



## Analysis Quality Of Bus Trans Binjai Services Towards Improving Public Services in Binjai City

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### Article

#### Article History

Received: 2023/07/08  
Reviewed: 2024/05/09  
Accepted: 2024/06/25  
Published: 2024/06/26

#### DOI:

[doi.org/10.29313/mimbar.v40i1.2485`](https://doi.org/10.29313/mimbar.v40i1.2485)

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Volume : 40  
No. : 1  
Month : June  
Year : 2024  
Pages : 101-107

To cite this article (APA Style):

Author, second author. (2023). The article title is sentence case style. Jurnal Mimbar. 0(0), 00-00. <https://doi.org/...>

### Abstract

Transportation is part of road traffic and plays a role in improving community welfare. In September 2017, the Minister of Transportation together with the Mayor of Binjai inaugurated the operation of the Trans Binjai Bus. The aim of this research is to examine how to improve the quality of Trans Binjai Bus operational services in an effort to improve public services in Binjai City. The quality of service included in this is helping improve service to the community so that the level of service can provide satisfaction for customers. This research uses qualitative methods with descriptive analysis to obtain a systematic, factual and accurate picture of the problems studied. The results of this research indicate that the quality of Trans Binjai Bus operational services has been carried out quite well and is carried out as optimally as possible. The quality of services provided is supported by facilities and information services that still use manual methods. So this encourages the Binjai City Transportation Department to strive to implement application-based service improvements in the future in order to improve service quality and public comfort.

**Keywords:** Quality of Service; Bus Operations; Public Service.

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### Introduction

Transportation is an important part in helping the success of development, especially in helping the community's economy and the development of regions or regions, be it rural or urban. Transportation is part of road traffic and transportation whose role is to advance public welfare as stated in the 1945 Constitution of the Republic of Indonesia. Roads as land transportation infrastructure cover all parts of the road, because all activity centers and their areas of influence form a regional unit. development, development centers, as intended are connected in a hierarchical relationship in the form of a road network that shows a certain structure, in which the structure is part of the road network will play their respective roles according to the hierarchy, seen from the aspect of road resources as one of the roles transportation which is the lifeblood of society which has an important role in efforts to develop social and state life. This emphasis has shown to have a certain potential for developing contextual insights, helping transportplanners and

policymakers to adjust new actions and strategies to users' actual needs (Alonso et al., 2024). Service Attributes are a procedure or ethics of service delivery to consumers. Service attributes are strongly influenced by various factors including: interpersonal skills, communication, knowledge, sensitivity, understanding and various external behaviors. Service quality affects the quality and quantity of consumers. Customer satisfaction is expected to result from good service efficiency, which will improve customer engagement and interrelationship (Chang et al., 2017; Zygiaris et al., 2022). At the same time, innovative practices can assist public sector organizations in addressing changes, meeting stakeholder expectations, and legitimizing the government as an institution that generates public value (Moore, 2014; Pham et al., 2024). Based on these factors, maximum satisfaction will be achieved. The feedback system is one way to evaluate and improve consumer quality is to use a feedback system. They help in deciding the appropriate transportation policies in any area whether urban or inter-urban (Darwish et al., 2024).

In the context of organizing road traffic and transportation, Law Number 22 of 2009 concerning Road Traffic and Transportation has been enacted, in which there are several regulations, including those concerning the purpose of implementing road traffic and transportation, the division of authority between government agencies and regional governments, arrangements concerning matters of a technical operational nature for road traffic and transportation, road traffic and transportation infrastructure, as well as efforts to foster, prevent, regulate and enforce the law. The main challenge lies in achieving equality in the distribution of development benefits, especially in underdeveloped regions (Robina-Ramírez et al., 2024). At the same time, under the performance evaluation mechanism that prioritizes economic development, the main competition among local governments is the management of regional economic growth targets (Yamei Wang, Xiuquan Huang, Tao Zhang, Bo Jiang, 2024).

Customer satisfaction is an emotional response to the evaluation of the experience of consuming a good or service (Ratnawita et al., 2023). In the implementation of this policy there are public services in it. Which in Law Number 25 of 2009 concerning Public Services states that public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. Because the central government gained more financial power and delegated more administrative power to local governments (Yamei Wang, Xiuquan Huang, Tao Zhang, Bo Jiang, 2024).

