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How does buy service-based policy attract public transportation customers in Yogyakarta, Indonesia ?

Fitriani^{1*}, Achmad Nurmandi², Muhammad Lutfi³, Mujizatullah⁴, Abu Muslim⁵

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Abstract

The presence of public transportation (Trans Jogja and Friend Bus Jogja) is one of the solutions to overcome congestion and heavy traffic in Yogyakarta. However, in recent years, public transportation (Trans Jogja and Friend Bus Jogja) has had many problems, one of which is the lack of passenger numbers. It is because of these problems that occur in the field that the number of Trans Jogja passengers and Teman Bus Jogja is decreasing day by day. The purpose of this study is to find out the policies taken by the Yogyakarta Special Region government to increase and entice people to use public transportation. This study uses a qualitative descriptive analysis method that, as a whole, uses secondary data. This study found that there are four dimensions of service quality related to the Trans Jogja Minimum Service Standards: the tangibles dimension, the reliability dimension, the responsiveness dimension, and the assurance dimension. These four dimensions are running well and are in accordance with the applicable SPM, but these four dimensions need to be further improved. As for the factor that has reduced the interest of Trans Jogja users, namely the presence of online transportation services, Trans Jogja only operates at several predetermined points, and the operational time has also been determined. Unlike the case with online transportation, where online transportation is able to reach all areas in Yogyakarta and its operating hours are also flexible and in accordance with the wishes of prospective users.

Keywords: public transportation, Trans Jogja, Teman Bus Jogja, policy, service quality

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Introduction

Urban public space plays an important role in providing a good quality of life for the people who live in the city. This is in line with the social goals of sustainable development, which aim to achieve greater social justice. Common problems in urban areas include transportation management and urban mobility (Rodrigue et al., 2019); a) traffic congestion and parking management, b) inadequate public transport, c) difficulties in non-motorized transportation; d) the impact of the transportation sector on the environment and energy consumption, and e) traffic accidents and safety.

Development of cities in The world is experiencing very rapid development, one of which is caused by urbanization activities (Ayuningtias & Karmilah, 2019). Urbanization is what causes cities to become densely populated, where high activity occurs. Traffic jams occur in every major city in Indonesia, such as Jakarta, Surabaya,

Medan, Makassar, and others (Suryani et al., 2020). Yogyakarta is one of the cities experiencing such a situation. Transportation problems in Yogyakarta may, in general, be the same as problems with transportation in other big cities. Congestion has a negative impact on the environment in the form of loss of time, waste of fuel, increase in motorized vehicles and cars, and increase in air pollution (Handoyo, 2014).

To overcome this problem, the Ministry of Transportation of the Republic of Indonesia, through the Ministry of Transportation launched a Bus Rapid Transit (BRT) implementation program at each city that has a high level of congestion, including Yogyakarta. The presence of Trans Jogja in 2008 is one of the solutions to overcome congestion and traffic congestion in Yogyakarta. The presence of this bus is also a form of public transport reform, from originally being deposit-based, to a subsidy system on the basis of purchasing services. However, in recent years Trans Jogja has had many problems which have been criticized. With these problems that occur in the field, it affects the number of Trans Jogja passengers, which is decreasing day by day. This can be seen in Figure 1.

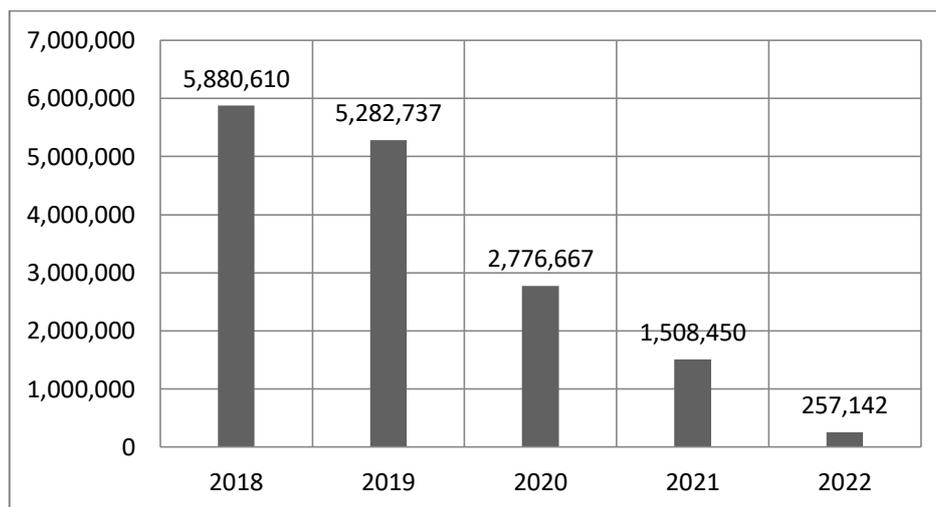


Figure 1. Number of Trans Jogja Passengers 2018-2022

Source: (Regional Development Planning Board of the Special Region of Yogyakarta Province, 2022)

Based on the data from the Regional Development Planning Agency for the Special Region of Yogyakarta in Figure 1, it is known that the number of Trans Jogja passengers over the last five years has decreased significantly. Seeing this situation, the Ministry of Transportation of the Republic of Indonesia then provided technical assistance to improve public transportation services by providing the Buy the Service (BTS) program in Yogyakarta. This program is called "Teman Bus". This is the fourth service program initiated by the Ministry of Transportation of the Republic of Indonesia since September 2020 (Kementerian Perhubungan RI, 2022). However, the presence of the Teman Bus Jogja service, which is expected to complement the existing Trans Jogja services, also does not guarantee an increase in the number of Trans Jogja passengers. This fact shows the importance of careful consideration of the condition of public transportation, especially Trans Jogja. This is because immature considerations will result in a low level of service for transportation facilities and infrastructure in serving people's mobility, thereby reducing the comfort of people's lives.

