

# CHAPTER I

## INTRODUCTION

This chapter contains the background of the research, problem formulation, research objectives, research scope, and outline of the report.

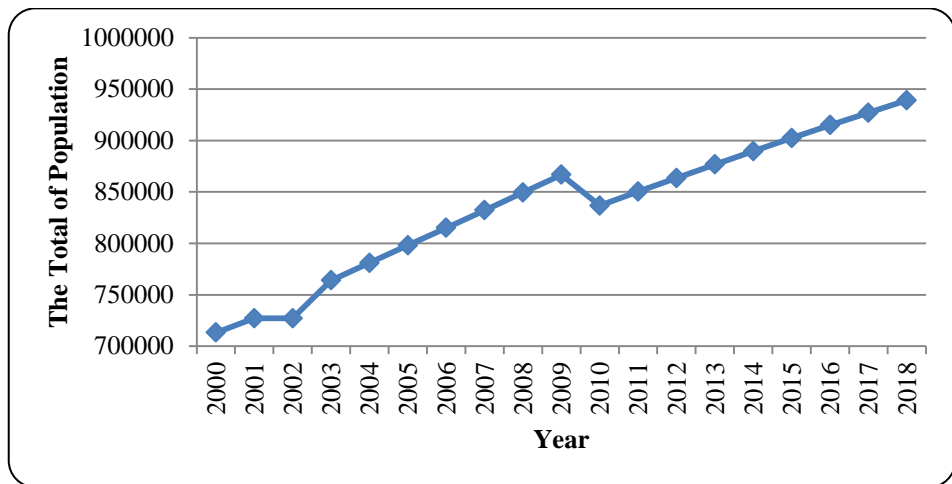
### 1.1 Background

Transportation is one of the infrastructures that has become a necessity for everyone nowadays. Transportation is one of the main infrastructures of any country in the process of production and distribution of goods (Najafi, 2019). Improving its services quality will increase production and productivity in other sectors of the economy. Transportation can be defined as the process of moving goods and people from the original point to destination point (Mabruwaru, 2017). So with the process, there are three things such as goods being transported, tools for transporting, and the route that can be traversed.

The role of transportation is discussed in Indonesia Act Number 22 in 2009 which concern road traffic and transportation. It stipulates that road traffic and transportation as part of the national transportation system must extend its potential and role in creating the security, safety, orderliness, and smoothness of road traffic and transportation practices in the frame of supporting economic development and regional development. Therefore, every region in Indonesia must have transportation routes and transportation modes. However, a high rate of vehicle growth if not followed by proper use control, will have an impact on the inability of road infrastructure to accommodate the vehicle. This condition will cause the traffic jam. At this time, traffic jam is a serious problem in several cities in Indonesia such as Medan, Jakarta, Padang, etc.

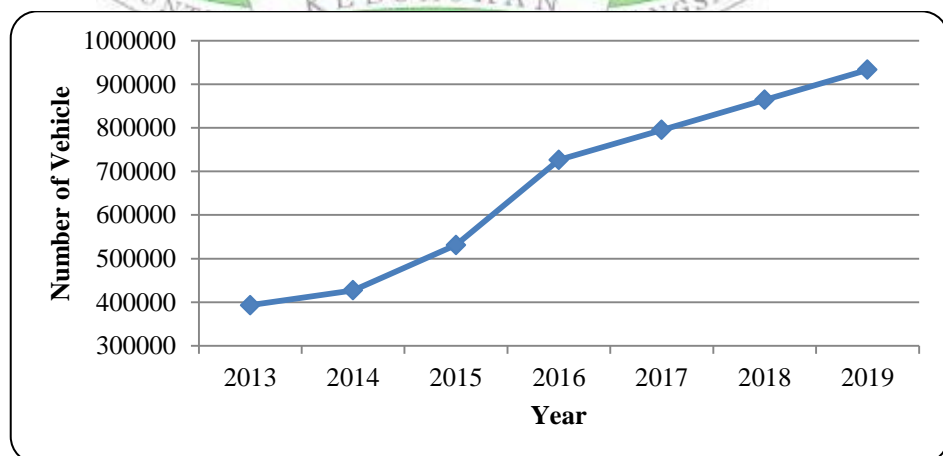
Padang city is the capital of West Sumatera province, as well as the center of government and education in the West Sumatera. In 2019, the number of people living in Padang city is amounted to 17% of the total population in West Sumatera (BPS in West Sumatera. 2019). Based on the official website of *Badan Pusat Statistik* (BPS) (<http://www.bps.go.id>, accessed on January 18<sup>th</sup>, 2020, at

09:46 PM), the number of people living in Padang city since 2000-2018 can be seen in **Figure 1.1**.



