

The Effect Of Service Quality Towards Customer Satisfaction In Jakarta (Case Study: Minimum Service Standards)

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Abstract. Minimum service standards (SPM) are government regulations regarding safety and the feasibility of vehicles operated must be fulfilled. if not, the vehicle may not be operated, while other minimum requirements that must be in the vehicle include the exit, entrance, tire or curtain rail, handrails, driver's entrance, safety belt, and electrical or audio facilities. The purpose of this study research was to determine the effect of minimum service standards on the customer's satisfaction in public transportation. The research method used is quantitative and the method of collecting data used a field survey by questionnaire. the analysis method is gap analysis. research results: (1) the application of minimum service standards on angkot; (2) customer satisfaction with minimum service standards; (3) the effect of minimum service standards on customer satisfaction.

1. Introduction

Transportation plays a key role on driving the economy. But traffic management errors can lead to inefficiencies that will hinder economic activity itself and cause environmental problems. As observed, almost all cities in Indonesia, have chronic traffic problems that can be indicated by clutter, Traffic (Q/C), air pollution, noise, vibration, comfort and safety. This is due to the absence of optimization in the planning of traffic network systems and transportation systems. [1] Nonetheless, minimum service standards for city transportation have a variety of views, these views come from service users, customers or even drivers of these services, on the basis of this difference in perception, we aim to see how much the perception differs between service users and drivers especially in the field of implementing minimum service standards on city transportation, therefore we are interested in compiling research with the title "The Effect Of Service Quality Towards Customer Satisfaction (Case Study: Minimum Service Standards)"

2. Method

In this study, the author wants to find out how much the effect of service quality towards customer satisfaction on city transportation, judging from the large difference in perceptions between passengers and drivers of city transportation with quantitative data processing, the data obtained was processed descriptively using the analysis of the web method. According to Lutfi Yuliana Utami in the journal "Identification of health promotion using the clustering method in Central Java" Spiderweb diagram To compare the values of each variable studied (perceived quality), Data analysis can be more informative and interesting using a spiderweb diagram. This diagram is in the form of an n rectangle drawn with symmetrical lines and a line plot of the main axis resembling a spider's web. This plot serves to compare the average score of perceived quality from n variable. [9] Due to limited time and costs, the author only took a few samples. The number of sample measurements in this study refers to roscoe 1975, which states that sample sizes of more than 30 and less than 500 are appropriate for most studies [10] and in this study, the respondents we used were 131 consisting of drivers and users of urban transportation. Data collection in this study uses questionnaires distributed to respondents to agree whether or not the perceptions of users and drivers about the minimum service standards of city transportation.

