The Phenomena of Local Public Transportation Service: A Case *Oplet* in Pontianak, Indonesia

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Abstract

Indonesia has a large population and high mobility in daily activities. In meeting mobility needs, traditional public transport has become a hallmark of every city. However, changes in societal behavior have caused traditional public transport to be replaced by online transportation. The purpose of this study was to determine the level of user satisfaction with traditional public transport. The research was conducted in Pontianak City with traditional public transport (*Oplet*) passengers as respondents. Data collection for October 2022 through an online survey. The study's Importance Performance Analysis results show that there still needs to be a gap between importance and performance. The mean importance value is 4.09 with a performance of 3.87, so the gap is 0.22. While the parameters to improve *Oplet* services are passenger capacity and driver communication.

Keywords: Local public transport, *Oplet*, Service, Satisfaction

1. Introduction

In the international world, public transportation has an essential role in improving each country's economy. Transportation is an integral part of the existence and socio-economic development of any local, zone, country, region, or world (Do, 2020) . In recent years, transportation managers have made great efforts to control the increasing number of private vehicles and encourage the use of public transport, for example, through the implementation of congestion tariff strategies and restrictions on vehicle purchases (Fu, 2017) . Some things must be considered to form satisfaction in using *Oplet*, especially the keys and strategies to maintain the demand for passengers to use *Oplet*. The key to gaining customer satisfaction and loyalty is to develop a customer-oriented strategy (customization) that provides superior service to customers and ensures that operations run smoothly and efficiently (standardization) (Kasiri, 2017) . Improving services in public transportation is the development of a comprehensive strategy that aims to maintain passenger interest in using public transportation. Therefore, aspects of public transport can influence users to become loyal to the system (Van Lierop, 2018)

In Indonesia, the concept of a sharing economy has been widely embraced. Economic sharing inspires people to share resources to produce a more efficient economy. Various countries, including the Indonesian government, are aggressively prioritizing and prioritizing using public transportation to be more attractive than private vehicles. This is because public transportation can help road performance be more productive due to the close relationship between public transportation and physical activity in the human lifestyle (Saif M. A., 2019).

Pontianak is the capital of West Borneo province. The rapid economic development in Pontianak

city makes it an economic center with various activities such as trade, services, education, and offices. In Pontianak, public transportation is very minimal, especially for *Oplet*. It is due to the reduction in the number of passengers and users. The decrease in the number of passengers and users is due to passenger dissatisfaction with public transport. To form passenger satisfaction, several factors must be considered, for example, price, quality of service, and quality of products/services (Guo, Barnes, & Jia, 2017). Therefore, sound policies and handling are needed so that the performance of services *Oplet* becomes more sustainable. Through the implementation of policies, it can answer the mobility needs of public transportation users (Lierop, Badami , & El-Geneidy, 2018).

Service quality is an effort to meet the needs and desires of passengers and the Accuracy of delivery in balancing consumer expectations (Ma'ruf, 2021). With this, transportation service providers are targeted to try to understand what passengers want. In providing and improving the quality of high service to passengers, they must have achieved the target to continue to attract new customers and increase the loyalty of old customers, where quality performance will create comfort and satisfaction for passengers. Thus, causing a high sense of trust in transportation service users. This study aims to identify the quality of *Oplet* in Pontianak city. Based on public transportation service standards in Indonesia, to know the minimum service standards for *Oplet* and maintain the level of service in Pontianak. Therefore, Public transport accessibility becomes very important in designing and evaluating transit systems in terms of mobility and sustainability (Saif, Zefreh, & Torok, 2019). This research is the data source using a direct survey of public transportation users, namely the public, through links related to problems.

2. Literature Review

2.1 Passenger

A passenger is a customer and consumer who, as a user, uses transportation services. Passenger satisfaction is an essential issue in increasing the profitability of the company's products (Ali et al., 2021). Passenger comfort and satisfaction are things that need to be considered in providing transportation services to passengers. One of the indicators of service quality is assurance—the guaranteed comfort and satisfaction with passengers. Satisfaction is essential for transportation services. It can measure the level of expectation between the driver and passengers. Passenger satisfaction provides an increase in the profitability of transportation services. Passenger satisfaction with public transportation includes punctuality, travel speed, and vehicle cleanliness. Therefore, customer satisfaction is the primary indicator of business performance (Ajmal, Khan, & Fatima, 2018).

In providing services such as comfort and passenger satisfaction, it is necessary to provide the best quality to passengers in terms of passenger safety in using transportation services. Passenger satisfaction with public transport can be grouped into several variables: service organization, safety, reliability, human resources, comfort, and cleanliness (Hussain, Zefreh, & Torok, 2018). Good service quality will cause a sense of satisfaction in passengers' hearts. This is what makes the focus on the needs and trust, and expectations of passengers in using transportation services.