According to Suryani (2013), the service dimensions consist of: a) Customer Reliability. Assess reliability based on the company's ability to provide consistent services as promised. b) Responsiveness (responsiveness). Customers assess the quality of service from the speed of employees in responding to and following up on complaints submitted by customers and their members. c) Competence. Customers will assess the quality of service from the aspect of competence of employees who handle services to customers. Competence is assessed from the ability of officers to master the products and services offered, procedures, work instructions and related policies. d) Access. If cooperatives make it easy for customers or their members to contact cooperatives and their employees, then customers will find it easy to access and take advantage of the services offered. The availability of ease of access will be assessed as an important part of quality service. e) Politeness.

The city of Binjai is one of the cities in the province of North Sumatra, Indonesia. In addition, Binjai is the heart of North Sumatra. Because it is one of the cities that is close to Medan, there are many activities that require someone to be active in the city which causes transportation routes to become congested and the city of Binjai is one of the affected. Now, the density of vehicles in Binjai City is quite high. In September 2017, the Minister of Transportation together with the Mayor of Binjai inaugurated the operation of the Trans Binjai Bus. Trans Binjai is a program that has been planned since 2016, which was deliberately developed to ensure the availability of mass transportation across sub-districts that is comfortable, economical, and can reach the deepest areas. The motto of the trans Binjai bus service is "Safe, Comfortable, Reliable and Affordable".

According to Dwiyanto (2014), the purpose of public service is to meet the needs of the user community in order to obtain the desired and satisfying service. With this explanation, there are several things to consider why public services are a strategic point for the development of good governance in Indonesia, according to him, namely:

1. Public services have been the domain where the state, represented by the government, interacts with non-governmental organizations.
2. Various aspects of good governance can be articulated relatively easily in the realm of public services.
3. Public service involves the interests of all elements of governance

Bus trans or often called Bus Rapid Transit (BRT) is a bus system that is fast, comfortable, safe and on time from the infrastructure, vehicles and schedules using the bus to serve services that are of better quality than other bus services. The presence of BRT (Bus Rapid Transit) with various facilities is expected to be able to fulfill the mandate of Law no. 22 of 2009 concerning Road Traffic and Transportation where one of the Road Transportation must be equipped with supporting facilities for the implementation as stipulated in Article 45 paragraph (1) letters d and e "Supporting Facilities for the Implementation of Road Traffic and Transportation including Stops and special facilities for humans old age", and also supported by Article 4 letter (a) Law Number 8 of 1999 concerning Consumer Protection.

### **Research Method**

According to Sugiono (2014) The research method is a scientific way to obtain data with specific purposes and uses. The method used in this research is a qualitative descriptive method, which is a type of research that seeks to describe the object or subject under study in accordance with what it is with the aim of systematically describing the facts and characteristics of the object under study accurately and understanding each context of the phenomenon as a whole. This research was conducted using a descriptive method with a qualitative approach. Creswell (2014), argues that qualitative research is methods for exploring and understanding the meanings that a number of individuals and groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and procedures for collecting specific data, analyzing data inductively from specific to general themes, and interpreting the meaning of the data.

This research was conducted at the Binjai City Transportation Service Office. The City of Binjai is one of the City Government areas which is close to the Province of North Sumatra, so that the transportation route in the Trans Binjai Bus Operation is a major concern in everyday life and the large number of residents from the City of Binjai work in the City of Medan. On this basis, the researcher is interested in conducting research at that location. The research was conducted by direct observation and in-depth interviews.

### **Results & Discussion**

This research activity was carried out in several stages of activity prior to the core activity, namely a location study based on operational management activities intended for the Trans Binjai Bus. The location of this research is focused on the area of the city of Binjai, East Binjai sub-district. This location is owned by the government of Binjai, in this case, the Department of Transportation.

In an effort to realize community welfare, every regional government always carries out development, both physical and non-physical. Physical development carried out to improve people's welfare is carried out by local governments to meet infrastructure needs and carried out by private parties to carry out their business activities. Physical development carried out by the government or the private sector can result in changes to the transportation system. In addition, efforts to realize excellent public services must begin by increasing the professionalism of human resources so that they are able to provide the best service, approaching or exceeding the specified service standards (Hardiyansyah, 2018).