From various studies related to Trans Jogja, this study examines how effective the Buy the Service policy is at attracting people's interest in using public transportation. Especially Trans Jogja and Friend Bus Jogja, where these two services

are prioritized by the Ministry of Transportation and the Provincial Government of the Special Region of Yogyakarta.

The method used in mapping the level of service quality for transportation modes is SERVQUAL. The SERVQUAL method is designed to measure service quality perceived by customers, which consists of five dimensions namely; reliability, tangibles, responsiveness, assurance, and empathy (Barabino & Deiana, 2013); (Pabedinskaite & Akstinaite, 2014); (Saeed & Kurauchi, 2015); (Putra, K. E., & Sitanggang, 2016). This study involves four service quality factors: the tangible dimension, the reliability dimension, the responsiveness dimension, and the assurance dimension. The study reveals that the quality of public services has a close relationship with public policy. Where bad public policies can reduce the quality of public services, while good public policies can improve the quality of public services.

This background raises questions (1) Why did Trans Jogja users decline, and what factors contributed to the lack of interest in Trans Jogja users? (2) What are the policies made by the Yogyakarta Special Region government to attract people's interest in using the service Buy the Service? In addition, based on previous research, there are four factors that make up the presentation of Trans Jogja's performance, including timeliness and convenience, safety, the ticket system, and officer service, as well as access to bus stops and the availability of information (Hidayat, 2020). These four factors are also supported by several previous researchers in their research regarding the factors that influence users to use Trans Jogja, including those expressed by (Zakaria; C.Nugroho 2013; Hidayah; Alrusydi, 2020).

Therefore, the main reason for researchers discussing Trans Jogja is because several previous researchers have explained the factors that are reasons for people not being interested in using public transportation, especially Trans Jogja. However, in this study, the authors only focused on four service quality factors, including the tangibles dimension, the reliability dimension, the responsiveness dimension, and the assurance dimension. For this reason, this study aims to look at the service quality factors that most influence people's interest in using public transportation, as well as what policies are used by the Yogyakarta Special Region government to increase and entice people to use public transportation.

Research Methods

This study uses a descriptive qualitative methodology combined with the Secondary Data Analysis methodology. Qualitative research is a type of research that investigates and understands the importance of social problems in a number of individuals or groups of people (Creswell, 2016). According to (Sugiyono, 2018) the qualitative method is an approach used to evaluate reasonable things, where the researcher acts as the main instrument, data collection techniques are carried out by triangulation (combination), data processing is inductive, and research results emphasize meaning rather than generalizations. While the descriptive method motif is a method for analyzing the current state of human grouping, items, situations, systems of ideas, or series of events (Nazir, 2014). This type and approach of descriptive qualitative research was chosen because it relates to the problem under study, and is likely to provide useful and reliable data in the future.

Secondary data analysis is a method by utilizing secondary data as the main data source. Secondary Data Analysis is a research technique that uses existing quantitative or qualitative data to solve new challenges or evaluate previous research findings (Heaton, 2008). Secondary Data Analysis is still a research technique that is

rarely used in various fields (Johnston, 2014). Observations were made through valid and accountable sources of information. Observations in this study can be divided into three observation techniques, the first is participatory observation, the second is vague observation, the third is unstructured observation in data.

In this study, data collection was carried out through secondary data by observing the official portal of the Provincial Government of the Special Region of Yogyakarta, and the Official Website of Teman Bus, as well as the Social Media of the DIY Province Transportation Service, Teman Bus Jogja, and Trans Jogja. In addition, this research also obtained information from several documentation and time series data from online media portals, annual reports, and several regulations related to public transportation in the Special Region of Yogyakarta, which can be seen in Table 1.

