

Some solutions offered are merely to reduce the amount of vehicles on traffics instead of increase people’s awareness on using public transportation, especially high level society (Segment A) so the congestions are still happening. From the modes of transportation that have been mentioned above there are certainly not all used at once in the same time. It requires the consumer’s choice. The options to use one of modes of transportation are

determined by many factors and variables such as the state of the traveling public, the state of the region, and the other variables.

There are two options made up in order to take modes of transportation for taking a trip:

1. Travel (away)
2. Do not travel (do not go)

For the first option, there will be no alternative modes of transportation then the second option will be figured as follows:

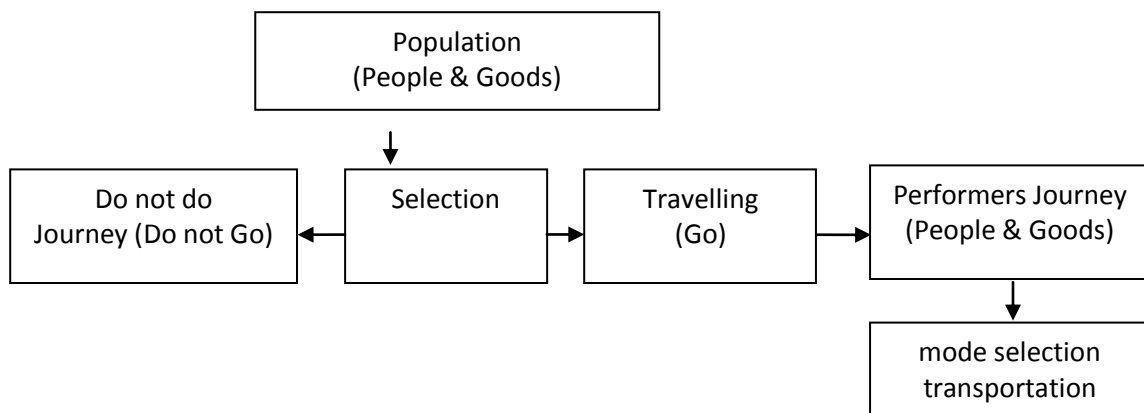


Figure 1.

When it is decided to travel, then the traveling public (people and / or goods) faced with the next selection. The choice is what the mode of transportation that will be used to complete a journey to the destination, as described in Figure 2.

