

STUDY ORIGIN OF TRAVEL DESTINATION TRANSPORTATION USERS GENERAL JABODETABEK

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Abstract: Public transportation planning needs to know the origin and destination of the trip of prospective passengers of the transportation. In transportation planning is required Survey Origin Survey objectives that we can do is a survey of travel patterns by studying the origin and destination of travel used as the main source of information in the transportation planning process. This research method uses quantifiable and crosstab approach strategy and in answering the problem of penelitian survey data collection method using questionnaires. The survey was conducted to public transportation users in Jabodetabek. The purpose to be proven is to know and analyze the origin and purpose of travel in Jabodetabek and also to know the potential level of public transportation users in Jabodetabek.

Keywords: Ordinary-Destination, Public Transport, Brand Image, Service Quality, Loyalty

Introduction

Transportation is a very important facility because it helps our daily activities (Karsasih, 2018) (A et al., 2020). with transportation, human activities can be helped and can be more productive and effective and efficient in their daily activities. especially with public transportation that opens opportunities for people to be able to travel easily, cheaply and of course can go to various places. In order to plan public transportation need to know the origin and destination of the trip of prospective passengers of the transportation. Jika has been informed of the origin of the destination then we will be able to plan what mode of transportation will be used so that it will facilitate the development of every development and create a new

route so that transportation will not be quiet passengers because we already know the majors node 1 other full of passengers, therefore the transportationsportasi will always be crowded passengers at the time of departureand return. Examples of incorrect public transportation planning for example (Fitria, 2013) transportation that does not conduct a survey of destination origin,destination survey origin and destination (Jalan &Jaya, 2003) is to get movement from one location to another. And therefore if the transportation conducts a survey of the origin of the destination then we will know the early departure until the end of the passenger's destination and if the transit passenger we know the passenger transit diterminal or stored close to other modes and that's the pattern of travel.

In transportation planning is required Survey Origin Survey objectives that we can do is a survey of travel patterns by studying the origin and destination of travel used as the main source of information in the transportation planning process. The results of this survey can be a benchmark in the planning of sistem transportation of an area. To conduct surveys of origin of the purpose we can disseminate questionnaires and manage the data of recommended or frequently observed questions

usually is: the number of passengers, the origin of each passenger's destination, the purpose of travel and how long the journey time to the destination of the passenger. From the data that we obtained this survey, it can be determined what kind of transportation system is needed and more efficient and effective in accommodating the needs of the community. But in transportation planning does not merely make the data from this survey as the main guideline. There are still several other things that need to be considered in determining the transportation system for an area. So during

this pandemic we do not know their travel patterns whether he is at home or moving in a private vehicle or using public transportation we do not know, then we will conduct a survey of the origin and destination. And sehingga in the absence of a matrix of origin of the destination then in planning transportation is not feasible so there needs to be a study of the origin of the purpose of travel users of public transportation jabodetabek.

Brand Image according to Kotler and Keller (2009:406) (Iswanto, 2016) is a number of beliefs, ideas, and impressions held by a person about an object. According to keller (2012: 768) (Jenggawah et al., 2010) defines the brand image "Preception and belielfs held by concumers. The U.S. reflected in the associations held in consumers" memory. As a set of perceptions and trusts that customers have towards a brand reflected through the associations that exist in the customer's memory. According to (David, 2018) the first research conducted by Wendha and Suasana (2013) which showed that customer satisfaction has a positive and significant effecton customerloyalty, and according to Yuliarmi and Riyasa (2007) (Nafisa Choirul Mar'ati, 2012) stated that "customer satisfaction is a function of the difference between the resulting performance and expectations that have been compared to its performance" And Loyalty According to Tjiptono and Chandra, 2012 (Aprilla &Amalia, 2019) customer loyalty is the customer's commitment to a brand, based on a very positive attitude and reflected in a consistent repurchase. Mowen and Minor (1998) (Mardalis, 2005) define loyalty as a condition where a customer has a positive attitude towards what he or she uses and is committed to the brand, and intends to continue his purchase in the future. and it is also explained that loyalty means faithfulness, so loyalty is defined as loyalty that arises without coercion, but arises from self-awareness. According to Hermawan

(2003:126), (Dalam Hurriyati, 2010, p. 126) (Ii & Customer, 2005) loyalty is a manifestation of the fundamental human need to own, support, gain a sense of security and build attachment and create emotional attachment.

Method

In this study, researchers used quantifiable and crosstab approach strategies and in answering research problems of survey data collection methods using questionnaires. The survey was conducted to public transportation users in Jabodetabek. After the survey and obtained data from 245 respondents. And from the data is done data processing and analysis using crosstab. Crosstabs are used to find out the origin and destination of Transportation users.

Discussion and Result

This research has several purposes that want to be proven, the first goal is to know and analyze the origin and destination of travel in Jabodetabek. The second goal is to know the potential level of public transportation users in Jabodetabek. The third goal is to know the Brand image, loyalty and customer satisfaction on Public Transport.