These public service issues receive less attention because of the growing assumption that public service is only the government's business, starting from the process of policy formulation, implementation, to evaluation (Arif, 2019). In September 2017, the Minister of Transportation together with the Mayor of Binjai inaugurated the operation of the Trans Binjai Bus. Trans Binjai is a program that has been planned since 2016, which was deliberately developed to ensure the availability of mass transportation across sub-districts that is comfortable, economical, and can reach the deepest areas. Thus, all government institutions are required to be able to provide the best public services to all levels of society and the stakeholders they serve (Hendriadi et al., 2018).

Several operational matters such as priority services, tariff information, and operating/service hours have been regulated in the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 44 of 2019 concerning Minimum Service Standards for the Transport of People with Public Motorized Vehicles Not on Routes. This section is described in equality and regularity. The government must provide services in accordance with the order and also guarantee certainty of service to the customer. In addition, the government also needs to provide appropriate service information so that errors do not occur in the policy implementation process.

It's been about 5 years since the Trans Binjai bus was inaugurated, but there are still many people in Binjai City, especially the East Binjai area, who are still reluctant to use this transportation.

Everyone in their interactions with service-providing institutions, regardless of the type of service, always hopes for quality service (Arif, 2019). The results of observations made, the community is reluctant to provide information because it is unclear regarding operational governance. The government apparatus is a group of people who serve the state and the government as executors of government tasks that are attractive. Government officials are required to have good abilities in the form of adequate knowledge, skills, attitudes and behavior (Rasyid, 2015). Operations such as priority services, tariff information, and operating/service hours have been explained in the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 44 of 2019 concerning Minimum Service Standards for the Transport of People with Public Motorized Vehicles Not on Routes. Supposedly to increase public confidence requires a form of policy regarding the clarity of the list of passenger fares. Even though we know that so far the use of the trans Binjai bus is still being borne by the local government, this will be subject to tariffs according to the needs of the community and there will continue to be improvements in service to the community as revealed by the Binjai City Transportation Service. The government must provide services in accordance with the order and also guarantee certainty of service to the customer. In addition, the government also needs to provide appropriate service information so that errors do not occur in the policy implementation process.

The specification of the discussion in fulfilling the mandate of Law Number 8 of 1999 concerning consumer protection, especially in chapter 7, which states that the obligations of business actors (BRT Managers) include:

### **Provide friendly and honest service to consumers**

The importance of the service provided to consumers is the values of honesty and providing a friendly attitude to increase the sense of concern for the comfort obtained. This will certainly have an effect on the level of customer satisfaction. because, customer service is a form of service provided by a company to customers as a form of good marketing communication in order to maintain, maintain and improve psychological relationships between them so that it can also be used to monitor various complaints that may exist and be felt by customers (Apriyanti, 2020).

Based on the results of research in the field, it shows that the services provided to the public by the Trans Binjai bus operational service have received a good response, namely transparency regarding the purchase of free tickets for all levels of society. This result cannot be separated from the support of the local government in the form of creating public trust in supporting increased progress and fairness of transportation in the city of Binjai. According to Moenir, get honest and frank treatment. This concerns the openness of the party serving, such as if there is a problem encountered in providing services, it should be stated frankly (Tayyib, 2018). However, the services provided so far are still many people who have not used this transportation and only some people. The use of private vehicles is one of the people's mainstays because they can be used according to their own wishes. Not yet optimal service is one of the factors that must be developed in gaining public trust.

This problem occurs due to a lack of socialization carried out by the Binjai City Transportation Department regarding the use of Trans Binjai buses that have been operating. Even though supporting facilities have been provided to carry out this transportation. The lack of products or applications used in the service system means that people are less interested and are still confused about the routes taken by Trans Binjai buses. For this reason, we need products that support the creation of customer satisfaction. good service quality, companies are required to be able to create products that are in demand and according to customer tastes (Azis & Aswan, 2023). Apart from a friendly attitude, there is also a need to improve the products or advertising provided, so that it will improve overall public services.