Table 1. Research Data Sources

MEDIA	
Regional Development Planning Board of the Special Region of Yogyakarta Province	http://bappeda.jogjaprov.go.id/dataku/
Department of Transportation of the Special Province of Yogyakarta	https://dishub.jogjaprov.go.id/ https://www.instagram.com/dishubdiy/?hl=id
Trans Jogja	https://www.instagram.com/transjogja_official/ Trans Jogja application
Teman Bus	https://temanbus.com/ https://twitter.com/teman_bus?s=09 Teman Bus application
Tribun Jogja	https://jogja.tribunnews.com/
krjogja	https://www.krjogja.com/
Harian Jogja	https://www.harianjogja.com/
Kompas.com	https://yogyakarta.kompas.com/
Suarajogja.id	https://jogja.suara.com/
REGULATIONS RELATED TO PUBLIC TRANSPORTATION IN D.I.Y	
Regulation of the Governor of the Special Region of Yogyakarta Number 127 of 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transportation System with a Buy the Service System	

Source: data processed by researchers, 2022

Results and Discussion

Trans Jogja as Public Transportation

Trans Jogja is a customer-oriented mode of transportation and a mode of transportation that integrates elements of vehicles, bus stops, and transportation system planning into a bus system that is fast, on time, safe, integrated, comfortable, and has its own identity. Trans Jogja is a part of the Bus Rapid Transit (BRT) implementation program launched by the Ministry of Transportation. Trans Jogja is a public transportation system that started operating in 2008 and only operates specifically in the city of Yogyakarta.

Trans Jogja was first operated by PT Jogja Tugu Trans on February 6, 2008, but in 2015, the Yogyakarta Special Region Government terminated the contract of cooperation with PT Jogja Tugu Trans. Then, in September 2015, the Trans Jogja operator was replaced by PT Anindya Mitra Internasional. However, in 2020, the Ministry of Transportation of the Republic of Indonesia will provide a Buy the Service program known as Teman Bus in a few cities, one of which is Yogyakarta. The arrival of

Sahabat Bus in Yogyakarta made the DIY Government as well as the DIY Provincial Transportation Service decide to invite PT Jogja Tugu Trans back to become the operator of the Teman Bus Jogja program. Thus, the Trans Jogja operator is currently operated by two companies with different corridors and routes.

Trans Jogja began testing in 2008 with six routes: 1A, 1B, 2A, 2B, 3A, and 3B which are connected to major Yogyakarta destinations such as Prambanan Temple, Malioboro, Gadjah Mada University, Kotagede, Kotabaru, Jogja ExpoCenter, and Plaza Ambarukmo. Then, in 2010 the Yogyakarta Special Region Government added two routes, namely 4A and 4B which connect the Giwangan terminal with Sunan Kalijaga and Lempuyangan State Islamic Universities. After terminating the contract with PT Jogja Tugu Trans in 2015, the Provincial Government of D. I. Yogyakarta appointed PT Anindya Mitra Internasional (AMI) to become the operator of Trans Jogja. So in 2017, the Yogyakarta Special Region Transportation Service, together with PT AMI added 9 routes including 5A, 5B, 6A, 6B, 7, 8, 9, 10, and 11. Finally, in 2020 the Ministry of Transportation of the Republic of Indonesia is providing Buy the program services Service (BTS), thus the Ministry of Transportation of the Republic of Indonesia together with the Government of D.I. Yogyakarta and the Yogyakarta Special Region Transportation Service added buses and three corridors including K1J, K2J, and K3J, which can be seen in figure 2.

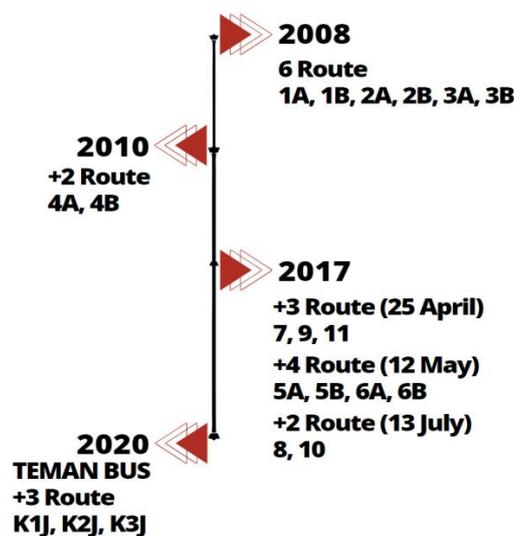


Figure 2. Development of Routes/Corridors from Year to Year

Source: data processed by researchers, 2022

Since its inception until now, Trans Jogja has operated as a closed system. Passengers are not allowed to board the bus unless they pass through the inspection gate. In addition to its closed system, Trans Jogja also implements different payment systems, including Student Subscription Tickets, One tickets, and General Subscription Tickets

Factors Influencing the Use of Public Transportation

Service quality is an important factor that the public considers when selecting the type of service provided and observing how the service develops. Service quality can be defined as a measure of how well the level of service delivered is able to meet or exceed customer expectations (Fandy Tjiptono, 2017). By improving service quality, complaints can be minimized and the number of customers can be increased by

instilling public trust in the services provided (Taufiqurokhan & Satispi, 2018). To guarantee quality service in public transportation, it is necessary to have regulations governing Minimum Service Standards for public transport operations in an area. The Trans Jogja SPM began to be issued in 2008 in line with the procurement of Trans Jogja buses, which were later updated through Governor Regulation Number 127 of 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transportation System with a Buy the Service System.

In analyzing the quality of Trans Jogja services over the past five years (2018-2022), four dimensions of service quality are needed for measuring the quality of Trans Jogja services. These four dimensions also have a close relationship with the Trans Jogja SPM, including the tangibles dimension, the reliability dimension, the responsiveness dimension, and the assurance dimension.