The fare is a fee for public transport activities by passengers for the services obtained. In determining public transportation tariffs, it is necessary to cooperate with the government to determine those following the community's capabilities. The government can balance public transport fares through a subsidy system. However, it is only sometimes the case that the government will implement a subsidy system. Tarif is significant for public transport operation because it is the primary source of income for operators (Paulley, et al., 2006). The most basic tariff policy is the range of determining the free tariff and the number of tariffs. The amount of tariff applied depends on the distance traveled. Macroeconomic variables such as per capita income level, unemployment rate, or fuel prices influence transportation demand (Orriols, 2016). Thus, the price of freight rates is affected by the increase in fuel oil. Therefore, tariffs will influence local revenues. The economic level of the area also influences tariffs. High rates can affect customers' interest in using *Oplet's* services. Therefore, the prescribed tariff must be under the needs of the people.

2.2 Public Transport

According to the Big Dictionary Indonesian, transportation is the transportation of goods by different types of vehicles through technological advances. Transportation can be defined as the undertaking and activity of transporting or carrying goods or passengers from one place to another (Kamaludin, 2011). Thus, there are three things: the cargo being transported, the availability of vehicles as a means of transportation, and the existence of roads that can be passed.

Transportation is one of the things needed in carrying out activities to move goods for humans, as well as playing an essential role in the economy. This can be interpreted to mean that transportation activities are essential in contributing significantly to economic activity by influencing the ups and downs of economic growth related to production, consumption, and distribution activities. According to Hafis, Hakim et al., (2013), transportation is the basis for building the economy and citizens' growth and industrialization development.

Transportation is the sector that uses the most fuel. Therefore, using fuel in public transportation is an essential concern for the government. Because the existence of transportation has a good impact, especially on the economy of a country. The impact of transportation is to increase accessibility, and infrastructure development brings trade and investment opportunities to previously unconnected areas (Mohmand, Wang, & Saeed, 2017).

Transportation plays an essential role in supporting daily activities and has even become one of the basic needs of society. One of the vehicles used by Indonesian people is city transportation. City transportation, commonly abbreviated as Oplet is public transportation with a predetermined route. However, nowadays, people rarely use city transportation due to the presence of a new vehicle service, namely online transportation. Online transportation is an alternative type of transportation for today's society. Low cost and convenience in terms of access make it more attractive in the eyes of the public. Coupled with the era of smartphones that have dominated the market, people are interested in using them. Only by downloading the application can people order directly. These factors are the ideals of today's society, especially for class people medium.

Transportation problems are as follows: the variables of increasing population growth, the number of motor vehicles that exceed the road capacity, and the behavior of people who still ignore traffic rules on the highway (Taufanudin, 2021) . In addition, transportation often performs traffic order problems, making public transportation users less comfortable. Good transportation is transportation that pays attention to comfort and passenger safety. Fungsi transportation can also be said to be one of the supports for an area's economy and regional development (Rifai A. I., 2022).

3. Methodology

Data is one of the main strengths in compiling scientific research and modeling (Rifai A. I., 2015). Therefore, qualitative descriptive methods were used by researchers in conducting this study. The descriptive method examines the current state of a group of people, an object, a set of conditions, a system of thought, or a series of events. The data obtained from the research will be displayed in an answer distribution table by distributing an online questionnaire/questionnaire in the form of a Google Form. The purpose of this descriptive study is to describe systematically, honestly, and accurately, describing or describing the facts, characteristics, and relationships of the phenomena under study. Although the population of respondents to this study was *Oplet* drivers and their passengers, the data source in the sample was 73 passengers. Respondents, especially passengers, have used the service. The process of systematic scientific research must begin with the identification of problems that are (Rifai A. I., 2016). This research in data processing uses the Importance Performance Analysis (IPA) method. This research was conducted in November 2022 in Pontianak, namely, Jl. Adi Sucipto, Jl. Imam Bonjol, Jl. Tanjungpura, Jl. Rahadi Oesman, Jl. Kom Yos Sudarso and Jl. Yuka.
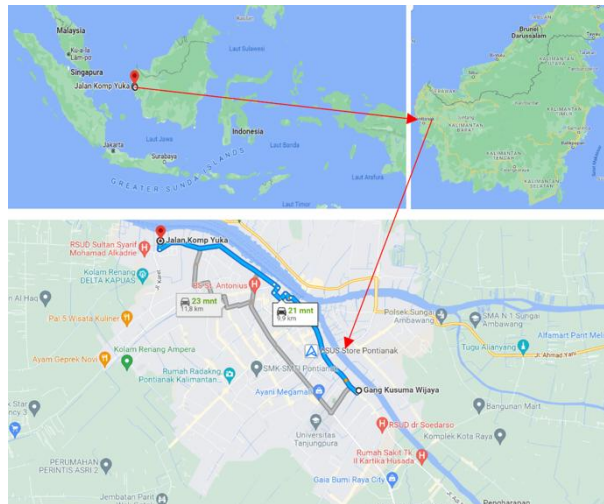
Figure 1. Research Location