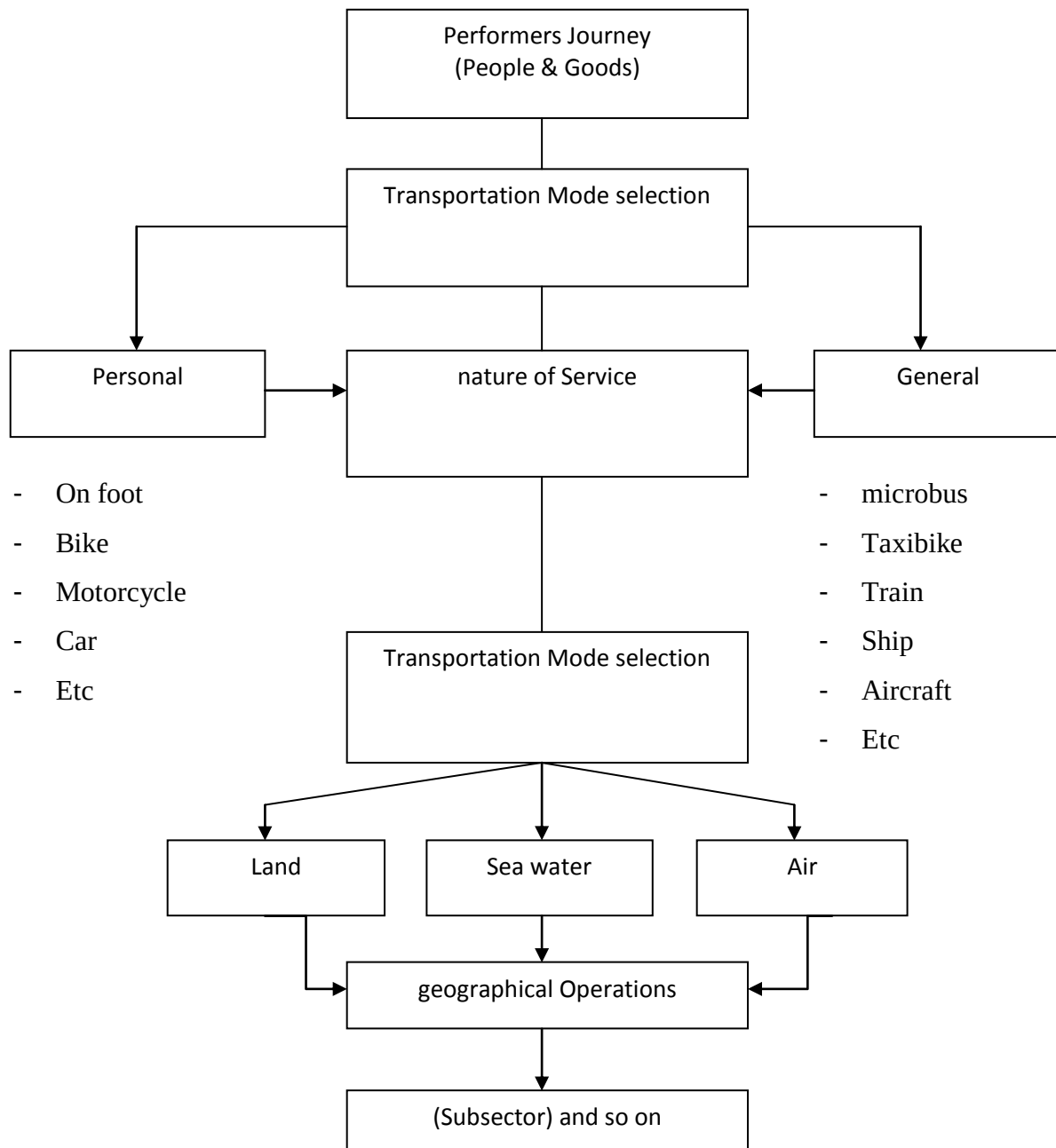


Figure 2

Based on the introduction, it can be stated the following questions as follows:

1. Is there any expectations of the society in Jakarta of all the burgeoning middle class and the middle class (Segment A, B, C, D and E), especially Segment A can change

- the mental attitude to be conscious change their habit from private vehicles to use public transport that is safe, convenient and fast?
2. Is there any constraints faced by the transport provider or public transportation, such as the one MRT will increase their service quality for passengers?
 3. How to influence their fleet availability MRT quality with its quantity?

The objectives of the study are as follows:

1. To know the expectations of the general public of all the earlier segment, especially Segment A to use public transportation is available in terms of all system services.
2. To know the constraints that occur in serving the consumer or the user community so that it can cope Public Transportation or minimize these barriers so that people who use public transportation change their habit of using private vehicles instead of using public transportation constantly.
3. To understand and analyze whether there is influence by going to the construction of public transport such as Trans Jakarta or Busway, with traffic jam in Jakarta.

The results of this research can increase knowledge both academia (professors and students) as well as the society, especially in relation to information about how this affects the Government's plan, especially the government of Jakarta and the Private Sector to expand the development of public transportation that is safe, convenient, and fast. It is also maintained with the presence of the young fleet or fleet and also supported by public awareness, especially for the high level society (segment A) in using private vehicles in order to reduce the traffic jam in Jakarta.

For the government of Jakarta and participating private sector role and also the support of the entire community, it is hoped that the public transportation will be more safe, comfortable and fast. It is certainly also in providing sustainable budget allocation for the maintenance of the entire fleet of existing and available lots. In the some events, there must start with the goodwill of all stake holders both the government of Jakarta and the Private Sector to start early construction with good performance, honestly and professionally so that the future does not obtain a lot of obstacles and problems, especially not to the development of public transportation in the case of manipulation,