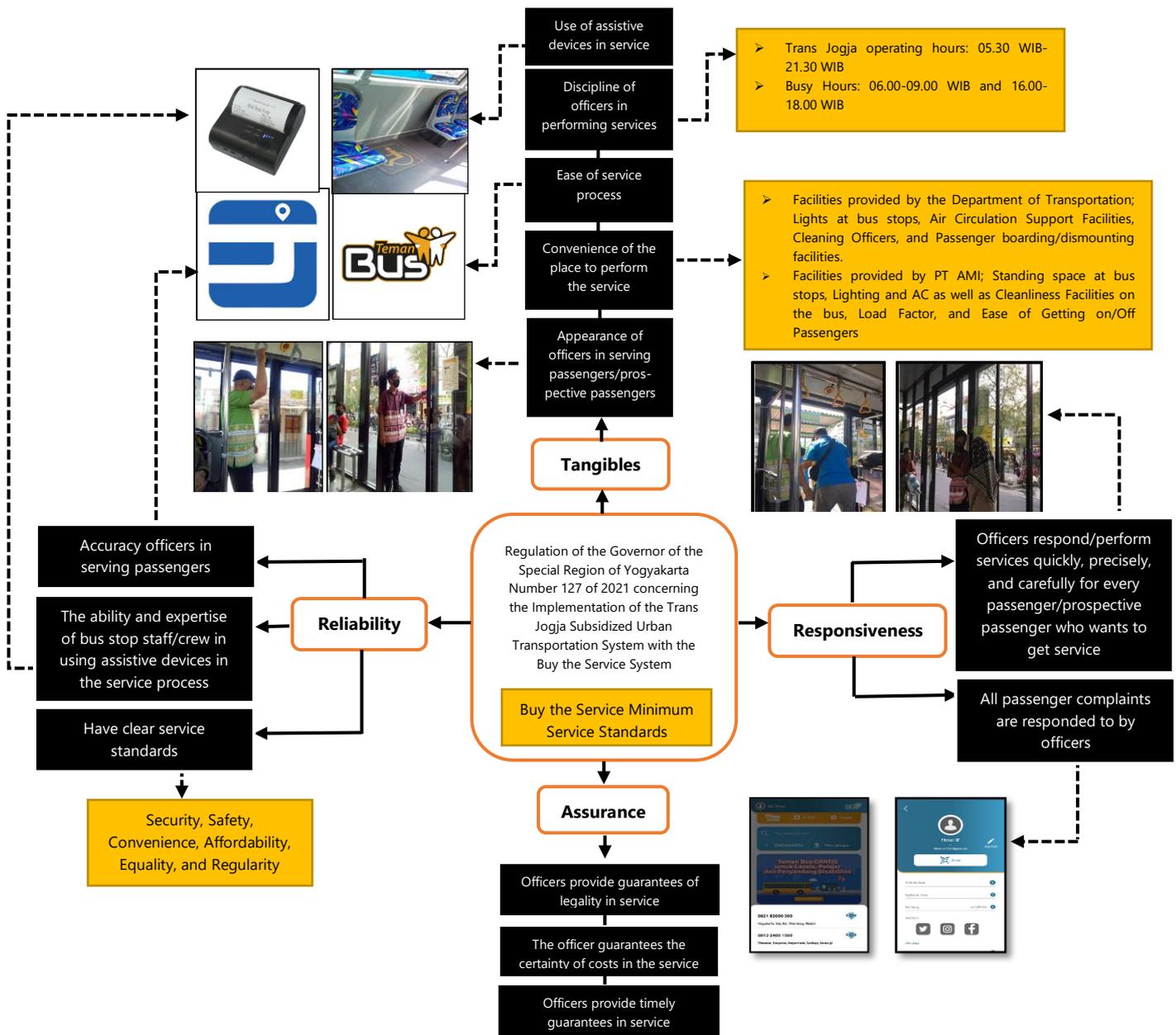


Figure 3. Service Quality Indicators from Tangibles, Reliability, Responsiveness, and Assurance Dimensions

Source: Data processed by researchers, 2023

Tangible dimensions

This tangible dimension refers to the physical appearance of facilities, personnel, equipment, and communication media related to services (Saeed, K., & Kurauchi, 2015; Putra, K. E., & Sitanggang, 2016). If this dimension is felt to be good by passengers, then passengers will feel satisfied and will use it repeatedly. To measure this dimension, the indicators used are; 1) Appearance of officers in serving passengers/prospective passengers; 2) Convenience of places to perform services; 3) Ease of service process; 4) Discipline of officers in performing services; and 5) Use of assistive devices in services.

The success of service quality on the tangible dimension is very good, or it can be said to have met the minimum service standards. Where the performance indicators for officers in serving passengers/prospective passengers as shown in Figure 3 are in accordance with the rules applied, such as uniforms and identification used by both bus crew (stewardess) and Trans Jogja bus stop officers while on duty. As for the comfort indicator, the place to perform the service is still quite good because there are several bus stops that have officers, and when entering the bus stop, prospective passengers can get direct service from the officers. Apart from that, passengers can also wait for the bus comfortably because several bus stops provided by Trans Jogja have long chairs and fans. However, this convenience only applies to a number of bus stops that have attendants, other than portable stops, which are still somewhat inconvenient because these portable stops are relatively narrow, do not have seats and a roof, and only have stairs to get on the bus so that prospective passengers or passengers who are not able to sit and take shelter from the heat and rain while waiting or getting off the bus. The indicator of ease in the service process can be said to be very good. This is because a few bus shelters already have officers and brochures attached to several bus stops as instructions for using the Trans Jogja and Teman Bus, especially now that the government and operators have provided the "Trans Jogja" and "Teman Bus" applications to make it easier for prospective passengers to use the Trans Jogja and Teman Bus Jogja.