4. Results and Discussion

First, the research identified customer satisfaction with *Oplet* in Pontianak City. After conducting the identification process and ensuring that the local public transportation service in Pontianak City is as desired, the initial questionnaire is prepared, where the questionnaire contains data on respondents, satisfaction, and interests of *Oplet* customers in Pontianak City. The importance level service attribute is how important it is to *Oplet*. Meanwhile, the service attribute of the performance level results from the performance felt by *Oplet* after using the service. The measurement rate is carried out using a Likert scale, with the highest score range getting a score of 5 and the lowest score getting a score of 1.

Seeing this reality, it is not surprising that many Pontianak City residents prefer to use private vehicles or online motorbike taxis. *Oplet* has been operating in the city of Malang since the 1980s, at which time this *Oplet* has become the mainstay of transportation for people who want to travel from one place to another. Although currently, the number of *Oplet* is less than before because most people have private vehicles, it does not rule out the possibility that the congestion level in Pontianak City is increasing yearly.

In addition, public transportation is also one of the causes of congestion because drivers often drive and stop carelessly, causing traffic jams around them. As if it has become a habit that is difficult to change, even though various government policies have been regarding the Organization of Public Transportation regarding raising and lowering passengers, it must be following procedures, namely at the terminal from the start of departure, stopover, to the destination and other specified places. However, this is different from the fact that many *Oplet* drivers are looking for passengers by stopping on the roadside, as we often encounter, including in front of crowded centers, in front of schools, and front of shopping centers. Besides that, many drivers who like to pick up and drop off passengers on busy and narrow streets carelessly without looking at other vehicles around them are also considered quite dangerous and can cause traffic accidents. *Oplet* drivers also appear to be arbitrary in driving their vehicles and have the potential to endanger passengers and other vehicles.

In addition, the congestion problem in Pontianak City is also caused by a lack of supporting facilities and infrastructure. Like bus stops which are pretty rare because they are in certain areas. Then the narrowness of the existing main roads is not following the number of vehicles that pass through it every day, causing congestion at certain hours and also the absence of sidewalks on the side of the road, which causes many people to find it difficult to walk safely.

Furthermore, the government needs to make a policy for *Oplet* in Pontianak City by revitalizing the operation or provision of application-based or online public transport services, and this aims to provide

convenience and benefits to *Oplet* drivers. Where *Oplet* drivers do not have to wait for passengers at the terminal or at other stopping places that are not supposed to be. Then to reduce congestion, the Pontianak City government has also made several attempts to start implementing new rules in terms of parking. Besides that, the Pontianak City government has also done traffic engineering several times on certain roads that are pretty busy with public and private vehicles to tackle congestion.

The results of respondents were based on gender, namely women at 45.2% and men at 54.8%. Furthermore, the results of the age of respondents were < 20 years, as many as 53 people or 72.6% of the respondents. Aged 21-30 years, as many as 19 people, or 26% of the respondents. The age of >50 years was one person or 1.4% of the respondents. Thus, the results of respondents' profiles based on work were obtained: students as many as 59 people, or 80.8% of the respondents. Self-employed jobs have as many as five people or 6.8% of the respondents. There were four workers, or 5.5% of the respondents. The work of civil servants, servers, and traders is one person each, or 1.4% of the number of respondents.

The questionnaire was distributed to 73 public *Oplet* users. Although the results of the dissemination of the camera questionnaire will be preliminary data, the data is tested for the validity and reliability of each question. The result is that the questions in the questionnaire are valid and reliable.

Table 1. IPA Results

ID	Attribute	I	P	G
A. Tangiabels				
A1	Availability Oplet is worth using or not	4,56	4,04	0,52
A2	Availability of cleaning place in *Oplet*	3,62	3,70	-0,09
A3	Availability of *Oplet* facilities	3,73	3,76	-0,03
A4	Availability of *Oplet* facilities for wheelchair users/disabilities	3,72	3,55	0,17
Mean A		3,91	3,76	0,14
B. Reality				
B1	The driver's Ability to carry out his duties	4,52	3,94	-0,58
B2	Assistant availability in *Oplet*	3,46	3,61	-0,15
B3	*Oplet* driver proficiency	4,46	4,08	0,37
B4	*Oplet's* Accuracy to the point of destination	4,36	4,10	0,26
B5	Availability of predefined *Oplet* routes			
B6	*Oplet* speed	4,14	4,03	0,11
B7	*Oplet's* Accuracy of the time it arrives at the point	3,84	3,99	-0,15
Mean B		4,12	3,95	0,00
C. Assurance				
C1	*Oplet's* comfort and safety	4,56	4,03	0,53
C2	Passenger capacity	4,22	3,80	0,42
Mean C		4,39	3,91	0,48
D. Empathy				

