

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Transport or transportation is the movement of people and goods from one location to another. A transportation is the solution of displacements of individuals and goods in both time and space. Transportation create time utility as well as place utility. Transportation is performed by modes such as air, rail road, water ,cable, and space.

Transportation as a public service has an important role in the people society, but in fact, most of public transportation companies in Indonesia only care about the service as an output. It means that the purpose of their activities are simply for transporting somebody or providing a transportation capacities and do not care about the customer needs and oriented.

In this situation will be occur many problems such as queuing time for ticket, waiting time, punctuality on time departure and on time arrival, fleet capacity, physical condition on the fleet, services provided by service personnel, safety information passangers, readiness of staff to help passangers, cleanliness, convenient station, security on board, availability of media of suggestion and complaint, unfriendly service personnel, invormation availability, availability of trash bin on board and off board, and appearance service personel.

Railway is one of public transportation mode of land in Indonesia. They are very old and have importatnt phenomenon in the transport system. Railway as a mass public transportation mode have a unique characteristic. It can carry

passangers in the amount of mass at relatively less expensive cost. It also efficient on energy, land saving, high safety level, enviromentally friendly, comfortable, adaptive to technology development and free from traffic jam. Those characteristic makes railway become a primary public transportation. In Indonesia, railways cover about 3,362 km in Java and 1,324 km in Sumatra with only 10% of this being double track railway. This is the one railway company in Indonesia, state owned by PT. Kereta Api Indonesia.

Today, PT. KAI has four Divisi Regional that consist on : Divisi Regional I in North Sumatra and Aceh, Divisi Regional II in West Sumatra, Divisi Regional III in Palembang, and Divisi Regional IV in Tanjungkarang.

In order to improve the airport facilities and infrastructure, Divisi Regional II with Minangkabau International Airport conducts various developments in term of land and air side. One of them is the development on land side, which is by making the Minangkabau International Airport Express or also known as Minangkabau Express.

Minangkabau Express is an airport rail link service in West Sumatra, Indonesia. This line was build to cut travel time from Padang to the Minangkabau Internasional Airport.

Minangkabau Exprees is the third airport express in Indonesia. The first is the Kualanamu International Airport Express in North Sumatra, and the second is the Soekarno-Hatta International Airport Express in Banten. The existence of the airport express is expected to reduce the traffic jam in urban areas.

Minangkabau Express has been operating since May 1, 2018 and began to be inaugurated on May 21 2018, the inauguration was carried out by Indonesian President Joko Widodo accompanied by Minister of Transportation Budi Karya Sumadi and West Sumatra Governor Irwan Prayitno.

Minangkabau Express has an operating schedule of 10 times per day and starts operating from 06.15-17.55 WIB with a ticket price of Rp.10,000. The price of this ticket is a subsidy from the government, so it is expected that more people can enjoy the facility.

**Table 1.1**  
**Minangkabau Express Operation Schedule**

PADANG - AIRPORT										
Station	B14		B16		B18		B20		B22	
	Arrival	Departure	Arrival	Departure	Arrival	Departure	Arrival	Departure	Arrival	Departure
PADANG		06.15		08.35		11.10		13.20		16.20
TABING	06.29	06.31	08.49	08.51	11.24	11.24	11.26	13.34	13.36	16.34
DUKU	06.46	06.48	09.06	09.08	11.41	11.43	13.51	13.53	16.51	16.53
MINANGKABAU AIRPORT	06.55		09.15		11.50		14.00		17.00	
AIRPORT - PADANG										
Station	B13		B15		B17		B19		B21	
	Arrival	Departure	Arrival	Departure	Arrival	Departure	Arrival	Departure	Arrival	Departure
MINANGKABAU AIRPORT		07.40		09.45		12.10		14.45		17.55
DUKU	07.47	07.49	09.52	09.54	12.17	12.19	14.52	14.54	18.02	18.04
TABING	08.04	08.06	10.09	10.11	12.24	12.36	15.09	15.11	18.19	18.21
PADANG	08.20		10.25		12.50		15.25		18.35	

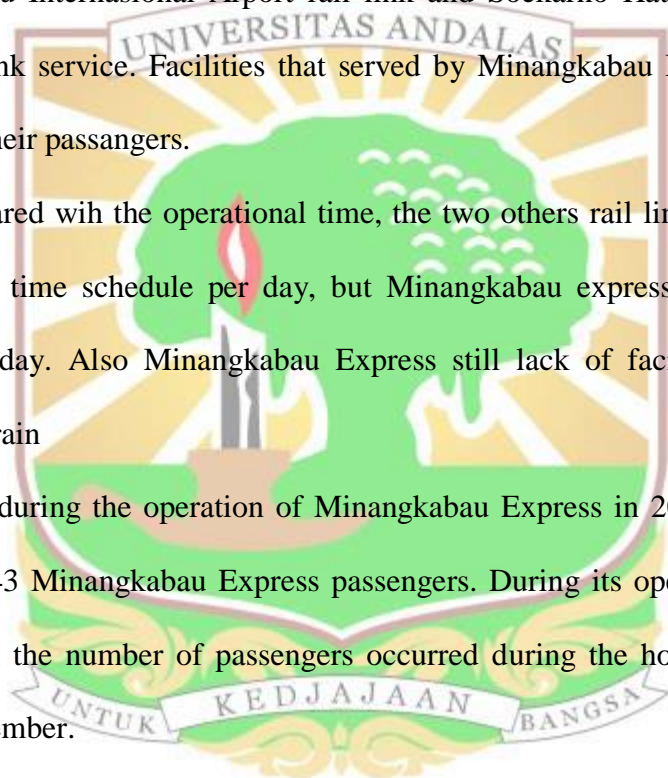
*Source of KA DIVRE II SUMBAR*

Minangkabau Express also equipped by complete facilities such as, toilets, luggage, LED TV and USB Ports. Not only the convenience facilities on the train, goverment also provides facilities outside of the train such as coffe shop, waiting rooms, nursing rooms, prayer rooms and toilets in every station. This is done in order to increase the level passangers satisfaction of Minangkabau Express.