From the schedule of services for Trans Jogja and Friend Bus Jogja, the officers' discipline indicators in providing services are very good. This can be seen from the readiness of the bus stop officers who are already at the bus stop and the drivers and bus crew who operate from 05.30 WIB to 21.30 WIB, which is in accordance with the Regulation of the Governor of the Special Region of Yogyakarta Number 127 of 2021. Indicators of the use of assistive devices in services on Trans Jogja and Teman Bus Jogja, both at certain bus stops and on the bus, are currently very good, This is because the ticket buying process used by bus stop officials now uses ticket machines as well as bus crew. Apart from that, services for pregnant women, people with disabilities, mothers with toddlers, and the elderly also have assistive devices provided by Trans Jogja and Teman Bus Jogja, such as Priority Seats with a minimum of two seats. Not only that, but a special room for wheelchairs has also been provided by Trans Jogja on the bus.

These indicators provide empirical evidence that the physical evidence of service providers, shown through the interior, facilities, and resources, will affect customer interest in Trans Jogja. This is evidenced by the good condition of the facilities at the bus stops and on the bus. Not only that, the delivery of communications made by bus stop officers and bus crews was also very fast and easily understood by prospective passengers. The facilities provided are adequate but can be further improved by improving existing service facilities inside buses and at stops. In addition,

the appearance of clean and tidy officers has a significant influence on the happiness of current and prospective Trans Jogja users, so officers must maintain a clean and tidy appearance.

Reliability dimension

The dimension of reliability is the ability to perform the promised services accurately, reliably, consistently, and suitably (Saeed, K., & Kurauchi, 2015; Putra, K. E., & Sitanggang, 2016). To measure the reliability dimension in an effort to determine the quality of service at Trans Jogja and Teman Bus Jogja, indicators can be: 1) Having clear service standards; 2) Accuracy of officers in serving passengers; and 3) Capability and expertise of bus stop staff and crew in using assistive devices in the service process. The minimum service standards for Trans Jogja and Teman Bus Jogja have been regulated in the Regulation of the Governor of the Special Region of Yogyakarta Number 127 of 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transportation System with a Buy the Service System. The service performance indicators in question include Security, Safety, Convenience, Affordability, Equality, and Regularity.

In terms of the accuracy of officers in serving Trans Jogja passengers and Teman Bus Jogja, they are now using an online system, as shown in Figure 3, where prospective passengers can order tickets and view routes and departure schedules through an application provided by Trans Jogja and Teman Bus Jogja, namely the "Trans Jogja" and "Teman Bus" applications. However, currently prospective passengers can still use services directly from the bus stop staff, such as purchasing tickets and receiving information regarding the route and schedule of bus arrivals at certain bus stops (those with bus stop attendants). Bus stop officers on duty at certain bus stops also serve as cashiers for transactions at special stops, record data on the number of passengers getting on and off at bus stops, maintain order and smooth circulation of service users at bus stops, and provide information to passengers regarding routes and the bus arrival schedule. Not only the officers at the bus stop are accurate, but the accuracy of the bus crew is also the same as that of the bus stop staff. Where the bus crew is also in charge of serving transactions, providing information, recording the number of passengers getting on and off at bus stops that do not have officers, and maintaining security, order, and cleanliness inside the bus. However, Sahabat Bus Jogja does not have a bus crew on duty to serve passengers, unlike Trans Jogja. Teman Bus Jogja uses a single operator approach, namely the driver. For payment transactions, we already use a tool (a barcode scan) and a passenger code.

For indicators of ability and expertise, the bus stop or crew's use of tools in the service process, such as payment services using ticket machines, is very good. This is because the technology used is quite easy to learn for bus stop officials and crew. Especially now that the Trans Jogja ticket system already uses two systems, both manually and electronically. Unlike the case with Teman Bus Jogja, which only uses a digital ordering and payment system, This dimension provides empirical evidence that the accuracy of officers in serving passengers, the ability and expertise of bus stop staff and crew in using assistive devices in the service process, and having clear service standards will be considered in attracting the interest of potential users of Trans Jogja. The operators and the government must be able to maintain and improve the quality of their services in this dimension. The service process is expected to be simple and uncomplicated, and the operator can add music facilities that might be enjoyed by passengers so that they feel more comfortable when traveling.

Responsiveness dimension

The responsiveness dimension is a dimension related to the capacity of company workers to provide prompt assistance and service to customers (Saeed, K., & Kurauchi, 2015; Putra, K. E., & Sitanggang, 2016). To measure the dimension of responsiveness in an effort to determine the quality of service at Trans Jogja, it can be measured through indicators: 1) Officers respond or perform services quickly, precisely, and carefully to every passenger or prospective passenger who wants to receive service; and 2) All passenger complaints are responded to by officers.