3. Result and Discussion

3.1 Minimum Service Standard

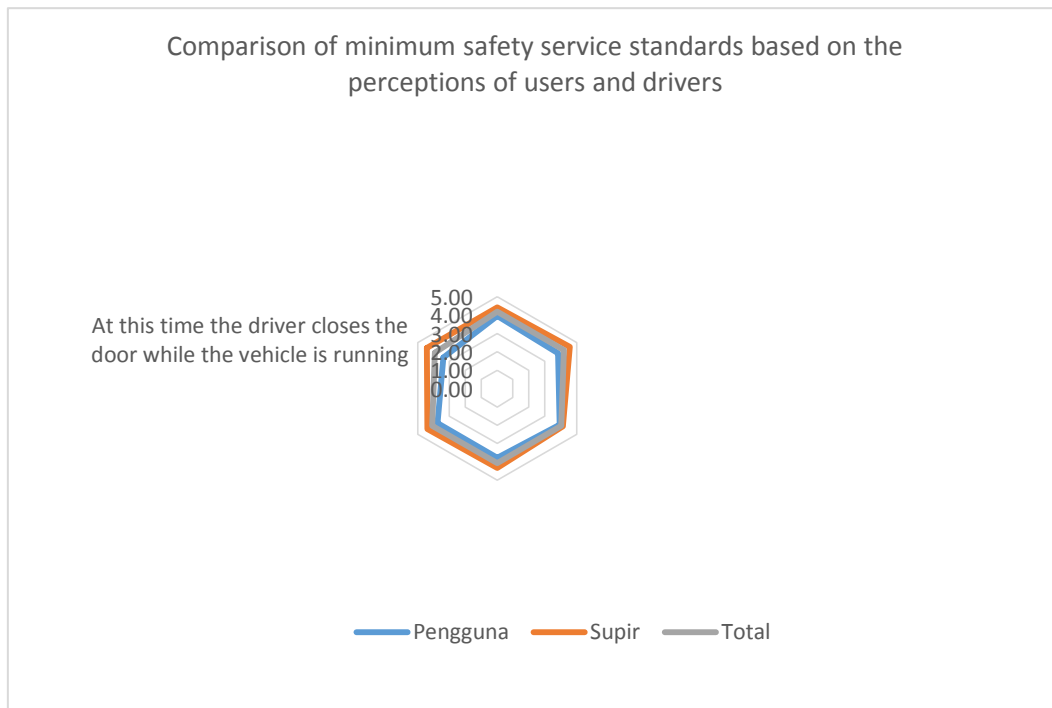


Figure 1. Indicator minimum safety service 1

Safety indicator 1 SPM (Minimum Service Standard) is the first comparison to see the minimum service standard size between the driver and the user side, in from the graph above that which is very different perception when the driver closes the door while the vehicle is running, the rating according to the chart driver shows 4 is good, but vice versa according to the graph user above still shows number 3 is not good. So the diagram above explains that the government still lacks socialization of public transportation drivers when the driver closes the door while the vehicle is moving. So in this indicator the government must socialize with public transportation drivers.

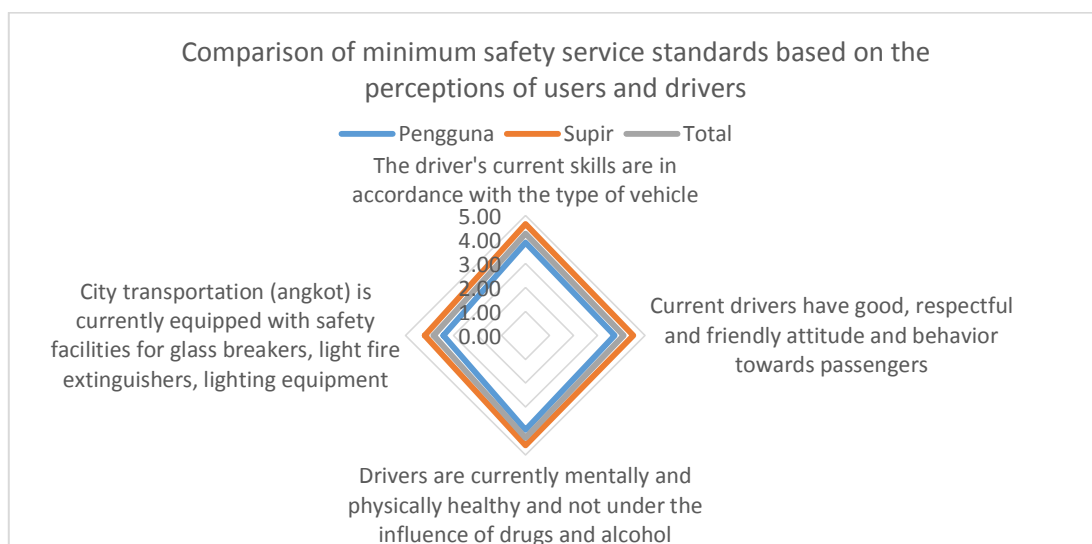


Figure 2: Indicator minimum safety service 2

Safety indicators 2 SPM (Minimum Service Standard) is the second comparison to see the minimum service standard size between the driver and the user side, in this indicator there is a very different perception between drivers and users, seen from the diagram above that which is very different is City transportation (angkot) currently equipped with safety facilities for glass breakers, light fire extinguishers, lighting tools, assessment according to driver diagram above shows number 4 is good, but on the contrary according to user diagram above still shows number 3 is not good.

