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# The Level of Satisfaction with the Quality of Trans Mebidang Bus Service

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### Abstrak

One company that provides buses serving the Medan-Binjai-Deliserdang route is the Trans Mebidang Bus. The services provided include punctuality, cleanliness, wi-fi, and others. Based on the facilities and services provided by the bus manager, the community will provide an assessment of the level of satisfaction of the service. Customer satisfaction can be analyzed using statistical methods. The author determines customer satisfaction with 5 dimensions, namely Reliability, Responsiveness, Assurance, Empathy, and Tangible. This research was conducted by interviewing 50 respondents with 15 questionnaires. From the results of our research, the Reliability dimension answered Good as much as an average of 42 respondents (82%), the Responsiveness dimension was 46% of respondents (78.5%), the Assurance dimension was 34, 67 respondents (69.22%), Empathy dimension 26.67 respondents (53.33%), Tangible dimension 53%, respondents (63.33%). So in general, almost all facilities provided by the Trans Mebidang Bus are felt well by customers

**Keywords:** Customer Satisfaction, Bus Service, Transportation

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## **INTRODUCTION**

The need for urban transportation is increasing as a result of the increasing number of individual trips. According to Tamin (2000), the increase is due to the increase in economic activity that is not served by public transportation, the feeling of security is not guaranteed, on time, and the lack of public participation in the management of public transportation from planning, implementation and, supervision. This will give the impact of congestion. The government's efforts to anticipate urban congestion offer a solution for the provision of busway transportation. to realize these efforts, the province of North Sumatra issued regulation no. 26 of 2008, regarding the mainstay areas, including Medan - Binjai - Deli Serdang, abbreviated as Mebidang, from the regulation referred to in 2015, a public transportation called the Trans Mebidang Bus was formed.

Trans-sector public transportation is organized to meet the needs of safe, comfortable, safe, and affordable transportation for the community. According to Badaruddin (2013), public busway public transport users can be classified as primary needs, namely, users of public transportation buses every day are needed because they are safe, affordable and on time. The secondary need is the use of public transportation because there is no other transportation, so they are forced to use the bus, while the three users of public transportation if there is a need, will use the busway.

From the above opinion, the researcher conducted a pre-research on users of TransMebidang Buses, it can be classified as users who have primary needs due to workplaces and businesses.

The community only wants good transportation, so it is very important to involve the community in evaluating public transport services so that recommendations that need to be considered by service providers include aspects of safety, accuracy, regularity, comfort, speed, pleasure and, user satisfaction by paying attention to public perceptions.

In this case, the Medan area still lacks good public transportation services, both in terms of facilities, infrastructure, roadsides, and so on so that people use private vehicles more often. In the daily Analisa (2016) "As a big city, the government should be more responsive and care about public facilities, not to build them but not to function". On the other hand, due to the lack of good public transportation services, from the viewpoint of the network, facilities, infrastructure, and so on, people often use private vehicles.

Good service quality in terms of safety, comfort, feasibility, convenience, and efficiency of public transportation, gives satisfaction to users of public transportation services. The better a service, the desire of the community to use the Trans Mebidang Bus will increase. if the quality of service is not considered, public transportation users will return to using private transportation. This results in traffic congestion and longer travel times, due

to a large number of vehicles and speed decreases / slows down. In essence, private vehicle users cause congestion, inefficient use of road space, and reduce road capacity.

### Literature Review

According to Supranto (2001), Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations. Customer expectations can be shaped by past experiences, comments from other consumers, as well as promises or information from the company. Satisfied customers will have a higher level of loyalty, are less sensitive to price and give favorable comments about the company.

According to Lupiyoadi (2001), based on the American Society for Quality Control, it is stated that quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet predetermined needs. So the quality of service can be defined as how far the difference between reality and customer expectations for the service they receive or receive. Management of Service Quality One of the company's strategies to compete is to meet expectations of service quality to customers. If the perceived service is below the desired service standard, the service provider will lose the passenger's trust. In measuring service standards, there are service dimensions that can be used as benchmarks. According to Lupiyoadi (2001),

- a. Tangible dimension, namely the company's ability to show its existence to external parties.
- b. Dimensions of reliability (reliability), namely the company's ability to provide services as promised accurately and reliably.
- c. Dimensions of responsiveness (responsiveness) Namely the company's ability to help and provide fast (responsive) and precise service to customers by delivering clear information.
- d. Dimension of assurance (assurance), namely the knowledge, courtesy, and ability of company employees to foster customer trust in the company.
- e. The dimension of empathy (empathy), which is to give sincere and individual or personal attention to customers by trying to understand the desires of consumers.