In the first indicator, the response of bus stop officials who asked the route to be taken by prospective passengers and the bus to be used, as well as the ticket payment model and the bus waiting model to be used, and helped prospective passengers get on or off the bus, was quick. Likewise, the Trans Jogja bus crew (stewards and flight attendants) and Teman Bus Jogja, who help passengers get on and off the bus, direct and assist passengers in making payments. For the second indicator, Trans Jogja and Teman Bus have provided a "Help and Report" column in the Trans Jogja application as well as the Teman Bus application, which provides a "Criticism and Suggestion" column in the application that is used to submit criticism and suggestions for Trans Jogja and Teman Bus, which can be seen in figure 3. Apart from using the application, the public can also provide criticism and suggestions through the website and social media of Trans Jogja and Teman Bus Jogja, such as Instagram and Facebook.

This dimension presents concrete evidence that shows the readiness of officers to help, the willingness of officers to share information, and the quick response of officers in providing solutions experienced by prospective users and customers, which reflects the responsiveness of Trans Jogja service providers. The points that can be assessed in determining the success of service quality from the responsiveness dimension include the readiness of officers in providing service information, the speed of officers in responding to emergencies that occur at buses or bus stops, the speed of officers in responding to passenger complaints and problems, the speed of officers in handling ticket transactions, and the fact that officers are always confident and enthusiastic about serving or assisting passengers. The responsiveness offered by employees and officers is very good. However, this service must be improved by paying attention to the wishes or complaints of potential customers or Trans Jogja users. Officers can quickly help and resolve difficulties if there are prospective users or users who want assistance, or if anyone has complaints about damage to the facilities or services offered, because fast service affects the interest of new and old Trans Jogja passengers, because usually prospective users or Trans Jogja users are impatient if they have to wait a long time.

Assurance dimension

The assurance dimension is a dimension that emphasizes the ability and knowledge of personnel in providing services, courtesy, competence, and customer trust (Saeed, K., & Kurauchi, 2015; Putra, K. E., & Sitanggang, 2016). The indicators that measure the quality of Trans Jogja services on the assurance dimension are: 1) Officers provide guarantees on time in service; 2) Officers provide guarantees for certainty of costs in services; and 3) Officers provide guarantees of legality in services.

In the first indicator, the guarantee of timeliness in services such as bus waiting time (arrival time between buses/headways), travel speed, and stopping time at bus stops have been regulated in the Trans Jogja Subsidized Urban Transport Minimum Service Standards in the Governor Regulation of the Special Region of Yogyakarta

Number 127 Year 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transport System with the Buy the Service System where Headway is divided into four of them: 10 minutes during peak hours, 15 minutes during off-peak hours, with limited fleets the maximum time is 30 minutes, or set another with the time table. The average bus travel speed is normally 40 km/hour, while the maximum speed is 60 km/hour. The maximum bus stop time is 90 seconds. Especially now that Trans Jogja and Teman Bus have provided accurate information regarding the location or point of existence of the bus, the distance between the bus and the location of the prospective passenger, the identity number of the bus to be used, and the arrival time of the bus through the applications provided, such as "Trans Jogja" and "Teman Bus".

For the second indicator, the certainty of this tariff is in accordance with regulations to guarantee Trans Jogja costs. Where the guarantee indicator for the certainty of this cost can be proven by the availability of printing equipment or proof of payment, at least 1 machine percolation (certain stops), and buses, the ticket system on Trans Jogja provides convenience for ticket payments and proof of payment to prospective users or users of Trans Jogja. The Trans Jogja ticket system consists of four types, including: Single Trip (one way), Regular Trip (general subscription), Student Trip (student subscription), and time-based ticket system. For e-money or other payments, use the regular trip fare type.

For the Trans Jogja payment method itself, it is divided into three methods to choose from: cash payment (in a few certain stops), Payment using Non-Cash Cards (e-Money, Flazz, TapCash, and Brizzi), and QRIS Payments. This is different from the payment method on Teman Bus, which only uses two payment methods: non-cash card (e-money, Flazz, TapCash, and Brizzi) and Payment with QRIS (BCA mobile, BRI mo, BNI mobile banking, go pay, OVO, DANA, Shopee Pay, LinkAja, etc., including other banks and e-Wallets that have been registered with QRIS Bank Indonesia). The following types and prices of Trans Jogja and Friend Bus tickets can be seen in Table 2.