engineering , or even inflate funds or mark-ups. This research is expected as an input to improve the whole quality of service including the chamber of ticket purchase, The public transportation is adequate in all respects to the front to address the problems of congestion in Jakarta because of facing with yet conscious of all walks of life and delayed development with the availability of public transportation with a system that is secure, convenient and fast before. It is also less people to use public transportation for its improper maintenance and lack of equipment. In addition, people feel anxious with less security and even the drivers sometimes drive in high speed and the high rate of the ticket. For stakeholders of providers they can minimize the constraints that exist with the system service pattern from the start of pre-service in-transportation service and post-service. The researchers hope the results can be developed into an ongoing collaboration between ITL and the Jakarta administration, private parties to always develop the results of this study which will automatically increase the quality of public transportation. It is also growing and sustainable to be better for all of the society and it can be used as pilots project for the city other big down-town area. The usefulness for ITL is as reference material and ideas in developing the curriculum and teaching materials for disciplines other mainly in transport. It can be associated with monitoring the quality of care providers on public transport for the true - true to the general public especially the segment A who are aware of the usefulness transportation already available and will be available that is safe, convenient and fast.

Method

This research was conducted in March and July 2016. The research took random population, with different professions and backgrounds but focusing on segment A.

The tools used in this study include: stationery, cameras and tape recorders. The materials used in this study are: data about ticket sales and schedules, results of questionnaires from the upper class society (segment A) and interviews from various professions with very high incomes.

This study will be conducted through stages as follows:

1. Literature review. This first stage is intended to get the theoretical basis of the general public mental awareness and the influence on the quality of service for consumers.
2. Preparation of proposals and questionnaires. The proposal is intended to convey the background, purpose and objectives of the research, the scope of the research, as well as research methods that will be implemented. While the questionnaire is intended to gather information from the high level society or segment A to get a much better service in public transportation.
 - a. Data collection. The data collection process is carried out by conducting a survey in the field. The first stage will be implemented as interview with five (5) segment A (High level society)
 - b. Data processing. The survey data is computed to obtain an overview and contact information with the influence on Passenger Service Quality especially segment A.
 - c. Draft report writing. It will be conducted after gaining a comprehensive overview of the study results. In this activity also it is prepared to present the results of research material.
 - d. Presentation. It is intended to disseminate the results of research on Segment A as limited audience, as well as getting input for the improvement of the research results.
 - e. Final Report Writing. This phase is intended to add suggestions and feedback obtained from the results presentation.

Discussion and Result

Transportation is a means for people to move anything, either people or objects from one place to another, with or without using a tool according to Abbas Salim (1993: 5), The roles of Consumer Behavior Benefits for marketers or manufacturers are able to:

1. Persuade consumers to buy products that are marketed.
2. Understand consumers behave, act and think, that the marketer or producer behaving, acting and thinking, in order to marketers or manufacturers are able to market their products well.

3. Understand why and how consumers make decisions, so that marketers or manufacturers can design a marketing strategy well.

While the role of consumer behavior for educational institutions and consumer protection is to know and influence consumers; namely to assist consumers in choosing the right commodity, protected from fraud as well as being a wise consumer. (Peter and Olson, 1999 and Sumarwan, 2004).

The initial solutions can be developed in one of the following ways:

1. By having a solution that it seems to be a good program and system in order to transport public transportation that can be safe, convenient and fast.

By using the program and the system that exist now as public transportation or Transjakarta Busway and even online transportation, and MRT which will be up coming public transportation.

Service (Fidel Miro 2012) In general, the system can be interpreted as a whole, unit, or the integrity of the comprehensive nature that consists of components that support each other and work together to integrate the system. Thus if one component is broken, then the system will be broken precisely. The examples of system is household system which consists of components of father, mother and child/children; system / organizational structure consisting of components field, parts and sex; governance systems that includes components of departments, agencies, local governments, and others.

Transportation in general can be interpreted as an attempt to transfer, or mobilization of people or goods from one location, called the location of origin, to another location, which is called a destination, for certain purposes by using certain tools anyway. From this sense of transportation, there are three dimensions such as:

1. Location (origin and destination)
2. Tools (technology)
3. Specific purposes in the destination location such as economic, social and others.

Range of transportation services can be defined as the geographical boundaries of the services provided by transport to users of transport. There is a service of the transport system which is geographically only reach the rural areas, and there is also serving the urban areas that only provide services to the location of origin and the goal has been

exceeded cities, to another city in the province. More comprehensive service is the transportation services that have reached the cities that are outside the province where the site of origin.

