

**SYSTEMATIC LITERATURE REVIEW:
DETERMINANTS OF TRANSPORTATION PASSENGER
PREFERENCES INTER-CITY INTER-PROVINCE ON
JAVA ISLAND**

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Abstract: This research aims to find and analyze determinant factors that can explain variations in their influence on passenger preferences for inter-city transportation between provinces on the island of Java. This research uses literature studies by analyzing various research results from well-accredited research journals (Scopus, Emeraldinsigh, Springers, Taylor & Francais and Sage). The number of journal citations used was 1,500 journal titles with passenger preference keywords. The analysis technique used in this research uses the systematic literature review method. The research results obtained by previous researchers used several variables to analyze their ability to influence passenger preference variables, including product innovation, service quality, passenger satisfaction, passenger loyalty and there are also previous researchers who used land transportation policy implementation variables and their impact on passengers' preferences for using public transportation. (Inter-City Inter-Provincial/AKAP).

Keywords: *passenger preferences, systematic literature review.*

1. Introduction

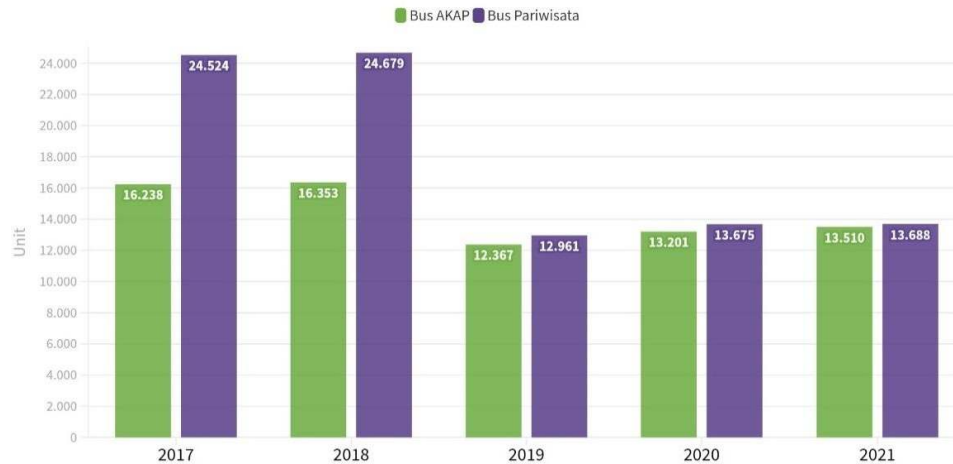
Consumer preferences are formed from passengers' perceptions of the products and services they receive from land transportation service providers because perceptions that are embedded in consumers' minds will become preferences (Kotler & Armstrong, 2018; Case & Fair, 2007). Consumer preference theory examines the trade-offs faced by each consumer in their role as consumers. Tasman (2010), in consumer choice theory states how to respond to changes in their environment. By knowing preferences and data collection limitations, consumers choose to purchase the combination of goods and services that can maximize their satisfaction.

Organizational strategy focuses resources to achieve desired results, strategy drives organizational practices and decisions related to allocating resources to seek niches or business opportunities, (Balodi, 2014), as well as to achieve superior performance, (Spyropoulou, Katsikeas & Skarmas, 2018). Competitive advantage is obtained when a company adds value to customers not only related to production costs but also capabilities related to market solutions that competitors cannot provide. This capability also encourages the company's business growth (Porter, 1990, Tsai, 2013, Goksoy & Vayvay & Ergeneli, 2013).

Another strategy refers to product and service differentiation, namely the ability to offer superior and quality final value products or services to passengers regarding product quality, special features, service quality and/or other supporting services, (Balodi, 2014). These sources are indirectly embedded in competitive processes that imply the creation of long-term sustainable and competitive advantages, (Porter, 1985, Nuryakin, 2018, Rua, 2018).

Companies providing inter-provincial transportation services in Indonesia are now one of the things being monitored because buses are a means of transportation that people need when traveling long distances between provinces. Thus, the quality of buses and the level of bus safety have recently declined due to accidents that often occur every year. This makes some people more vigilant in choosing a vehicle that is suitable for traveling. Seeing this phenomenon, autobus industry companies are starting to move to increase passenger satisfaction through continuous improvements in the quality of services needed by the community and can lead to passenger satisfaction behavior towards the company. When satisfaction is achieved, loyalty

will be formed, this indicates the company has good competitiveness compared to its competitors (Halpern & Deodat, 2021).



