

Community Perception of the Usage of Urban Public Transport and Online Application Based Transportation in South Tangerang

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Abstract

Public transportation services in Indonesia in general and the city of South Tangerang are still low; schedules are unclear, facilities are dirty, unsafe, unprofessional vehicle crews, and fares are not cheap. This study presents the results of a study on the perceptions of the people of South Tangerang city towards the use of city transportation and the perceptions of online-based transportation. This research is qualitative research with data collection methods using deep interviews or in-depth interviews with parties related to this study, such as urban transportation users and online-based transportation users. Interviews are also conducted on other stakeholders such as the government, 'Organda,' transportation companies online. In addition to interviews, this research also uses FGD (Forum Group Discussion), carried out with the community and related instant. Other information is obtained by researchers from discussion forums of various parties to see what the wider community wants in fulfilling their transportation needs. The result of this research is the perception the community towards urban public transportation is still not good because the service is still bad; because of this, people get another alternative, namely online transportation.

Keywords

Community Perception; Online Application-Based, Transportation

INTRODUCTION

The era of globalization has demanded that all information be accessed quickly and practically. With the design of a good information system, quality information will be obtained (Sani, Abdul Rahman, Subiyakto, & Wiliani, 2019). Information systems are important and can be applied to public transportation modes. A nice occupant information strategy aids in easing the entryway to the public transport mesh for every person, whether they nowadays take civils transport or not. True and reliable obvious-time information should be fittable for passengers before and throughout traveling to possible them to purpose door-to-door travel. They take the most suitable departure time and stretch from the beginning to the end of their trip (Pede & Agostini, 2007, p. 2).

To determine people's perceptions about city transportation and online-based transportation, the researcher will conduct interviews with all related parties, including the community, government, and third parties as city transport operators (Yeboah, Cottrill, Nelson, Corsar, Markovic, & Edwards, 2019).

Tangerang city people now crave a reliable mode of transport, good quality of service, on time and at affordable costs, especially urban transportation. But based on a survey by the South Tangerang Transportation Service, people who use private vehicles are increasing. In contrast, those who use city transportation are decreasing, plus there are online-based transportation modes as another alternative.

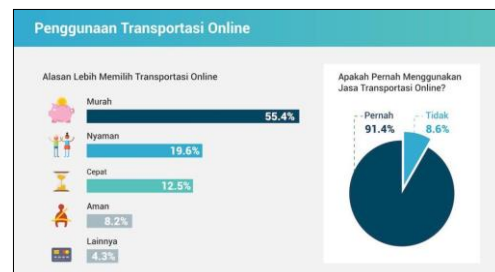


Figure 1: Use of Online Transportation
 Source: Kompas

Figure 1 presents the community's reasons, with the most percentage being cheap, namely 55.4 percent; it turns out that the security

percentage is the lowest, namely 8.2 percent. In comparison, 91.4 percent of respondents have used online transportation; this information illustrates that online transportation is in demand by the public. Based on this, how people have enjoyed online transportation services and accepted their existence. Transportation has also become an alternative mode of transportation in cities. Another interesting thing is that people think that online transportation is cheap, fast, and safe.

According to the results of research on 121 samples from <https://sharingvision.com/research/> reports in August 2016, that at least 1 week once the online application is often used.

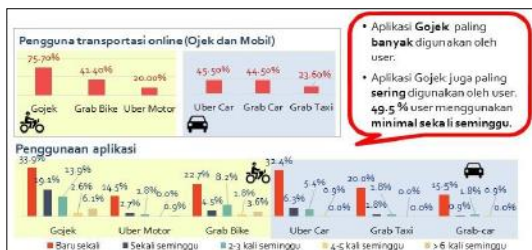


Figure 2: Online Transportation Usage and Applications

Source: (Sharing Vision, 2016)

Figure 2 presents online transportation information and applications received by the public seen from a high percentage of usage, meaning that online transportation has become the new mainstream in Indonesia and has had tremendous economic effects.

According to the data from Department of Transportation in South Tangerang City.