Transportation needs, at first arises from the interaction between social and economic activity in a region of space. These needs may also manifest in the form of the magnitude of current movement (traffic) of people and goods space the region, such as the flow of passenger vehicles (on the highway), the flow of the train (on rails), the flow of aircraft (in space), and so on (Kanafani, 1983). Travel needs need to be discussed further because this discussion is a fundamental and important in the long-term transportation planning and designing facilities (Morlok, 451.1998)

Entering the global era in the century of the third millennium, the development of people's behavior in life farther and ideally, the human mental attitude becomes fades away. It specifically can be seen in the people of Indonesia, a peak into 2000, where the condition of the mental attitude of the people especially those who live in urban areas, has been in a state of worry each other and it is also dangerously increased for behaving improperly, such as corruption, collusion and nepotism, addiction and drug trafficking, gambling, vandalism, adultery, and so forth. All of it is a sign that the mental attitude of the people has been in a pitiful state throughout society.

The development of mental attitude needs special attention, among others, given that the more developed world that the more dangerous to human behavior themselves, as the symptoms mentioned above. In fact, the government and their staff members are powerless to overcome those problems, because the condition has been popular in the community and the mental attitude can only be treated by the community with the help of the government. (Joseph Suit Almasdi, Fourth Edition 2012).

A materialistic lifestyle has resulted society with unwell mental behavior , especially high class society (Segment A) so that it is difficult for them to use public transportation instead of their own luxury private vehicles.

Lovelock and Writz (2005) reveal two senses of services, including; (1) The service is the act or performance offered by one party to the other. Although the process may be associated with physical product, its performance is essentially intangible and

does not result in ownership of the factors of production, (2) the service is an economic activity that creates and delivers benefits to customers at the time and place, as the result of action to realize the desired changes in themselves or on behalf of the service recipients. The benefits in question are gains or profits derived from the performance of services or the customer's use of physical goods.

1. Characteristics Services

According to Kotler (2000) there are four basic characteristics that distinguish the goods services, namely:

- a. Intangibles (intangibility)
- b. Integral (inseparability)
- c. Varies (variability)
- d. Easy disappeared (perishability)

According to Umar (2003), there are five dimensions in determining the quality of services, namely:

- a. Reliability.
- b. Responsiveness
- c. Assurance,
- d. Empathy,
- e. Tangibility

One of the factors that determines customer satisfaction is the customer's perception of the quality of services that focuses on five dimensions. Customer satisfaction other than that affected by the perception of service quality is also determined by the quality of the product, the price, and the factors that are personal and that is the situation for a moment.

2. Classification Services

According to Kotler (2000), products and services can be offered to the market with various classifications as follows:

- a. Pure tangible products
- b. Tangible products with services
- c. Mix

- d. The main services are accompanied by additional goods and services
 - e. Pure services
3. Quality of Services
- According Supranto (2001), quality is a word that for service providers is something that must be done well. Application quality as the nature and appearance of the product or performance is a major part of the company strategy in order to achieve excellence sustainability, both as a market leader and as a strategy for growth. The advantages a product or service depends on the uniqueness and quality shown by these services, whether it is in line with expectations or desires of customers.
- Namely the quality of all the features and characteristics of a product or service that affects the ability to satisfy the needs expressed or implied, (Kotler, 1997). According Garpez (1997), quality is the totality of features and characteristics possessed by a product that is able to satisfy the needs of consumers.
- Pagano and McKnight in Masri (2002) develop a customer satisfaction measurement that is often used in transport, covering eight aspects of service, each believes to represent the basic needs of the overall dimensions of quality, namely:
- a. Reliability and Performance On Time (Reliability And On-TimePerformance)
 - b. Comfort (Comfort)
 - c. Ease of Making Reservations accommodation was changed (Accomodation to changes)
 - d. Expansion of Service (Extend Of Service)
 - e. Access Vehicles (Vehicles Access)
 - f. Security (Safety)
 - g. Characteristics of Machinist and Crew (Driver & Crew Characteristic)
 - h. Responsibility In Individual (Responsiveness To Individual)

Conclusion

The public doesn't want to move to public transport because they still don't feel comfortable using public transport. It is necessary to improve existing facilities so that passengers will find it easier to use public transport in Jakarta and the public will also

switch to use public transportation. The results of the study stated that fleet quality and fleet quantity, level of comfort, influence the quality of service by using a quality and maintained public service pattern can influence the level of public awareness to move from private vehicles to public transportation.

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