Source: Ministry of Transportation of the Republic of Indonesia, 2022.

Graph 1. Number of AKAP and Tourism Buses in Indonesia

Based on Graph 1 above, it can be explained that referring to data released by the Ministry of Transportation (Kemenhub), it is known that there were 13,510 AKAP (Inter-City Inter-Provincial) buses in Indonesia in 2021. In the last three years the number of AKAP buses has decreased drastically during the Covid-19 pandemic. 19 since November 2019. Furthermore, the Ministry of Transportation noted that there are a total of 5,349 bus companies in Indonesia. This number consists of bus companies AKAP, AJAP, tourism, rental transportation, heavy equipment transportation and transportation of hazardous and toxic materials (B3). National Police Traffic Corps Electronic Registration Identification (ERI) data shows that there are 212,818 buses registered and operating in Indonesia, Central Java province being the largest with 33,893 buses.

2. Research Problems

There are many variables that can explain variations in their influence on passenger preference variables who choose public transportation modes. However, the problem is which variables can explain significantly and dominantly in explaining variations in their influence on passenger preference variables. Various previous researchers have carried out tests in research using several variables that are considered relevant and theoretically show that there is a relationship between the influencing variables and the variables that are influenced, in this case the variable preferences of passengers who choose public transportation modes. Problems arise when research finds several gaps in research results between one previous researcher and another, even though they have used the same variables, both show different results, such as on the one hand the variables used show that the results have a significant influence on passenger preferences, but there are also researchers. which shows the opposite result (there is no significant influence between the two). The gap in other research results that was found was that some studies showed a positive direction of influence, but other researchers showed a negative direction of influence.

3. Theory/Model/Framework

Passenger preferences are perceptions that are embedded in a passenger's mind which then become their preferences in influencing their behavior and purchasing decisions to maximize their satisfaction. A series of choices or opportunism is a series of choices that are defined, (Widyaningsih, 2009; Miller & Meiners, 2000) and limited by budget constraints or constraints, (Case and Fair, 2007). This preference is formed from consumer perceptions of a

product (Kotler & Armstrong, 2018; Tasman, 2010). Pratikno (2006) and Pyndick & Rubinfeld, (2009), limit the word perception as attention to messages that lead to understanding and memory.

Passenger preferences can also be interpreted as preferences, choices or things that consumers like. A series of choices or opportunism is a series of choices that are defined and limited by budget constraints or constraints, (Case and Fair, 2007). This preference is formed from consumer perceptions of a product. Pratikno (2006), limits the word perception as attention to messages that lead to understanding and memory. Kotler & Keller (2018), say that perceptions that have settled and stuck in consumers' minds will become preferences, this indicates that perception is more important than reality, because perception is what will influence consumers' actual behavior. Passenger preference theory examines the trade-offs faced by each passenger in their role as consumers. Tasman (2010), in consumer choice theory states how to respond to changes in their environment. By knowing preferences and income limitations, consumers choose to buy the combination of goods that maximizes their satisfaction.

4. Methodology

This research uses a literature study method, namely a series of activities relating to methods of collecting library data, reading and taking notes as well as processing previous and relevant research materials (Zed, 2008). The approach used in this research uses Systematic Literature Review (SLR). This approach is a process used to identify, assess and interpret all available previous research evidence with the aim of providing answers to specific research questions (Kitchenham et al, 2009). In principle, the SLR analysis approach is a research method that summarizes the results of primary research to present more comprehensive and balanced facts and is systematically carried out through several stages including planning, conducting and reporting. The aim of using this approach is to answer questions in a specific, relevant and focused manner where this approach seeks research results, reduces bias from reviews, synthesizes results, identifies gaps from previous research results.

5. Data Collection Tool

Researchers used citations from international journals in good categories such as journals from Scopus Link, Emeraldinsigh, Springer, Sage and Taylor & Français using 1,500 research journals that were considered relevant to the issues discussed. The categorization of the selected data includes using passenger preference keywords, previous research journals in the 2019-2023 interval, open access journals and management research groups, especially transportation management and transportation policy. After the research journal citations were obtained, the researcher combined them in the form of a RIS file type so that they could be read and processed by VOSviewer statistical software, where in this research the researcher used version 1.6.71.