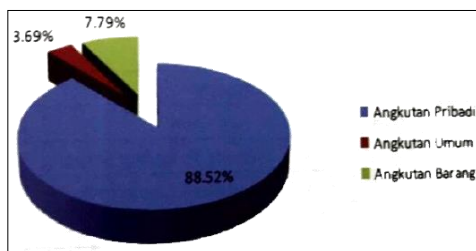


Figure 3: Choose of Transportation Mode in South Tangerang City (2020)

Source: Author's Elaboration (2020)

Figure 3 presents that 88.52 percent of the people still use private vehicles compared to public transportation. This figure is very crucial because only 3.69 percent use public transportation.

Transport plays a crucial role in urban development by giving people access to employment, education, markets, recreation, health, and other services and restoring social contact. In the current decade, the role of transportation and population mobility has increased, which is related to economic growth and technological progress. David A. Hensher (1998) states that we do not expect that the public transportation system can provide a service level that can attract large numbers of people who now use private cars (Burian, Zajíčková, Ivan, & Macků, 2018). It should be necessary to introduce or support policies and find ways to increase the use of public transportation and change negative perceptions about public transportation. Public transportation towards public transportation. Public transportation must be competitive and meet customer needs and demands. This change is possible through clear definitions that can influence people's choice of transport mode and attitudes towards transport. Therefore, it should be obtained and evaluated information about passenger perceptions and attitudes in choosing the mode of transport to be used.

Many factors determine the transportation behavior and the causes in determining the other modes of transport. Even the choice of transport may vary depending on the time, length of trip, and/or destination (Chee & Fernandez, 2013). To reduce private cars' use, you must know the traveling behavior of transport users, and now private cars are more attractive than public transportation for the usual reasons, namely, speed, comfort, convenience, reliability, freedom, and social status (Burian, Zajíčková, Ivan, & Macků, 2018).

City transportation has no arrival and departure schedules, such as our city transportation in general and city transportation in South Tangerang. There are no route maps, scheduled hours of arrival and departure, and the frequency. Only city transport users who have lived in South Tangerang for a long time know this because it is based on experience alone.

Knowledge is obtained from experts in the field of transportation so that they get the information needed. An expert is usually a person who studies transportation and is a transportation expert and can also live in the place that is being researched. Meanwhile, public transportation users use public transportation in their daily activities, such as going to work every day. The condition of city transportation is like what happened in Mexico

City. It needs management knowledge and knowledge of public transportation. Inexorable knowledge is a mixture of experience, value, expertise, contextual information, and enlightenment that can provide a suitable environment and structure for evaluating and combining new information and experiences. Pulling data through third parties or crowds of data can be retrieved from crowds where people are waiting for public transportation (Cairo, Salcedo, & Gutierrez-Garcia, 2015). This research submits three-question i.e. (1) average how long the system transport takes; (2) average how long the wait is; and (3) how long will it take for the transfer knowledge of experts and users of public transportation.

In this study, researchers focused on examining people's perceptions of urban and online-based transportation. By examining people's attitudes, it is hoped that the researcher will know the public's desire to choose the mode of transport that is used daily. The research problems identified include: (1) Public perception in determining the mode of transport to be used depends on the services provided by that mode of transport. (2) The low quality of service provided by city transportation in South Tangerang creates a bad perception from the public. (3) As a result of this, the community chooses another alternative in online transportation-based transportation to meet their daily travel needs. (4) To overcome these problems, improvement of service quality must be carried out simultaneously by related parties. (5) Another done is that is crucial is to evaluate city transport routes that are no longer relevant to the development of South Tangerang. (6) Consolation at the local government, especially regarding the management of urban transportation, both by the government and by third parties, is related to the route bordering South Tangerang.