A. Respondent Profile

Characteristics of respondents are needed in this study to know the characteristics or background of respondents who can be used as input to explain the results obtained from the study. Therefore, in this study, respondents analyzed data based on gender, occupation, and monthly income or money. Here are the characteristics of respondents in this study (Yogi Adhitya Pratama & Egi Arvian Firmansyah, n.d.) :

Respondent Profile by Gender		
Gender	Frequency	Percentage
Man	37	32,7
Woman	76	67,3
Total (n)	113	100,0

Based on the table above with (n) a sample of 113 respondents of Female General Transportation Users as much as 67.3% and the remaining male gender as much as 32.7%. This data shows that among passengers more are done by Women. Then the profile of respondents based on the last education showed that the most respondents were from S1 as much as 57.5% followed by high school / equivalent as much as 28.3% While the profile of respondents based on employment status showed that there are 52% of Private Employees who use public transportation then public servants 24%, followed by Students / Students as much as 18%. Others who use public transportation followed by Teachers / lecturers and Entrepreneurship 6.0% , BUMN and Housewife 3.0% and TNI. Police 1.0%. Respondent profile based on income obtained 43.3% income Rp.5000.000 – Rp.10.000.000 and 36.3% income Rp.1000.000- Rp.5000.000 and 10.6% income above Rp.10.000.000

	West Jakarta	Central Jakarta	South Jakarta	East Jakarta	Regency of Bekasi	Regency of Bogor	City of Bekasi	Bogor City	City of Depok	Tangerang City	Other	Total
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Origin of Travel	West Jakarta	0.88	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77
	Central Jakarta	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88
	South Jakarta	0.00	0.00	3.54	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.88	5.31
	East Jakarta	2.65	10.62	7.96	7.08	2.65	0.00	0.88	1.77	1.77	0.88	2.65	38.94
	Regency of Bekasi	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.88	0.00	0.00	1.77
	Regency of Bogor	0.88	1.77	0.88	1.77	0.88	0.88	0.00	0.00	0.00	0.00	0.00	7.08
	City of Bekasi	0.88	9.73	8.85	6.19	0.00	0.00	0.00	0.00	0.00	0.00	0.88	26.55
	Bogor City	0.88	0.00	1.77	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.54
	City of Depok	0.00	1.77	2.65	0.00	0.88	0.00	0.00	2.65	0.00	0.00	0.00	7.96
	Tangerang City	0.00	0.88	0.00	1.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.65
	Other	0.88	0.88	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	3.54
Total		7.08	26.55	27.43	17.70	5.31	0.88	0.88	4.42	3.54	0.88	5.31	100.00

Table 1.1 Crosstab Origin and Destination of Travel(deep %)

Based on the table above, indicates that the origin of the most travel destination comes from the city Bekasi to Central Jakarta with a percentage of 9,7%. This is because, the majority of the people of Bekasi city do more activities in the city of travel destination and most of them work outside the city of Bekasi itself. Along with East Jakarta to Central Jakarta with a percentage of 10.6%, this indicates that most people do activities outside the home city of the trip itself.

Brand Image, Loyalty and Customer Satisfaction of Transportation

One that affects the use of public transportation is Brand Image. Some factors that affect the use of public transportation include , Brand Image, Customer Satisfaction, and Customer Loyalty. Brand image seen from 3 indicators that the first was found that (40.7%) respondents agree the general transportation they usually use is better than other public transportation, the second indicator (46.1%) respondents agreed with public transportation that is commonly used to have competitive services and facilities and the third there (50.9%) respondents approved public transportation commonly used has an interesting characteristic. Based on the precept of respondents feel that public transportation used today is better than other public transportation, furthermore, the usual transportation has more kompotitif so that respondents prefer to use public transportation.

Some of the factors that affect the use of public transportation are loyalty. Loyalty is seen from 3 indicators that (35.4%) respondents always tell positive things about public transportation used, and the second (48.6%) respondents always advise others to use public transportation they usually use and the third (55.7%) respondents always use the public transportation they usually use despite many other transportation options. Bbased on the precept of respondents feel strongly agreed with the 3 indicators above regarding customer loyalty.

Customer satisfaction with public transport is seen from several indicators, the first (78.7%) respondents said that the public transportation fares they usually use are very affordable, secondly (54%) respondents agreed that the Transportation services they use have good facilities and quality. and a third (46%) respondents are very satisfied with the quality of services provided

by the public transportation they use, and (58.4%) almost all respondents feel proud and very confident using the public transportation they use.

Conclusion

Based on the results of the data processed Travel Destination Origin from the survey that has been conducted to users of Public Transportation in Jabodetabek. After the survey and obtained data from 245 respondents. And from the data is done data processing and analysis using crosstab. Crosstabs are used to determine the origin and destination of Transportation users. On table, shows that the origin of the most travel destinations comes from the city of Bekasi to Central Jakarta with a percentage of 9.7%. This is because, the majority of the people of Bekasi city do more activities in the destination city and most of them work outside the city of Bekasi itself. Along with East Jakarta to Central Jakarta with a percentage of 10.6%, this indicates that most people do activities outside the home city of the trip itself.

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