6. Analysis

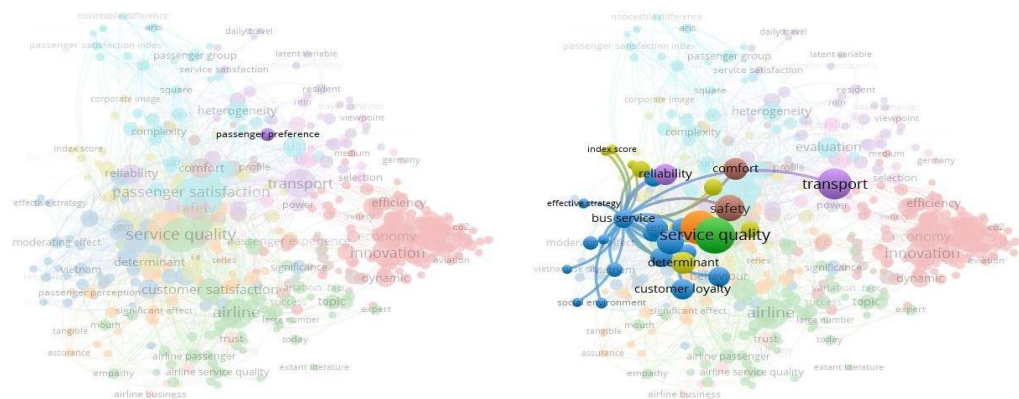
Below are presented the results of a systematic literature review sourced from the Scopus journal link using 1,000 citations with research titles that are relevant to research issues regarding determinant factors that influence the preferences of passengers using bus transportation modes. Based on a literature search with the help of the statistical application software VOSviewer version 1.6.17 using several keywords.



Source: VosViewer output version 1.6.17, 2023.

Figure 1. Network Visualization of SLR Analysis on Scopus Journal Links

Based on Figure 1, there are several determinant factors that can explain variations in their influence on passenger preferences using bus transportation services, including the most dominant variables in explaining variations in their influence on passenger preferences are product innovation, service quality, passenger satisfaction, passenger loyalty and land transportation policy implementation. . To obtain comprehensive and holistic research results, the researcher describes the research analysis in detail regarding the ability of ecogenic, mediating and moderating variables to explain variations in their influence both directly and indirectly.