Busway or Bus Rapid Transit (BRT) is a bus system that is fast, comfortable, safe, and on time from infrastructure, vehicles, and schedules. Bus Rapid Transit is a means of mass public transportation with a bus mode where the vehicle will run on a special track on the side of the fast lane. Also besides, the system used is a closed system where passengers get

on and off only at bus stops and are equipped with a one-way ticket system (Transportation Research Board, 2003).

The basic theory of consumer behavior according to Meyer and Miller (1984) states that every individual always tries to choose maximum satisfaction. According to Lencester (1996) that in assessing a product or service, consumers emphasize the value of a set of attributes offered by the goods or services, not on the goods or services themselves. The value of each attribute is called utility.

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According to Zeithaml, C., Parasuraman, and Berry (2000) quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly. This strategy uses all the capabilities of the company's management resources, capital, technology, equipment, materials, systems, and people to produce value-added goods and services for society and provide benefits to the company. The factors that affect service quality are:

1. Word of mouth communication, what service users hear from other service users through word of mouth is a potential factor in shaping service quality assessments by service users.
2. Personal needs, personal needs will lead to quality service in different levels, depending on individual characteristics and conditions in the field.
3. experience, the experience of service users in connection with the use of the service referred to or similar.
4. External communication, external communication from service providers plays an important role in shaping the quality of service for service users, through external communication the price/tariff factor plays a very important role.

## **METHOD**

The research method used in this research is a research method with a quantitative approach using a questionnaire as a tool to obtain research results. Data collection is an operational activity so that the action is included in the actual research. In this research, the writer will use the following methods:

### **Primary data**

Data obtained through direct research activities to the research location (field research) to find complete data and related to the problem under study, which is done through a questionnaire method. Often also called the questionnaire method or in English, it is called a questionnaire (list of questions). The questionnaire method is a series or list of questions that are arranged systematically, then given to be filled in by the respondent. After filling out, the questionnaire is sent back or returned to the officer or to the researcher.

In this study, the researchers obtained data through distributing questionnaires with simple random sampling, namely by going into the field and looking for respondents who would be asked through existing questionnaires. This questionnaire contains questions related to the level of satisfaction and service quality of the Trans Mebidang Bus, which can be seen in the attachment.

### **Secondary Data**

Data collection was carried out through literature study, namely adapting from books, scientific journals, laws and regulations, the opinions of experts who are related to this research.

The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis. The analysis can be carried out depending on the available data. For example, an analysis of all the classical assumption tests is carried out, then it is seen which ones do not meet the requirements. Then the test is repaired, and after meeting the requirements, another test is carried out.

The normality test is a test to measure whether the data obtained in the study has a normal distribution so that it can be used in parametric statistics. The purpose of the normality test is to find out whether in the regression model confounding or residual variables have a normal distribution (Erlina 2011). This normality test is needed because to perform the t-test and the F test it assumes that the residual value follows a normal distribution. The basis for decision-making in the normality test is if the significant value is greater than 0.05, then the data is classified as normally distributed. Conversely, if the significance value is smaller than 0.05, the data is classified as normally distributed. In her book, Erlina (2011).

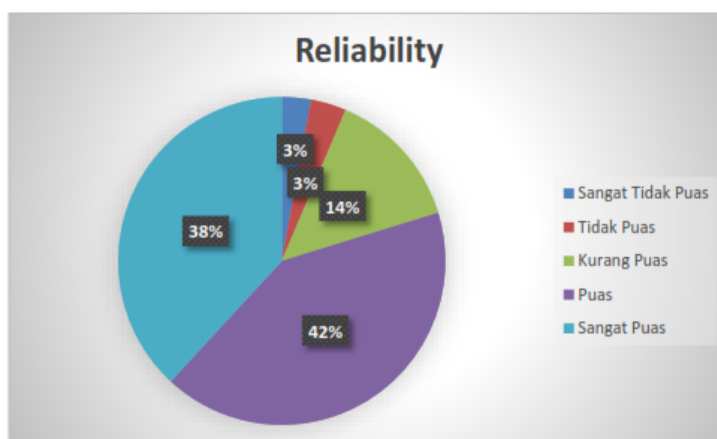
The multicollinearity test is used to determine whether or not there are deviations from the classic multicollinearity assumption, namely the linear relationship between the

independent variables in the regression model. The prerequisite that must be met in the regression model is the absence of multicollinearity. several test methods can be used, including 1) by looking at the inflation factor (VIF) value in the regression model, 2) by comparing the individual determination coefficient ( $r^2$ ) with the simultaneous determination value ( $R^2$ ), and 3) by looking at the eigenvalues. and the condition index. In this discussion, a multicollinearity test will be carried out by looking at the inflation factor (VIF) value in the regression model and comparing the individual determination coefficient ( $r^2$ ) with the simultaneous determination value ( $R^2$ ). In general, if VIF is greater than 5.

