

Service Quality Attributes for Public Transportation in Indonesian Cities

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Abstract: Many developing cities are trying to improve their public transportation systems. Thus, study into the characteristics of each city's public transport services is needed. The motive of this study is to elaborate the specific characteristics of service quality in public transport for three Indonesian cities, i.e. Jakarta, Bandung, and Yogyakarta. The objective is to compare the importance of service quality attributes in these three cities. Study results show that each attribute is perceived as having a different level of importance. Comparisons among cities for each attribute show that six out of 15 attributes are significantly perceived as different. Further analysis shows that these cities have similarities as well as differences. Each city's users are unique, implying that the existing generalized approach for all cities in a big country like Indonesia is doubtful. A unique approach which accounts for each city's specific characteristics seems more rational.

Keywords: Service Quality, Attribute, Public Transport, Developing Cities

1. INTRODUCTION

Transportation problems have occurred in almost all major cities in Indonesia, such as Jakarta, Bandung, and Yogyakarta. One approach that is believed can overcome the problems in urban areas is the implementation of a strong public transport system, which is also recommended as a way to achieve sustainable transportation (SUTP, 2009). Additionally, many experts have suggested that appropriate approaches in managing the demand of transport will lead to success (VTPI, 2009).

At present, there is much concern over the quality and quantity of public transportation in various cities in Indonesia to support economic development and commuting needs. On one side, the rapid motorization, along with economic development, intensifies the competition between private autos and mass transit. On the other side, poor service and insufficient quantity of public transportation due to weak management and the financial burden of public transportation discourages the use of public transport (Susilo et al., 2007).

Many big cities in Indonesia have been trying to improve their public transportation system, such as DKI Jakarta with the implementation of BRT, which is known as TransJakarta Busway, since 2004, and the planning of monorails and LRT. Yogyakarta has implemented TransJogja busway since 2008, while Bandung has implemented Trans Metro Bandung since 2009. In addition to implementing new transit systems, various cities are trying to organize their public transportation operation systems in many ways.

These initiatives are a positive sign for the improvement of public transportation. However, it is also necessary to consider the local situation and the market demand to achieve sustainable transportation. Adequate knowledge of the market determines success in this field