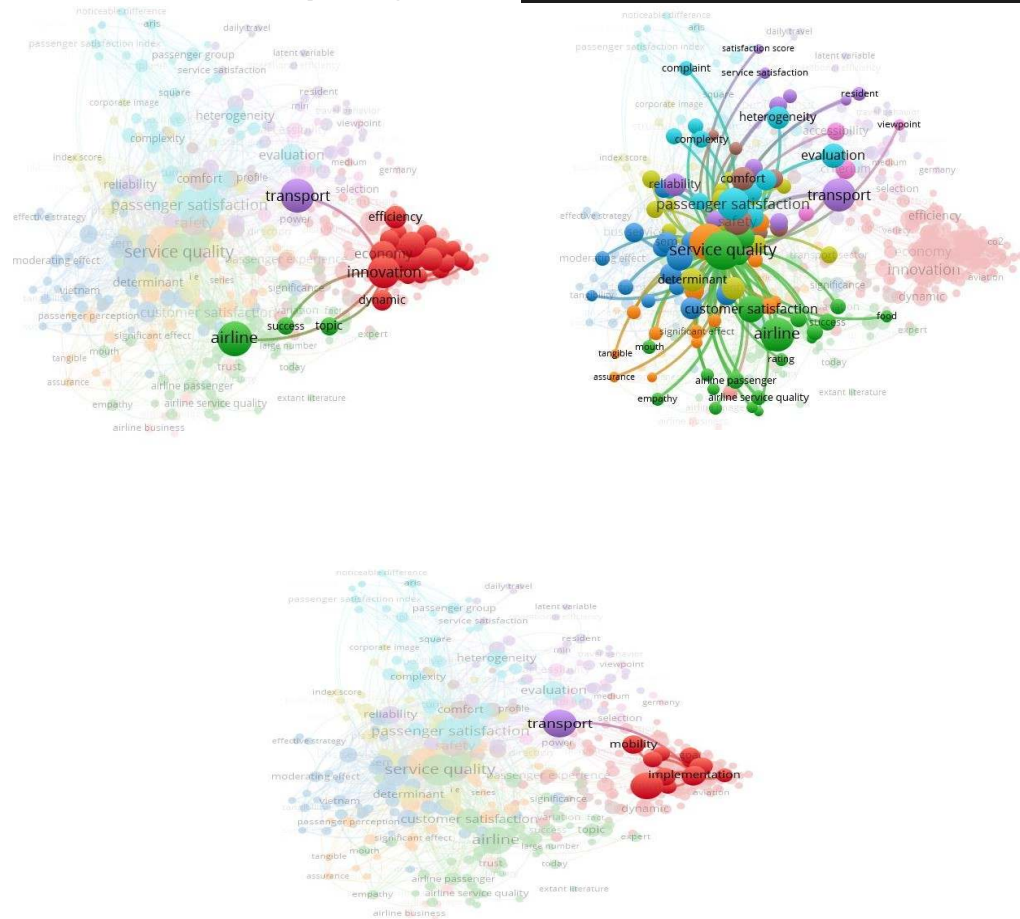


Source: VosViewer output version 1.6.17, 2023.

Figure 2. Network Visualization Preferences (left) and Bus Services (right)

Based on Figure 2 above, it can be explained that issues related to consumer preferences, especially passenger preferences, have rarely been analyzed by previous researchers and have directly confirmed the justification for the novelty of the researchers' research. This can be interpreted to mean that research on consumer behavior is still very wide open for research, even though by understanding consumer behavior comprehensively and holistically,

researchers have the opportunity to get an explanation of how satisfaction and loyalty can be formed based on their perception of the quality of the products and services offered. The focus of previous research was mostly related to issues regarding bus services which lead to service quality and passenger loyalty.



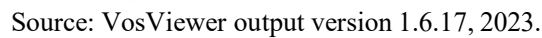
Source: VosViewer output version 1.6.17, 2023.

Figure 3. Network Visualization Variables Product Innovation (left), Service Quality (right) and Land Transportation Policy Implementation (bottom)

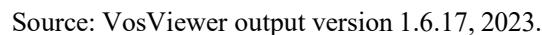
Based on Figure 3 above, it shows that the issue of innovation is still an important issue in improving product quality, however, research on product innovation, especially land transportation (buses), there are still quite a few researchers who are interested in researching it, previous researchers have mostly studied the impacts caused by innovation activities. on transportation in general and aviation transportation specifically. On the other hand, the issue of service quality has been used by many previous researchers in their research and it remains the same, namely the research subject is analyzing the perceptions of passengers using air transportation.

This is a novelty for researchers because there are still not many researchers who analyze service quality in terms of the perceptions of passengers who use land transportation modes, especially buses. Issues related to the implementation of land transportation policies have also

not been widely studied by previous researchers, where the impact of policy implementation is more focused on transportation modes in general and not specifically on the impact on land transportation modes (buses). In general, the similarity is the use of transportation policy implementation issues aimed at regulating the mobility of transportation modes.



Based on Figure 4 above, it can be explained that many previous researchers used the issue of passenger satisfaction and loyalty into their research framework to analyze what determinant factors could explain variations in their influence on these two issues. Service quality is closely related to passenger satisfaction and also has an impact on passenger loyalty. Interestingly, there are several previous researchers who tried to measure passenger satisfaction using index units in their research design, although the index measurement still requires further validity and justification, so that the measurement results can be used by future researchers who are interested in this measurement.



Based on Figure 5 above, it can be explained that the overlay results from 1,000 citations show that researchers who raised the issue of passenger preferences using land transportation modes (buses) in relation to product innovation, service quality and passenger satisfaction, passenger loyalty and implementation of land transportation policies had the most researched in 2019 but this issue has begun to be raised a little by researchers since 2022. This has become a novelty for researchers to carry out research with the latest data and environmental changes related to the above issues by producing comprehensive and holistic research results. Researchers also compared the search analysis of the results of related and relevant systematic literature reviews regarding public service satisfaction from various international journal links, resulting in the following findings.