Research Objectives

This research aims to presents the results of a qualitative study of (1) The discovery of the phenomenon of public perceptions about urban transportation and also transportation based on online applications, so that the purpose of this study is to find public perceptions about these two things so that we can find what the community wants in meeting the needs for transportation. (2) Construct the phenomenon so that it can find hypotheses and grounded theory. (3) By knowing the public's perceptions, it is hoped that solutions be found for public transportation problems,

especially public transportation and online application-based transportation. (4) Involve related agencies in this research so that it is hoped that they can work together to produce a mode of transport that is of interest to the public and a transportation system that is useful for the people of Tangerang Selatan.

Public Perception

According to Walgito (2000:54), perception makes individuals aware and understands the situation of the individual itself. "Perception is an integrated activity. All that is in the individual, such as feelings, experiences, thinking abilities, frames of reference, and other aspects that exist in the individual community, will play a role in that perception. At the same time, society is "a group of people who live in society's social order. Society is any group of people who have lived and worked together for a long time so that social unity with certain limits." (Agustin & Khuzaini, 2017).

According to Slameto (2010:102), perception is a process that involves the entry of messages or information into the human brain, through human perception, continues to make contact with the environment. This relationship is carried out with the senses, namely the senses of sight, hearing, touch, and smell (Agustin & Khuzaini, 2017). Individuals in society in the form of experiences through their senses that make individuals able to give opinions on something, the opinions of individual opinions combine to become community perceptions.

City Public Transportation

City transport operators can be carried out by the government itself or by third parties such as 'Organda.' City transportation is part of public transportation which consists of Commuter, Big Bus, Small Bus. Online application-based transportation is 2-wheeled and 4-wheeled private vehicles that operate as public transportation managed via private, this transportation works by using the internet system by entering the web from an online transportation provider, and usually, the customer will automatically become a member of the company.

Online Application Based and Navigation Systems

Online application-based transportation can be interpreted as an application system in ordering it, a transparent payment system that has been available in the application, the use

my location service, which is supported in the internet system, which makes it easier for motorists to find the location of the customer. The rider's identity is seen clearly in the booking application; the order does not need to look for the rider; open the order, he will find the driver (Agustin & Khuzaini, 2017).

RESEARCH METHODS

Approach, Types, and Nature of Research

According to John W. Cresswell (2016:152), a qualitative researcher must be mature in identifying and identifying the research as the initial foundation to be carried out. (Agustin & Khuzaini, 2017). The qualitative research method is a research method based on the philosophy of positives, used to observe the natural conditions of the object, where the researcher is the key instrument (Sugiyono, 2017, p. 15). This research conduct in the city of South Tangerang because it is an area that is rapidly developing into a dense city, becoming a residential destination for the community. Qualitative research procedures can generate insights based on evaluations from customers and perceptions of city transportation and online application-based transportation.

Population and Research Sample

A stratified sample is used to ensure the balance between users of city transportation and users of online transportation-based applications from 18 until 70 years old and with the composition of men and women almost the same. Also, participants must live in different geographic locations within the city.

Based on transportation users, three priority groups, i.e., city transport users, namely people who always use city transportation every day, online application-based transportation users, namely people who always use online application-based transportation for trips every day; and second user, namely people who use both modes of transportation on their way every day.

Collecting Data Methods

This study used a semi-structured interview method based on a predetermined interview guide and lasted an average of 30 minutes. The focus of the interview is how the perception of the use of public transportation and online application-based transportation.

Through this interview, the researcher will get information about these perceptions. Interviews were conducted on the subject, namely users of city transportation, online application-based transportation, experts in the field of transportation, and related parties such as the Government and city transport operators such as 'Organda.'

Observations were also carried out to see directly into the field what is actually happening concerning public transportation and online application-based transportation— observations in several places representing areas in the City of South Tangerang. Observation time must be adjusted to the community's daily activities, whether it is the time to go to work, return to work, take a rest, or vacation time.

This observation is carried out in crowded places, such as terminals or bus stops; observations can be made by a third party so that the observation area is wider and the results are maximized.