## HASIL DAN PEMBAHASAN

### The Level of Community Satisfaction on the Quality of Trans Mebidang Bus Service a. Reliability

From the results of the data collected, the respondents' answers regarding the reliability of the Trans Mebidang Bus are as follows:

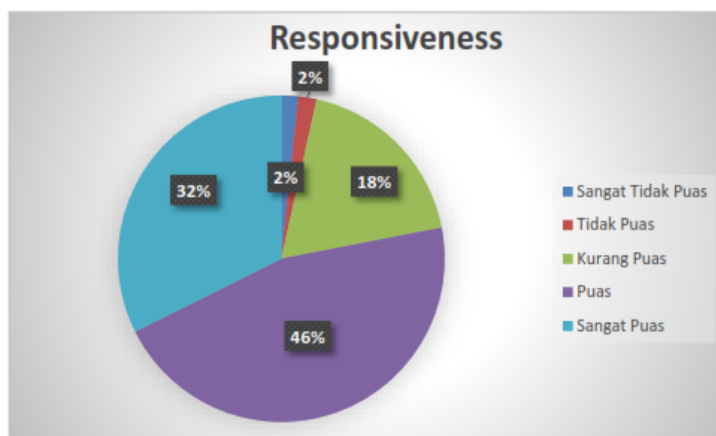


**Figure 1.** The proportion of respondents to reliability

Looking at the results of the analysis of respondents' answers based on the reliability of the Bus Trans Mebidang in the table above, it can be concluded that the respondents expressed very satisfied as much as 32%, expressed satisfaction as much as 42%, expressed dissatisfaction as much as 14%, expressed dissatisfaction and was very dissatisfied by 3%. From the results obtained, it can be concluded that the respondents on average said they were satisfied with the service reliability provided by the Trans Mebidang Bus.

### Responsiveness

From the results of the data collected, the respondents' answers regarding the responsiveness of the Trans Mebidang Bus are as follows:

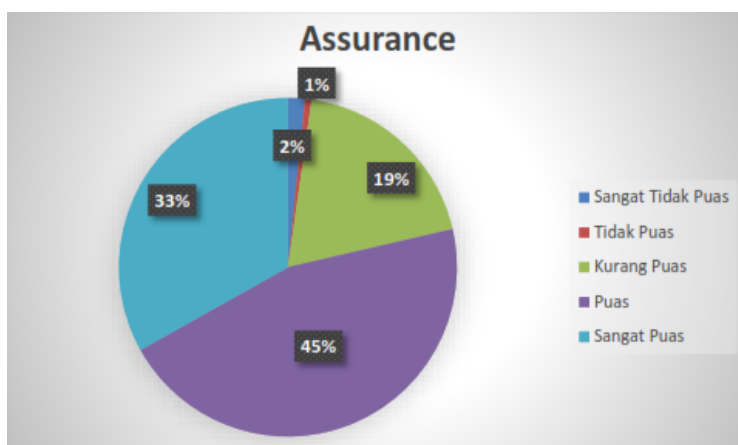


**Figure 2.** The proportion of respondents to responsiveness

Looking at the results of the analysis of respondents' answers based on the responsiveness of the Trans Mebidang Bus in the table above, it can be concluded that 32% of the respondents expressed very satisfied, 46% expressed satisfaction, 18% expressed dissatisfaction, 2% expressed dissatisfaction and very dissatisfaction. . From the results obtained, it can be concluded that the respondents on average said they were satisfied with the responsiveness of the service provided by the Trans Mebidang Bus.

**Assurance**

From the results of the data collected, the respondents' answers regarding the Trans Mebidang Bus are as follows:



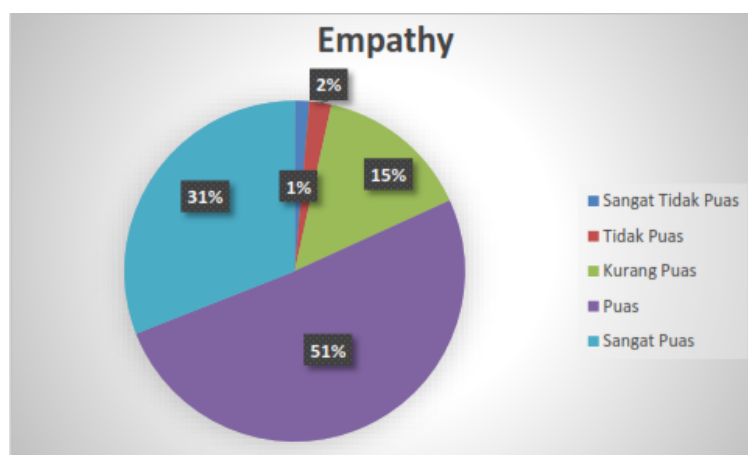
**Figure 3.** The proportion of respondents to assurance

Looking at the results of the analysis of respondents' answers based on the Assurance Trans Mebidang Bus in the table above, it can be concluded that 33% of respondents stated

very satisfied, 45% expressed satisfaction, 19% expressed dissatisfaction, 1% expressed dissatisfaction and very dissatisfied as much as 2%. From the results obtained, it can be concluded that the respondents on average said they were satisfied with the assurance service provided by the Trans Mebidang Bus.