Table 1. Systematic Literature Review from Various International Journal Links

Research Title	Researcher	Conclusion
Airport service quality and passenger satisfaction: the impact of service failure on the likelihood of promoting an airport online	Halpen & Deodat (2021)	Product innovation influences passenger preferences.
Understanding preferences for night trains and their potential for replacing flights in Europe: the case of Sweden	Curtale, Jorgen & Jonas (2023)	Product innovation influences passenger preferences.
Evaluation of electric vehicle power technologies: integration of technological performance and market preference	Jonathan & Yu-Hua (2022)	Product innovation influences passenger preferences.
Investigating the resources of heterogeneity in passengers' preferences for transit service quality	Gholi, Mohammad & Amir (2022)	Service quality influences passenger preferences.
Cluster analysis for diminishing heterogeneous opinions of service quality public transport passengers	Ona (2014)	Service quality influences passenger preferences.
Air travel choice, online meetings and passenger heterogeneity-an international study on travelers' preferences during a pandemic	Chen (2022)	Service quality influences passenger preferences.
Divergent or identical? Revealed preference modeling of individual and group ARIS passengers' airport arrival behaviors	Jiang (2023)	Passenger satisfaction influences passenger preferences.
Passengers preferences for using emerging modes as first/last mile transport to and from a multimodal hub case study Delft Campus railway station.	Torabi (2022)	Passenger satisfaction influences passenger preferences.
Passanger opinions of the perceived safety and interaction with automated shuttles: a test ride study with hidden safety steward	Nordhoff (2020)	Passenger satisfaction influences passenger preferences.
Modeling loyalty and behavioral change intentions of busway passengers: a case study of Brisbane, Australia	Tao, Jonathan & Iderlina (2017)	Passenger loyalty influences passenger preferences.
Creating a prediction model of passenger preference between low cost and legacy airlines	Mehta (2019)	Passenger loyalty influences passenger preferences.
The impact of product innovation on customer satisfaction and customer loyalty	Pishgar & Samira (2013)	Product innovation influences passenger loyalty.
What passengers really want: assessing the value of rail innovation to improve experiences	Oliveira, Claudia, Stewart & Rebecca (2019)	Product innovation influences passenger loyalty.
Key drivers of airline loyalty	Dolnicar, Klaus, Bettina & Anna (2011)	Product innovation and service quality partially influence passenger loyalty.

How quality, value and satisfaction create passenger loyalty: an empirical study on Indonesia bus rapid transit passengers	Hussein & Raditha (2014)	Product innovation influences passenger loyalty.
Antecedents of customer loyalty in domestic airlines with full service	Mandagi (2015)	Product innovation influences passenger loyalty.
The effect of customer satisfaction mediation for the relationship between service quality and customer loyalty	Flores, Estanislau & Manuel (2020)	Service quality and passenger satisfaction partially influence passenger loyalty.
Modeling loyalty and behavioral change intentions of busway passengers: a case study of Brisbane, Australia	Tao, Jonathan & Iderlina (2017)	Service quality influences passenger loyalty.
Investigating the resources of heterogeneity in passengers' preferences for transit service quality	Gholi, Mohammad & Amir (2022)	Service quality and passenger satisfaction partially influence passenger loyalty.
Analysis of the effect of service quality on customer loyalty through commitment service quality: study in rest area 65A and 65B Jasa Marga Kualanamu Tol	Putranti, Dedi & Tri (2023)	Service quality influences passenger loyalty.
The impact of service quality on passenger loyalty through the mediating role of relationship quality: evidence from domestic flights of Vietnamese low-cost airlines	Giao, Bui & Hasanuzzaman (2021)	Service quality influences passenger loyalty.
Influence of customer satisfaction and customer loyalty on firm performance in Iran	Nazari, Abozar & Tahmoores (2013)	Passenger satisfaction influences passenger loyalty.
Recommend or not? the influence of emotions on passengers' intention of airline recommendations during covid-19	Wang, Jie, Liang & Yi (2023)	Passenger satisfaction influences passenger loyalty.
The impact of service quality on passenger satisfaction and loyalty in the Indian Aviation Industry	Walia, Dharminder & Amit (2021)	Service quality and passenger satisfaction partially influence passenger loyalty.
The effect of airline service quality and passenger satisfaction on passenger loyalty in the airline industry	Yas, Khalil, Ahmad & Abbas (2021)	Service quality and passenger satisfaction partially influence passenger loyalty.
Passenger satisfaction towards metro infrastructures, facilities and services	Saw, Dilum, Fazilatulaili & Thusal (2020)	Passenger satisfaction influences passenger loyalty.
Assessing passenger preferences for bus rapid transit characteristics: a discrete choice experiment among current and potential Dutch passengers	Borsje (2023)	Implementation of land transportation policies influences passenger loyalty.
High-speed rail services for elderly passengers: ticket-booking patterns and policy implications	Xie (2022)	Implementation of land transportation policies influences passenger loyalty.
Pilot survey of passengers' preferences in mobility as a service (MaaS) scenarios: a case study	Musolino (2023)	Implementation of land transportation policies influences passenger loyalty.