**Figure 1.1** Population in Padang City since 2000-2018 (Source: BPS of West Sumatra)

Based on figure above, we can see the population in Padang City since 2000 until 2018 tend to increase. However, from 2009 to 2010 the population in Padang City decreased. This happened because in September 2009, the Padang city got an earthquake that caused an increase in death victims and many people who choose to flee outside the Padang City until the renovation of their homes is complete. In the next year after 2010, the population in the Padang city is increased. When the population is increasing that can affect to increase the people using transportation or the people have their own vehicle. The number of motorized vehicle growth in Padang city can be seen in **Figure 1.2**.



**Figure 1.2** Number of Motorized Vehicle Growth in Padang City (Source: BPS of Padang city)

Based on **Figure 1.2**, we can see the number of motorized vehicle in Padang city is increasing every year. When the number of vehicle is increasing, can be a cause of traffic jams at some point in Padang at certain hours (Padang Ekspres, 2019). Therefore, it takes public transportation or mass to solve the traffic jam problem. This is supported by Indonesia Act Number 2 in 2009 which states that the government is required to provide road-based Mass Public Transport Means (MPTM).

The development of a public transportation mode can be known from the interests of customers. The better service quality of a public transportation mode, the more the interest of the customers and this will reduce the traffic jam. Service quality is a result of a comparison between what service providers should offer with what customers feel toward the service provided (Lwesya & Jaffu, 2017).

Padang city have owned public transportation namely urban transportation or *angkot* and online transportation. However, according to the Padang City government, *angkot* and online transportation have not been sufficient to accommodate the number of transportation users. Therefore, the local government of Padang city provides another transportation modes namely Trans Padang since 2013. It was expected that Trans Padang can be another options for people who wants better public transportation service as well as solve traffic jam. Moreover, Trans Padang also provides services to people with disabilities, children, elderly, and pregnant women. This service follows the Regulation of the Minister of Transport of the Republic of Indonesia Number PM 98 in 2017.

Based on interview with the Head of Administration of *Unit Pelaksana Teknis* (UPT) Trans Padang, Mr. Asdimon on February 7<sup>th</sup> 2019, the number of initial bus start with 10 buses. Next five more buses added to operated in 2014 and 10 more buses to operated in 2015. The total number of Trans Padang buses operated until the end of 2018, was 25 buses. The initial plan for the construction of Trans Padang corridor was six corridors. But, the realization until now is one corridor that is from Imam Bonjol corridor to Lubuk Buaya corridor with total of 73 bus stops. One-time departure fee costs Rp3,500 for public passenger and Rp1,500 for students. Number of Trans Padang passenger in 2019 was 2,385,365 people.

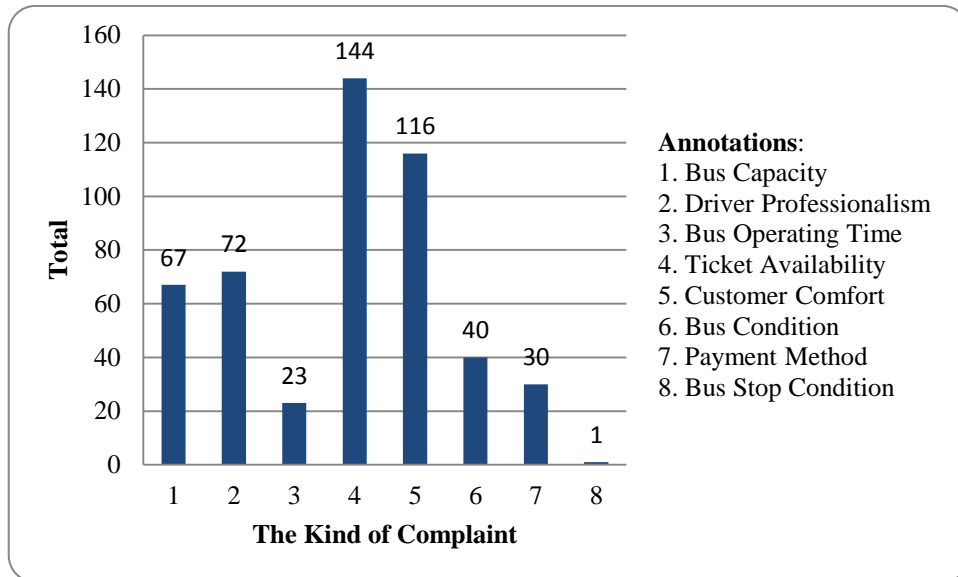
Trans Padang as public transportation provider has a standard service that must be provided to the customer. Kaban (2016) has studied several service quality dimensions of Trans Padang. The results are several service quality dimensions of Trans Padang have low values (below standard), especially on the tangible dimension (bus capacity) and responsiveness dimensions (queue system). In addition, after all this time, Trans Padang's service conditions have changed a lot. Some of these changes can be seen in **Table 1.1**.