### Empathy

From the results of the data collected, the respondents' answers regarding the Empathy Bus Trans Mebidang are as follows:



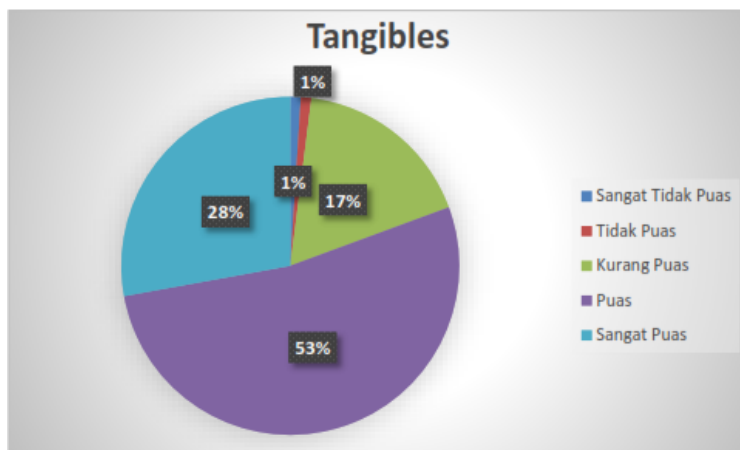
**Figure 4.** The proportion of respondents to empathy

Looking at the results of the analysis of respondents' answers based on the Empathy Bus Trans Mebidang in the table above, it can be concluded that the respondents stated that they were very satisfied as much as 31%, stated that they were satisfied as much as 51%, stated that they were not satisfied as much as 15%, stated that 2% were not satisfied and were very dissatisfied as much as 1%. From the results obtained, it can be concluded that the respondents on average said they were satisfied with the empathy service provided by the Trans Mebidang Bus.

### Tangibles

From the results of the data collected, the respondents' answers regarding the Tangible Bus Trans Mebidang are as follow





**Figure 4.** The proportion of respondents to tangibles

Looking at the results of the analysis of respondents' answers based on the Tangible Bus Trans Mebidang in the table above, it can be concluded that the respondents expressed very satisfied as much as 28%, expressed satisfaction as much as 53%, expressed dissatisfaction as much as 17%, expressed dissatisfaction and was very dissatisfied by 1%. From the results obtained, it can be concluded that the respondents on average said they were satisfied with the tangible services provided by the Trans Mebidang Bus.

**Tabel 1.** Level of Satisfaction with Quality of Trans Mebidang Bus Service

Variable	Score	Range
Reliability	4.09	Satisfied
Responsiveness	4.11	Satisfied
Assurance	4.08	Satisfied
Empathy	4.13	Satisfied
Tangibles	4.06	Satisfied
<b>Average value</b>	<b>4.1</b>	<b>Satisfied</b>

Looking at the results of the analysis above, the level of community satisfaction with the service quality of the Trans Mebidang bus obtained an average value of 4.1. Based on the weighting table on page 38, the average value falls on a satisfactory result. In Taufikkurahman's research (2016) it was also concluded that the level of satisfaction with the quality of public transportation services in Malang City on average respondents said it was satisfactory. This can be seen also with an average value of 4.02 which means that the respondent's satisfaction with the quality of service is satisfactory.

## KESIMPULAN

Based on the findings of the data in the field that have been presented, it can be concluded that the level of community satisfaction with the quality of public transport services on the Trans Mebidang bus is satisfied with a score of 4.1. This means that the people who use the Trans Mebidang Bus are satisfied with the quality of service provided. Service quality affects or contributes to the satisfaction level of 87.1%, where this value has a very high effect on the level of satisfaction. The most influential variable is the tangible variable with a regression coefficient value of 0.533. These results provide evidence that physical evidence from service providers shown by bus facilities, bus interiors, and human resources as service providers will determine customer satisfaction. Furthermore, the variable that represents the effect on the quality of bus service is the empathy variable with a regression value of 0.394. These results provide evidence that Trans Mebidang Bus service providers in the form of tariffs and officer services can increase public satisfaction with Trans Mebidang Buses.

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