The influence of logistics innovations on management of freight-transportation processes	Ziyadin, Malayey, Yergobek & Nurlanova (2020)	Product innovation influences the implementation of land transportation policies.
Innovations in local public transport-significant for the local community	Hrabi & Aldona (2018)	Product innovation influences the implementation of land transportation policies.
Predicting the effects of logistics innovations on freight systems: directions for research	Tavasszy (2020)	Product innovation influences the implementation of land transportation policies.
The role of stakeholders in public transportation services based on information technology	Ahmad (2020)	Product innovation influences the implementation of land transportation policies.
Challenge to diffuse eco-innovation in the Brazilian transportation sector	Pinsky & Isak (2020)	Product innovation influences the implementation of land transportation policies.
Toward human-centric urban infrastructure: text mining for social media data to identify the public perception of covid-19 policy in transportation hubs	Park, Evan, Donghwan & Richard (2022)	Service quality influences the implementation of land transportation policies.
Price, service quality and trust on online transportation towards customer satisfaction	Pasharibu, Eristia & Stefianus (2018)	Service quality influences the implementation of land transportation policies.
Service quality in public transport services of the provincial intercity transportation (AKDP) in East Java Indonesia	Jonah & Sukesi (2018)	Service quality influences the implementation of land transportation policies.
Opportunity of implementing Buy the Service (BTS) subsidies for Bus Rapid Transit (BRT) to improve the quality of public transport services in Padang Panjang City	Masbiran, Elsa, Syapta & Tania (2022)	Service quality influences the implementation of land transportation policies.
How transportation service quality drives public attitude and image of a sustainable city: satisfaction as a mediator and involvement as a moderator	Chen, Chin-Lin & Mu-Ming (2019)	Service quality influences the implementation of land transportation policies.



Source: NVivo 12 Plus data output, 2023.

Figure 6. Query Analysis in Previous Research Journals

Based on Figure 6 above, it is known that the use of previous research journal references used in this research is in accordance with the issues raised, namely the issue of passenger preferences for land transportation modes (AKAP buses) and their relationship to the variables of product innovation, service quality, passenger satisfaction and loyalty as well as implementation of land transportation policies. Thus, it can be interpreted that in terms of document testing, researchers have used previous research journal references that are relevant to the issue raised, namely mapping what determinant factors can explain variations in their influence on passenger preferences for land transportation modes (AKAP buses). Thus, referring to various previous journal reference sources, it can be concluded that the use of product innovation variables, service quality, passenger satisfaction and loyalty as well as the implementation of land transportation policies can be used as determining factors to explain variations in their influence, both direct and indirect.

7. Key Finding

The results of the analysis using the SLR approach show that there are several variables used by previous researchers related to variables that can explain variations in their influence on passenger preference variables using land transportation modes or public transportation modes, including product innovation, service quality, passenger satisfaction, passenger loyalty and variables related to policy implementation regarding the use of land transportation.

8. Conclusion

The research results obtained are that the SLR approach can synthesize the results of previous researchers and link them with key words for research variables which are thought to have the ability to explain variations in their influence on passenger preference variables using public transportation modes. The findings obtained by the variables product innovation, service quality, passenger satisfaction, passenger loyalty and implementation of land transportation policies can explain the variations in their influence on passengers' preferences in choosing land transportation modes that suit their needs and product and service information before deciding on the choice. public transportation mode products or services.

The implications of the results of this research include two theoretical and managerial aspects. Theoretical implications relate to theories of product innovation, service quality, passenger satisfaction, passenger loyalty, land transportation policy implementation and passenger preferences from experts where the theoretical implications provide an overview of the references used in research, both problem reference theory, modeling, results and research agenda previous. Meanwhile, managerial implications relate to policies that can be linked to the findings produced in research where managerial implementation provides practical

contributions to management, especially increasing passenger preferences in companies operating in the land transportation sector, especially companies providing transportation services for AKAP bus fleets spread across the island. Java.

9. Recommendations

Several research variables such as product innovation, service quality, passenger satisfaction, passenger loyalty and implementation of land transportation policies can be used to measure and analyze their influence on passenger preference variables in choosing land public transportation modes that suit their needs. Several previous research results show the variables above as the most dominant variables in explaining variations in their influence on passenger preference variables. Of the several variables proposed above, researchers who are interested in analyzing the issue of passenger preferences can use them as independent, mediating or moderating variables in their research design.

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