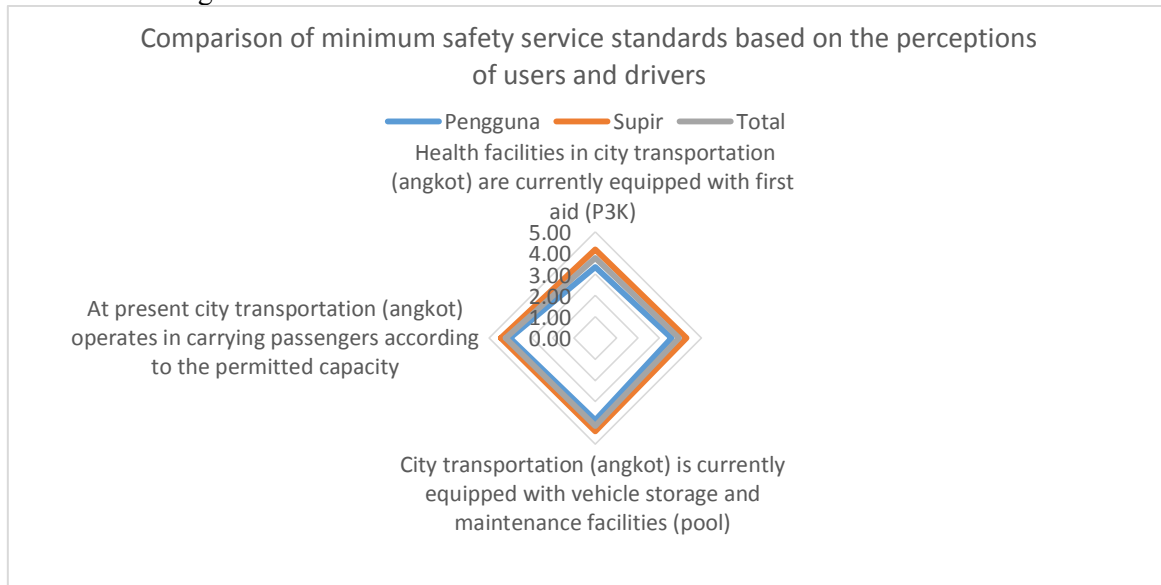


Figure 3. Indicator minimum safety service 3

Safety indicator 3 SPM (Minimum Service Standard) is the third comparison to see the minimum service standard size between the driver and the user side, In the graph above, that the indicators of health facilities in city transportation (angkot) are currently equipped with first aid for accidents (P3K), there is a considerable comparison between the driver and the user. According to the assessment, the driver of this indicator has a value of 4. However, according to the assessment of the user, this indicator is worth 3. So the government still has to socialize about the indicator to be improved.