ID	Attribute	I	P	G
D1	Contact with *Oplet* driver services to passengers	3,50	3,72	-0,22
D2	Distance-adjusted *Oplet* rates and inflation	4,21	3,97	0,23
D3	Driver's Ability to communicate with passengers, courtesy and friendliness towards servers.	4,14	3,88	0,26
Mean		4,09	3,87	-0,22

From the results of the IPA mapping, it is known that importance is greater than performance (4.09 for importance >3.87 for performance), meaning that there is still a gap between importance and performance with a value of -0.22, which means that it is still very far to meet customer satisfaction and improvements are needed to achieve customer satisfaction with *Oplet* in Pontianak City. To find out the priority scale of the existing attributes, a matrixes IPA can be seen in figure 2.
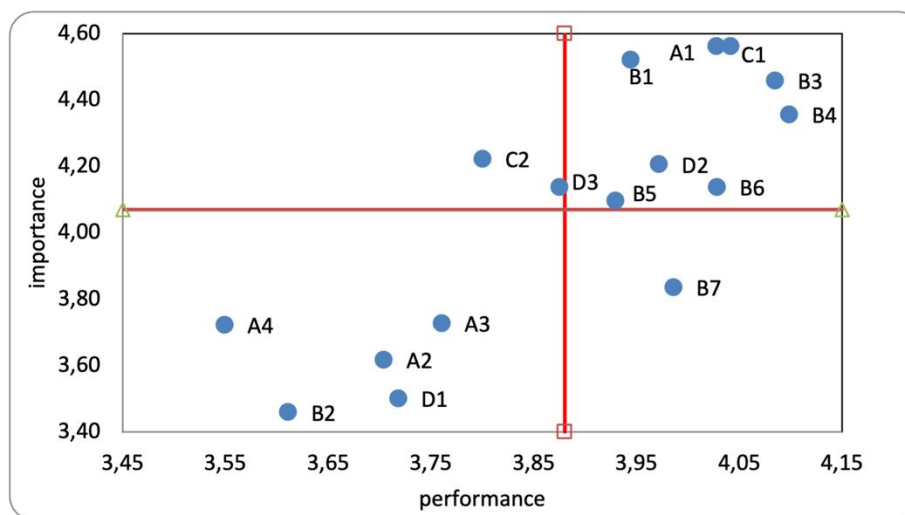

Figure 2. Cartesian diagram

Quadrant A (Top Priority), based on the questionnaire that has been shared by the survey, shows that there are 2 attributes that are the top priority in improving the quality of *Oplet* in Pontianak City, namely looking at passenger capacity (C2) and driver ability to communicate to passengers, such as courtesy and friendliness to service (D3). Quadrant B (Maintain), the service must be maintained so that customers still feel comfortable if using public transportation, the attributes that must be maintained are the predetermined Rute oplet (B5),   *Oplet* speed (B6), *Oplet* tariff adjusted for distance and inflation (D2), Accuracy of oplet to the point of destination (B4), *Oplet* driver proficiency (B3), Ability of the driver in carrying out his duties (B1),   Comfort and safety of oplet (C1), Condition of oplet suitable for use or not (A1). Quadrant C (Low Priority), in this quadrant attributes, are considered unimportant by customers, and the service is not satisfactory, namely the availability of server in the oplet (B2), Contact with the oplet driver service to passengers (D1), Availability of cleaning places in the oplet (A2), Availability of oplet facilities for wheelchair/disabled users (A4), Availability of *Oplet* facilities (A3).

Quadrant D (Excessive), attributed to this quadrant, is considered unimportant by the customer, but the service is satisfactory, like *Oplet*, against the time of arrival at the point (B7). Therefore, the position of each attribute in the four quadrants above is used to increase the satisfaction of *Oplet* users in Pontianak City because each question dramatically affects the satisfaction with *Oplet* in Pontianak City. Therefore, the location of quadrant A is on the upper left, the location of quadrant B is on the upper right, while the

locations C and D are on the lower left and lower right.

5. Conclusion

The research was conducted in Pontianak City with traditional public transport (*Oplet*) passengers as respondents. Data collection for October 2022 through an online survey. The results of the study using Importance Performance Analysis show that there is still a gap between importance and performance. The mean importance value is 4.09 with a performance of 3.87, so the gap is 0.22. While the parameters to improve *Oplet* services are passenger capacity and driver communication.

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