Technique in Data Analysis

Data analysis is the process of systematically searching and arranging data obtained from interviews, observations, notes in the field, and documentation, by organizing data into categories, describing the number of units, synthesizing, arranging in patterns, choosing which ones are important and which will be learned, and make conclusions easily understood by oneself and others (Moleong, 2014). Qualitative data analysis is inductive based on the data obtained, and then the data is searched repeatedly so that it concluded whether the data collected, which then performed the triangulation technique to make conclusion results.

RESULTS AND DISCUSSION

Respondent Characteristics

The research object is users involved in public transportation and private car users; the respondents of this study were eight people.

The characteristics are divided by two people based on the age category, namely 15 - 21 years old, 22 - 30 years old, 31 - 40 years old, and more than 40 years. In comparison, the occupation is also divided by two people, each based on the category, namely student/college student, employees/civil servants, mistress, and entrepreneur.

Table 1. Characteristics of Respondents by Age and Occupation

Appellation: Age	Amount: 8
15 years - 21 years	2
22 years - 30 years	2
31 years - 40 years	2
> 40 years	2
Appellation: Occupating	Amount: 8
Student/College Student	2
Employees / Civil Servants	2
Mistress	2
Entrepreneur	2

Source: Data Processing (2020)

Forum Group Discussion (FGD) are conducted with related agencies, resource persons, user communities, online transportation players, and public transportation actors; FGD participants are: (1) Head of the Development and Transportation Service Section of the South Tangerang City Transportation Service, (2) Section Head Public Transportation Development, Facilities and Infrastructure of the South Tangerang City Transportation Service, and (3) Gojek Drivers.

Discussions

This study aims to determine people's perceptions of urban public transportation and online transportation based on interviews and FGDs with user communities, the government, and all stakeholders who all argue that public transportation facilities and services in the city of South Tangerang are still bad, things that need to be improved are the facilities of transportation. Urban public or 'Angkot' is still of great concern such as old and inadequate fleets, routes that adjusted, schedules, vehicle crews who have to improve their services and security using the 'Angkot' itself. Now that people rely on online transportation to meet public transportation needs, people choose the easy, fast, and affordable ones. There are still many people who choose to use private vehicles, both cars, and motorbikes, even though the government and the private sector have tried to facilitate free buses to be able to help people use public transportation comfortably, especially 'Angkot.'

The results of this study indicate that there is a desire of the community to use public transportation and improved facilities and services so that attitudes. The community that has been negative towards public transportation can change by trying to use it and starting to reduce private vehicles' use. The use of online transportation is constructive

for community activities because it is straightforward with a smart-phone application.

CONCLUSION

Based on the results of interviews, Forum Group Discussion, the discussion of the previous chapter, the conclusions of this study are: (1) The community's attitude towards public transportation, especially city transportation, is not good because the facilities are not good and inadequate, such as dirty, hot, narrow, careless vehicle crews, long-tapping, and routes that still use old routes. (2) People still rely on private vehicles such as cars and motorbikes because they can better manage the time they want, are comfortable and safe; also public transportation is good. The facilities are people who want to use public transportation. (3) People rely on online transportation, especially online motorcycle taxis, because they are easy to access, fast, and cheap. (4) The government has made efforts to overcome public transportation in South Tangerang, such as providing 'Trans Anggrek' buses for free, but still, not many people know, and not many people want to use this transportation nodes cars higher social status than using public transportation. (5) The private sector has also participated in solving public transportation by providing BSD Link buses for free; however, the 'Trans Anggrek BSD Link' bus is also still empty of passengers even though it has been operating for 2 years.

Suggestions for this research are: (1) The South Tangerang city government must make a new urban transportation plan, both from facilities, routes, and operating systems, so that people are interested in using public transportation. The South Tangerang city government can see and imitate the urban transportation system in the city of Jakarta, which is getting better now. (2) The

government must also conduct a survey regarding the needs of South Tangerang city people for public transportation. The survey must be comprehensive, detailed, and involve all societal levels so that a modern, integrated and affordable transportation system will be available. (3) The government must make regulations on public transportation and online transportation so that the two transportation facilities can serve the community together, but there are rivalries.

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