Compared to the others airport rail link service in Indonesia before, that are Kualanamu Internasional Arport-rail link and Soekarno Hatta Internasional Airport rail link service. Facilities that served by Minangkabau Express still do not satisfied their passangers.

Compared with the operational time, the two others rail link service serve more than 10 time schedule per day, but Minangkabau express only serve 10 schedule per day. Also Minangkabau Express still lack of facility inside and outside their train

Recorded during the operation of Minangkabau Express in 2018, there were around 142,943 Minangkabau Express passengers. During its operation, there is an increase in the number of passengers occurred during the holiday season in June and December.



**Table 1.2**

**Record Passangers of Minangkabau Express in 2018**

NO	MONTH	MINANGKABAU EKSPRES		%
		PROGRAM 2018	REALIZATION 2018	
		Volume	Volume	Volume
1	JANUARI	96.777		-
2	FEBRUARI	87.422		-
3	MARET	96.790		-
4	APRIL	114.038		-
<b>5</b>	<b>MEI</b>	<b>117.839</b>	<b>18.405</b>	<b>15,6</b>
6	JUNI	114.038	27.412	24,0
7	JULI	117.842	22.231	18,9
8	AGUSTUS	117.839	15.319	13,0
9	SEPTEMBER	114.038	14.312	12,6
10	OKTOBER	117.839	12.977	11,0
11	NOPEMBER	114.038	13.638	12,0
12	DESEMBER	117.831	18.649	15,8
	JUMLAH	<b>1.326.331</b>	<b>142.943</b>	<b>10,8</b>

*Source of KA DIVRE II SUMBAR*

From the table 1.1 it can be conclude that Minangkabau Express has not be able to realize the estimation number of their passangers during 2018. Based on this situation the researcher intersted to identify the factor that can influence the passangers to choose Minangkabau Exprees as their transportation to the airport.

The pupose of this research is to identify the influence of Ticket Availability, Service at The Counter, Service at The Platform, Public Service at The Station, Facilities at The Station, and Employee Behaviour Towards Passangers Satisfaction of Minangkabau Express. Related to the background, the researcher was interested to conduct this research with the title **“A Study of Passangers Satisfaction On Minangkabau Express As A New Public Transportation In Padang”**

## 1.2.Problem Statement

1. Does the Ticket Availability affect the Passangers Satisfaction of Minangkabau Express
2. Does service at The Counter affect the Passangers Satisfaction of Minangkabau Express
3. Does Service at The Counter affect the Passangers Satisfaction of Minangkabau Express
4. Does Public Service at The Station affect the Passangers Satisfaction of Minangkabau Express
5. Does Facilities at The Sation affect the Passangers Satisfaction of Minangkabau Express
6. Does the Employee Behavior affect the Passangers Satisfaction of Minangkabau Express

## 1.3.Research Objective

1. To analyze ticket availability influence the passangers satisfaction of Minangkabau Express
2. To analyze service at the counter influence the passangers satisfaction of Minangkabau Express
3. To analyze service at the platform influence the passangers satisfaction of Minangkabau Express
4. To analyze public service at the station influence the passangers satisfaction of Minangkabau Express

5. To analyze facilities at the station influence the passengers satisfaction of Minangkabau Express
6. To analyze employee behaviour influence the passengers satisfaction of Minangkabau Express

#### **1.4. Research Contribution**

##### **1. Contribution to Researcher**

This Research as a tool to practice the theories that have been obtained during the learn so the writer can add practical knowledge of the problems faced by company. This research also as one of the evidence that the researcher has learned in learning process, especially about service quality, price, facilities and customers satisfaction.

##### **2. Contribution to Companies**

This research will provide information to the company about the factors that influence consumers satisfaction. The factors can be a reference for companies to determine their strategy to face competition.

##### **3. For Academics**

This research can be a reference source for other researchers who are interested in investigating the same topic and can add information in marketing management.

#### **1.5. Scope of Research**

In this research will be discussed about the influence of service quality, price, and service towards passenger satisfaction of Minangkabau Express. The scope used are the Passangers of Minangkabau Express.

## **1.6. Outline of Research**

In order to make easier and make moderate the following of content, researcher divide into five chapter, that are :

### **CHAPTER I: INTRODUCTION**

This chapter contains of background of the research, problem statement, objectives of the research, contribution of the research, scope of the research and outline of the research.

### **CHAPTER II: LITERATURE REVIEW**

This chapter contains the theoretical variables, previous research, framework, and hypotheses.

### **CHAPTER III: RESEARCH METHOD**

This chapter contains the research design, population & sample, data and data collection, variables and measurement, operational definition, and operational definition.

### **CHAPTER IV: RESULT AND DISCUSSION**

This chapter explain about the result of analyzing the influence of Ticket Availability, Service at The Counter, Service at The Platform, Public Service at The Station, Facilities at The Station, and Employee Behaviour Towards The Passangers Satisfaction of Minangkabau Express.

### **CHAPTER V: CLOSING**

This is the last chapter of research, it explain about the conclusion, suggestion, limitation of the research amd reccommendation for the further research.