### **Provide adequate and complete facilities**

Infrastructure is one of the most important factors in the services provided to the public. To support services, adequate facilities are needed, so that service activities are carried out in accordance with the needs and expectations of customers. Facilities represent those elements of the urban environment whose proximity can affect accessibility (in either positive or negative way) and thus the utility perceived by individuals to live there (Pierluigi Coppola, 2018). The aim of the facility is to achieve a level of consumer satisfaction and it is hoped that consumers will want to repeat purchasing the services provided (Arifin et al., 2023). Of course, adequate facilities will create the achievement of shared desires in realizing governance that meets standards.

The quality of service is complex and most often discussed in marketing disciplines. The quality of service described in general and thoroughly evaluated in services is even a multidimensional conception built through an evaluation of the construction of a number of service-related attributes

(Budianto, 2019). Based on direct observations in the field, it shows that the supporting facilities for the Trans Binjai Bus are still inadequate or do not meet standards, especially in terms of comfort at bus stops because many of the bus stops are damaged and unfit for use. Maintaining and looking after facilities is an important thing that can be done to maintain the comfort and quality of a service. So, it is necessary for local governments to make decisions or actions that support the maintenance of facilities from state finances. Quality refers to the meaning of fulfilling certain standards or requirements. Quality also means an effort to make continuous improvements and refinements in meeting customer needs so as to satisfy customers (Haryanti & Baqi, 2019).

### **Provide clear and correct information about the state of the bus for the convenience and safety of consumers**

The existence of facilities that support the provision of services cannot be separated from the ease with which the public can obtain information. Ease of doing so can create breadth of knowledge regarding a type of service received by the public. Operational success in ensuring schedules is a critical factor in ensuring the efficiency and safety of the public transportation system (Feng et al., 2024). Information about bus conditions, tickets, and Trans Binjai Bus routes is currently quite clear and precise in operation, although many still use the manual method. Information about schedules and routes is only posted on the glass of the bus, which is less effective because it is difficult for bus users to see and read. In terms of the use of information systems, user satisfaction is important for the main contribution of thought to the quality of information systems (Medina & Chaparro, 2007; Napitupulu et al., 2023;). Thus, openness of the information obtained will result in service satisfaction based on what the customer wants.

From the explanation above, it shows that services on the Trans Binjai Bus have not been maximized in providing convenience and comfort for users of this service. Therefore, service quality is centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to match customer expectations (Tjiptono, 2014). To improve public services, the role of the Binjai City Transportation Service is needed in providing encouragement for innovation in its implementation. Even so, the Binjai City Transportation Service has tried to improve service quality by providing free services to Trans Binjai Bus users. This cannot be separated from the organization's agility in improving the delivery of public services (Panagiotopoulos et al., 2019; Moon, 2020).

All the information in the Trans Binjai Bus users so far still uses a lot of manual methods for its implementation. The use of the Trans Binjai Bus service has increased, this can be seen from the enthusiasm of the people of Binjai City who are increasingly using their services. Customers will feel that they can easily contact cooperatives and their employees if cooperatives make it easy for customers or members to communicate with them (Suryani, 2013). Of course, clear facilities and information will support the improvement of the quality of services provided by service users. The use of the services provided so far is still done manually and it is necessary to improve application-based services to improve the quality of service and convenience for the community. Although, in its implementation, the Trans Binjai Bus still has many deficiencies in terms of service and information. However, the improvement of service quality continues to be improved by providing more optimal services. Thus, the implementation of services carried out by the Binjai City Transportation Service can provide benefits to the community.

### **Conclusions**

The Trans Binjai program was designed in 2016 with the aim of ensuring mass transportation between sub-districts that is comfortable and cost-effective and able to reach the deepest areas. According to the Binjai City Transportation Service, the local government will still cover the use of Trans Binjai buses, but the fares will be adjusted to the needs of the community. In its implementation, Trans Binjai Bus continues to strive to improve the services provided both in terms of supporting facilities and the information needed by customers. Even though so far the services in the application have been carried out manually, there are still many people who do not know some clear information regarding the operation of the Trans Binjai Bus. This encourages the Binjai City Transportation Department to try to encourage the implementation of application-based service improvements in the future to improve service quality and public comfort.

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