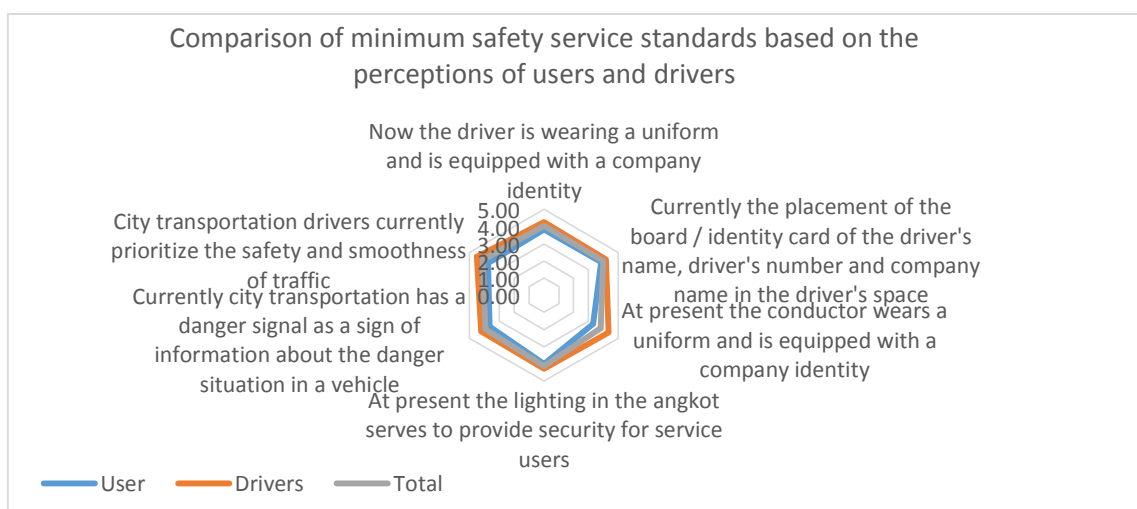


Figure 4. Minimum safety service standards

It can be seen from the graph above, that each of the above indicators explains the perceptions of the driver and user, for example indicators that describe uniforms and are equipped with identities, which explains that according to drivers or drivers, they have worn well-attested uniforms and uniforms from the graph point is 4 which means good, but on the contrary, the user feels that the driver has not been wearing uniforms and is equipped with an identity which is stated in the graph above which shows number 3 which is not good. So in this indicator, the perception between the driver and the user has a difference where the difference must be anticipated by the government by holding more socialization to the driver so that the community's view of uniformity and identity cards can improve.

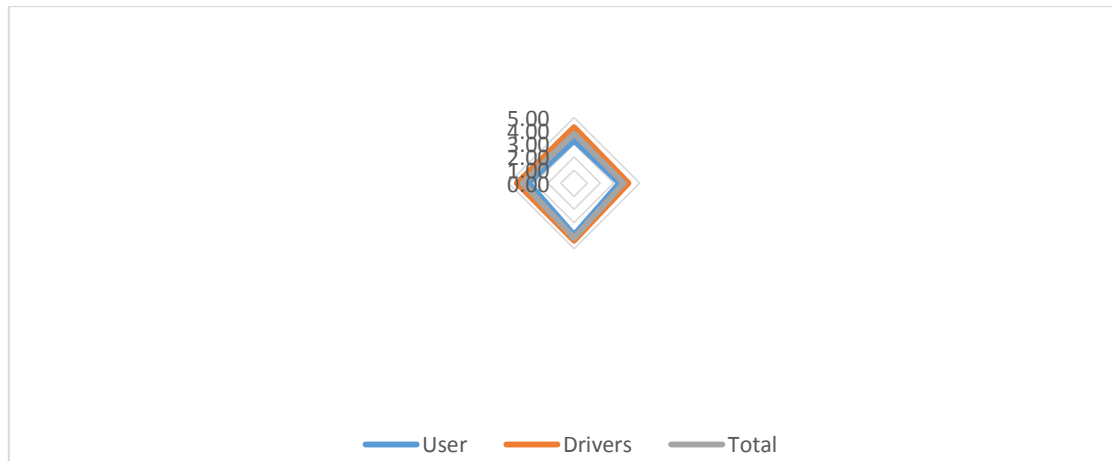


Figure 5. Indicator comfort and reach

The above graph shows the dimensions of comfort and affordability based on the perceptions of users and drivers. In this graph there are indicators in the form of city transportation (angkot) currently equipped with room temperature regulating facilities. In this graph the comparison of perceptions between users and drivers is very far, the assessment of this indicator according to users the value of this indicator 3 is not good, but according to the driver the value of indicator 4 is good. So regarding this indicator the government still has to conduct socialization of drivers so that the quality of public transportation increases.