**Table 1.1** Trans Padang Conditions in 2016 and 2019.

	2016	2019
<b>Number of Bus</b>	15 Buses	25 Buses
<b>Payment Method</b>	Cash & Non Cash (E-Money)	Non Cash (E-Money)
<b>Inspection System</b>	Not Yet Implemented	Already Implemented

Based on **Table 1.1**, it can be seen that the number of Trans Padang buses has increased which is possible to overcome the problem of excessive bus capacity and payment system that can speed up the transaction process. However, during 2018-2019, the Trans Padang received several complaints about service. These complaints are reported directly and indirectly by the customers. Direct complaint submitted through the conductor or *kondektur* and Trans Padang drivers. Indirect complaint submitted through a short message service (SMS) to the number that has been provided by Trans Padang. Some of the complaints submitted via short message service by Trans Padang customers during 2018-2019 can be seen in **Figure 1.3**.





**Figure 1.3** Complaints from Trans Padang Customers (Source: UPT Trans Padang, 2020)

Based on figure above, it can be seen that there are 493 complains submitted by Trans Padang customers with several types of complains. Actually, direct complaints from customers were not be recorded by Trans Padang providers. Moreover, not all of the customers submit their complaints when they are not satisfied with the service. Therefore, to know what currently people felt with Trans Padang services, this research conducted initial interview with 35 customers of Trans Padang. Information is obtained by customer dissatisfactions with Trans Padang services. But, they did not report it directly or via short message service because of several factors. Some of the factors are the laziness of customers to send short message service or they already familiar with the services received. Based on all of the information about the complaints, it is known that there are still several aspects of service that give dissatisfaction to the customers. According to this problem, researchers are needs to do re-evaluation to find out the current level of the service quality in Trans Padang.

## **1.2 Problem Formulations**

The problem formulations of this research are:

1. What is the level of service quality in Trans Padang based on customer's perspective?
2. What are the indicators of service quality that need to be improved?

## **1.3 Research Objectives**

The objectives of this research are:

1. To measure the service quality in Trans Padang based on customer's perspective.
2. To recommend improvement of service quality for a better service quality.

## **1.4 Research Scopes**

The Scopes of this research are:

1. The distribution of questionnaires was only at 10 Trans Padang bus stops.
2. The time for distributing the questionnaire was three hours per day.
3. The Gap is calculated only for Gap 5 of service quality.

## **1.5 Outline of The Report**

This final project will be consisted of the following chapters:

### **CHAPTER I INTRODUCTION**

This chapter contains background, problem formulations, research objectives, research scopes, and outline of the final project report.

### **CHAPTER II LITERATURE REVIEW**

This chapter contains theories relating to quality, service quality, how to measure the service quality, sampling techniques, methods of validation and reliability.

### CHAPTER III RESEARCH METHODOLOGY

This chapter contains a preliminary study, the literature study, problem identification, problem formulation, research method selection, collecting the data, analyzing the data, analysis, conclusions, and suggestions.

### CHAPTER IV RESULTS AND DISCUSSIONS

This chapter contains the collecting and analyzing of data. The processed data obtained from questionnaires distribution. Data processing consists of test validation and reliability of the questionnaire, calculation fuzzy servqual, and calculation importance-performance analysis.

### CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

This chapter contains an analysis of the results of data processing. The analysis is the analysis of the results from calculation fuzzy servqual and important-performance analysis.