Table 2. Types and Prices of Trans Jogja and Friend Bus Tickets

Buy the Service	Type	Price (IDR)
Trans Jogja	Regular with Non-Cash Card (QRIS)	Rp. 2,700
	Regular (Cash)	Rp. 3,600
	Student (Student Special Card)	Rp. 60
Teman Bus Jogja	Regular	Rp. 3,600
	Elderly, Students, and Persons with Disabilities	Free

Source: managed by researchers, 2023

The ticket costs for Trans Jogja and Friend Bus Jogja have the same fare, which is Rp. 3,600 for one trip from the original shelter to the destination shelter; however, Teman Bus Jogja charges an additional fee for customers who transit more than one stop. However, Trans Jogja also provides lower ticket rates for Trans Jogja customers, especially those using Non-Cash Cards (QRIS), namely Rp. 2,700, and for students who are only given a rate of Rp. 60,-. Unlike the case with Teman Bus, which provides free facilities for students (kindergarten, elementary, middle school, high school equivalent), seniors over 60 (sixty) years of age, and people with disabilities, with certain terms and conditions, including: students (kindergarten, elementary, middle school, high school equivalent) wearing student clothes and showing a student card to the driver when not wearing a uniform; seniors over 60 (sixty) years old by showing an identity card (KTP) to

the driver; and for people with disabilities, they must show a Disability Card issued by the community or the local regional government.

For the last indicator, it can be seen that Trans Jogja is a system for managing subsidized public passenger transportation in the urban area of Yogyakarta that is structured through a buy-the-service system or buying services regulated by the Regional Government. Likewise with the presence of Sahabat Bus in the city of Yogyakarta, which is the fourth service in the buy-the-service (BTS) program initiated by the Ministry of Transportation of the Republic of Indonesia. This buy-the-service system is a system for procuring urban transportation services for transportation operators carried out by the Yogyakarta Special Region Government based on the principle of subsidies. The operators responsible for carrying out this service are divided into two groups: Trans Jogja, which is operated by Limited Liability Company Anindya Mitra Internasional (PT AMI), and FriBus, which is operated by PT. Jogja Monument Trans.

Trans Jogja is a service provider with extensive experience in the realm of public services, particularly in service delivery. There is no need to doubt Trans Jogja's experience in the field of services, especially since this Trans Jogja service has been running since 2008. Therefore, having a lot of experience is a guarantee that customers will choose Trans Jogja and Teman Bus services. The guarantee of the legality of Trans Jogja services can be seen from the ticket receipts given to customers who use the cash payment method, which is different from the payment method via Non-Cash Cards and QRIS, as evidenced by proof of payment transfer from the application used.

This assurance dimension provides clear evidence that the service provider's promises will increase customer satisfaction. Trans Jogja provides a decent guarantee, but it needs to be improved. The friendly attitude of the officers will make potential users feel satisfied and comfortable when getting the services provided. Even though there has been a change in transportation costs for Trans Jogja services, Trans Jogja buses are still used by the public as a mode of transportation. Trans Jogja fares are cheaper than other public transport fares. In addition, the changes in the rates set have not increased significantly from year to year; until now, the general rate is Rp. 3,600. Moreover, special student rates are an advantage of Trans Jogja Alone because the price given is half that of other modes of public transportation. With affordable rates, people can get access to several locations in Jogja. With the operation of Trans Jogja services so far, changing tariffs is not one of the reasons people stop using Trans Jogja services, but the presence of online transportation that can be reached by all areas in Yogyakarta, unlike the case with Trans Jogja, which only reaches a few points in the area. Yogyakarta.

Of the several factors that serve as an assessment of the quality of Trans Jogja services, the dimension that most influences the lack of public interest in using Trans Jogja is the "Tangibles" dimension. The results of this study indicate that the tangible dimension has a greater influence in luring people to use public transportation. Although previous research (Hidayah, 2020; Alrusydi, 2020 & C. Nugroho, 2013) did not focus on the five dimensions used in this study, their research found factors that attract people to use public transportation. In research (Hidayah, 2020) entitled Factors Influencing Public Interest in the Trans Jogja Bus Public Transportation Tool, it was found that the factors that can influence people's interest in using Trans Jogja are cheap fares, comfortable buses, bus stops that are easy to reach and comfortable to wait for, as well as service from officers. The same thing was said (Alrusydi, 2020 & C. Nugroho, 2013) in his research, which found that service quality, community fares and

income, and accessibility of Trans Jogja shelters had a significant effect on people's interest in using Trans Jogja.

In research (Zakaria, 2013), it was found that the most dominant factors influencing consumer satisfaction on Trans Jogja bus user objects were service quality, price perception, and brand image. For this reason, the main problem for increasing the effectiveness of Trans Jogja is to increase and improve the quality of Trans Jogja services (Retno Arvi Wahyuni, Putri Andinafa Augustin, 2021).

Buy The Service (BTS) policy in Yogyakarta

One of the most important aspects of increasing the productivity of an area is public transportation. Urban transportation problems cannot be ignored in terms of planning or urban areas because they play an important role (Sutandi, 2015); Prioritizing the Interests of Community Mobility, Traffic Control, Energy savings, and Regional development The government is the only institution responsible for the performance of the transportation sector. Therefore, the performance of the transportation sector is highly dependent on the consistency and implementation of public policies made by the government (Ekawati et al., 2013).