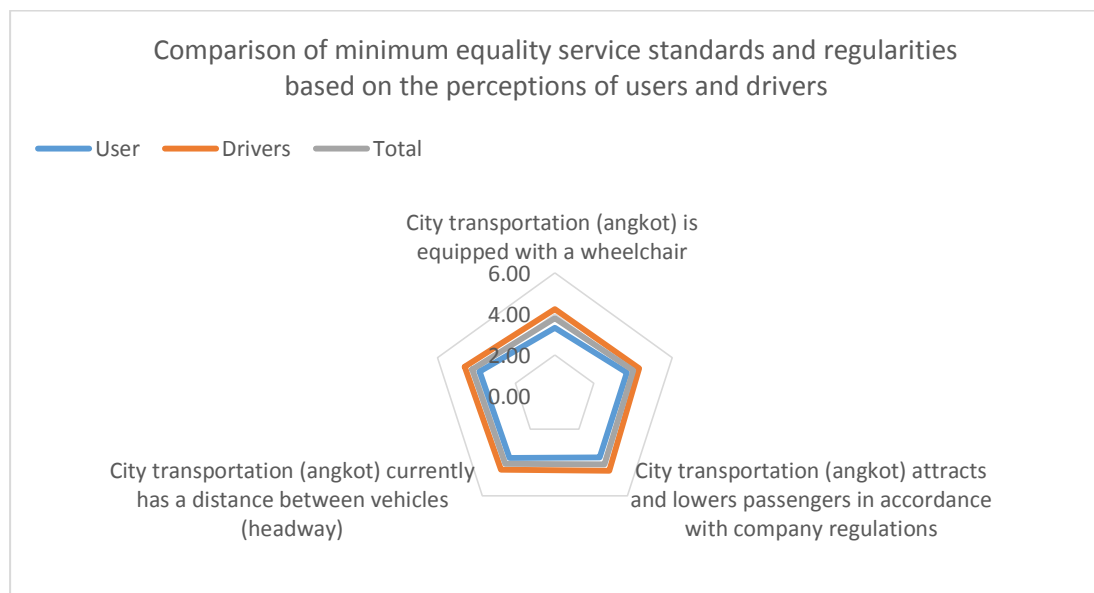
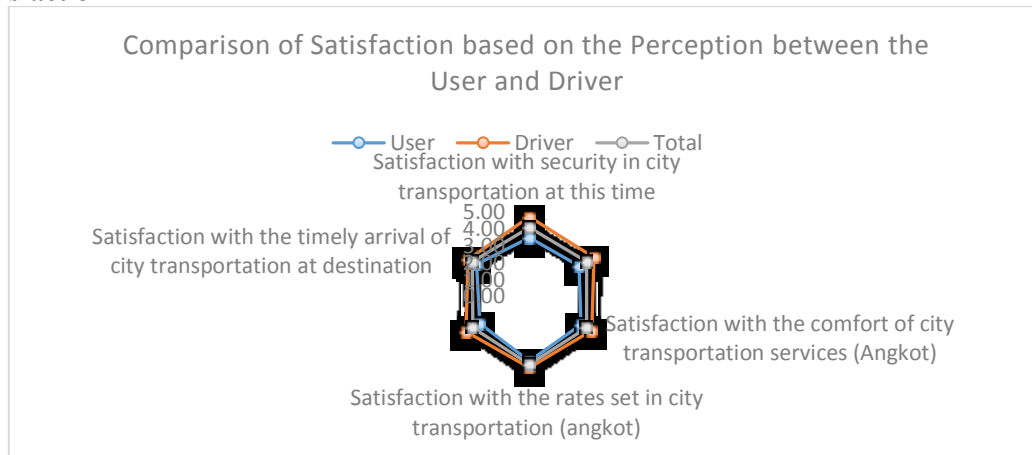


Figure 6. Indicator equality and orderlines

The graph above shows the dimensions of equality and order based on the perceptions of users and drivers. In this chart there are indicators in the form of city transportation (angkot) equipped with wheelchair seats. In this indicator the difference between the driver and the user is very far, according to the user the value of this indicator is worth less, but according to the driver the value of this indicator has a value of 4 which is good. So regarding this indicator to anticipate, the government is conducting socialization with drivers to improve the quality of public transportation SPM services.

Satisfaction



The satisfaction dimension has different perceptions of indicators, the different graphs above the most visible is Satisfaction with security in urban transportation at this time, according to the user indicators Satisfaction with security in urban transport is currently not good 3 but vice versa according to the driver Satisfaction with security in urban transport today good 4. So the government still has to evaluate or socialize about security in public transportation in order to increase the quality of public transportation in Jakarta.

4. Conclusion

Based on the results of the research the influence of the quality of Jakarta city angkot services on passenger satisfaction (Case study: Minimum Service standards) there are still shortages of Minimum Service Standards on angkot in the form of uniform conductors, closing doors during walking, glass breaker, first aid accident, less headway regular. The advantages of angkot possessing a large enough fleet, having a pool, transporting it according to carrying capacity, driving drives in a healthy mental state without any alcohol or drugs.

5. References

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