The Buy the Service (BTS) policy is one of the policies that aims to improve the quality of public transportation services. In the Yogyakarta context, this policy can be implemented by involving public transport operators in the area. Steps that can be taken in implementing the BTS policy to attract public transportation services in Yogyakarta include: 1) Setting service standards: The government can set service standards that must be met by public transport operators. These service standards may include arrival time, cleanliness, comfort, and passenger safety; 2) Offer incentives: The government can provide incentives to public transport operators who are able to meet predetermined service standards. This incentive can be in the form of a tax deduction, waiver of operating license fees, or other financial assistance; 3) Supervise operator performance: The government can monitor the performance of public transport operators on a regular basis to ensure that it is up to standard. If the operator is unable to meet service standards, sanctions may be imposed, such as revocation of operating permits; 4) Promote awareness campaigns: Apart from providing incentives to operators, the government can also promote awareness campaigns to the public regarding the importance of using public transport as an alternative to transportation that is environmentally friendly and efficient; 5) Collaborating with private parties: The government can collaborate with private parties such as technology companies or online transportation applications to increase the efficiency of public transport and facilitate passenger accessibility.

In addition to the steps described, the following table shows several policies that have been implemented by the Special Region of Yogyakarta government and operators to increase public interest in using public transportation, especially Trans Jogja.

Table 3. Policies that have been implemented by the Yogyakarta Special Region Government

No.	Policy	Description
1	Tariff Reduction	Reducing public transportation fares to be accessible by the community
2	Service Frequency Increase	Increase the frequency of public transport departures and arrivals to reduce waiting times and increase convenience of use
3	Quality Improvement of	Improve bus stops, stations and public transportation

	Facilities and Fleet	facilities to make them more comfortable, safe and well maintained
4	Mobile Application Development and Online Information	Develop mobile applications and online information systems that provide up-to-date information regarding public transportation schedules, routes and locations
5	Public Transportation Promotion and Education Campaign	Organizing promotional campaigns aimed at increasing public awareness and understanding of the benefits and ways of using public transportation
6	Integration with Electronic Payment Systems	Integrate electronic payment systems such as smart cards or e-money to make payments easier when using public transportation
7	Wider Public Transport Routes and Network	Develop new routes and public transport networks to cover more areas and facilitate accessibility
8	Provision of parking areas at bus stops or stations	Provide sufficient parking space near bus stops or stations to make it easier for people who use private vehicles
9	Cooperation with the Private Sector and the Transport Community	Involve the private sector and the transportation community to improve the quality and efficiency of public transportation
10	Awards or Incentives for Public Transportation Users	Give rewards or incentives to people who use public transportation regularly

Source: managed by researchers, 2023

By implementing the BTS policy, it is hoped that public transportation services in Yogyakarta can improve in quality and attract people's interest in using public transportation as an efficient and comfortable alternative.

Government policy in managing Buy the Service in Yogyakarta has met the standards in general; this can be seen from the Regulation of the Governor of the Special Region of Yogyakarta Number 127 of 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transport System with the Buy the Service that has been made. Where this regulation has regulated operators who cooperate with the government in managing Buy the Service (Trans Jogja and Friend Bus Jogja), service standards, operator incentives, and operator supervision,

One of the challenges for the Special Region of Yogyakarta government is to encourage its citizens to switch to using public transportation from previously using only private vehicles. One of the policies carried out by the Yogyakarta City Government to encourage Trans Jogja service users is to implement a car-free day policy in the Malioboro area, which is carried out every Wage Tuesday. This policy applies only to Trans Jogja, Andong, and Becak buses that are allowed to pass through the Malioboro road. Not only that, the government and Trans Jogja operators conducted outreach to schools in the Yogyakarta urban area. In addition, there are two ways in which the government socializes the BTS Teman Bus program to the wider community, namely through social media and the declaration of the National Movement Back to Public Transport program. The National Movement Back to Public Transport is a manifestation of steps in providing inclusive services for all people. Although various policies made by the government to attract people to use public transportation have been implemented, the author cannot deny that this policy has not been able to guarantee the public's interest in using public transportation. This is because the policy related to limiting the purchase of transportation (cars and

motorcycles) does not yet exist, as do the middle and upper class segments, who are still thinking twice about using public transportation because transportation This mass public is not yet integrated and is not close to residences and destinations (offices, markets, etc.); in other words, they do not accommodate interests. Besides, private vehicles are very easy to obtain or buy by various groups.

Conclusion

Trans Jogja is a customer-oriented mode of transportation that integrates bus stops, vehicles, transportation systems and planning systems into a bus system that is fast, integrated, safe, comfortable, on time, and has its own identity. The Trans Jogja Minimum Service Standards began to be published in 2008 in line with the procurement of Trans Jogja buses, which were later updated through Governor Regulation (Pergub) Number 127 of 2021 concerning the Implementation of the Trans Jogja Subsidized Urban Transportation System with the Buy The Service System.

There are four dimensions of service quality related to the Trans Jogja SPM, namely: Tangibles Dimension, Reliability Dimension, Responsiveness Dimension, and Assurance Dimension. These four dimensions are running well and are in accordance with the applicable SPM, but these four dimensions need to be further improved. As for the factor that has reduced the interest of Trans Jogja users, namely the presence of online transportation services. This is undeniable because the difference between the two transportation is very far, where Trans Jogja only operates in a few predetermined points and operational time has also been determined. Unlike the case with online transportation, where online transportation is able to reach all areas in Yogyakarta and its operating hours are also flexible and in accordance with the wishes of prospective users.

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