The Effect of the Quality of Public Transportation Services on the Interest of Jakarta Tourism Visits

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ABSTRACT

This study aims to determine the influence of the quality of public transportation mode services on the Interest of tourist visits in DKI Jakarta. The mode of transportation in question is the Jakarta Explorer Tour Bus service in DKI Jakarta. This study used quantitative methods with a sample of 100 users of public transportation modes. The results showed service quality's influence on tourist visits' Interest with a regression equation of Y = 16.747 + 0.577X. Based on the hypothesis test, the calculated t value of 7,781 > t table is 1.984 and the value (Sig) of 0.000 < 0.05, which means that the service quality variable (X) has a significant effect on the tourist attraction variable (Y) with a coefficient of determination value (R2) of 0.382, it shows that the Quality of Service (X) of Tourism Visiting Interest (Y) is 38.2%.

INTRODUCTION

In order to meet the needs of the community, local governments are required to continue to innovate in providing public services. One of them has been carried out by the DKI Jakarta Provincial Government. The Provincial Government of DKI Jakarta has issued Governor Regulation 280 of 2014 concerning Jakarta *Smart City*. Jakarta *Smart City* contains six pillars for answering problems in DKI Jakarta. The six pillars are *Smart People, Smart Economy, Smart Environment, Smart Government, Smart Living, and Smart Mobility*.

Smart City is a form of public service innovation carried out by the DKI Jakarta Provincial Government. The innovation carried out by the DKI Jakarta provincial government is in the tourism sector and does not forget to take advantage of Smart Mobility in providing Jakarta tour buses. The DKI Jakarta Provincial Government, in collaboration with PT Transportasi Jakarta, provides tourist transportation facilities that can be used for free by all residents of the capital city and even tourists from outside. This Transjakarta tour bus is called the Jakarta Explorer bus. With the issuance of this policy, it is hoped that tourism services by utilizing *Smart Mobility* can make it easier for people to obtain mass transportation modes.

DKI Jakarta is a province with tourism potential that is quite attractive to foreign and domestic tourists. Many places can be visited in Jakarta, both hangout places, amusement parks, zoos, and beaches in Jakarta. "Enjoy Jakarta" is the slogan of the DKI Jakarta Provincial Government to promote tourism in Jakarta and is an effort by the Government to transform the diversity and colors of the city of 10 million into a domestic and foreign tourist destination.

Table 1. Number of Tourist Visits to DKI Jakarta

Year	Foreign tourists	Domestic tourists
2020	39.966	10.661.560
2019	2.421.124	41.640.800
2018	2.813.412	32.736.791

(Data source: Jakarta Open Data)
https://data.jakarta.go.id/dataset/jumlah-wisatawan-nusantara
https://data.jakarta.go.id/dataset/data-kunjungan-wisatawan-year-2020

Seeing the high Interest in Jakarta tourism, the DKI provincial government created a new route for Jakarta tourist double-decker buses for tourists to be able to enjoy Jakarta tourist attractions which will certainly be more fun. Tourism with double-decker buses is divided into three themes: History, culinary, and shopping.

PT Transportasi Jakarta also manages twenty-two free double-decker buses for tourist transportation that can be used for free by all residents in the capital city. This Transjakarta tour bus is called the Jakarta Explorer bus. This bus operates to explore the icons and landmarks in the city of Jakarta. The Jakarta Explorer bus currently has four different tourist routes.

The visit of foreign tourists to Indonesia can increase the country's foreign exchange and improve the economy of the people in the tourist area. Jakarta is the capital of Indonesia which is one of the tourist destinations for tourists with diverse tourist attractions as below:

Table 2. Sights

DKI Jakarta Attractions	
Ancol dream garden	Puppet Museum
TMII	Joang 45 and Thamrin Museums
Ragunan Wildlife Park	Onrust Archaeological Park
National Monuments	Sunda Kelapa Port
National Museum	Thousand Islands
Museum Satria Mandala	UN Setu Babakan
Jakarta History Museum	Inscription Museum
Textile Museum	Planetarium
Nautical Museum	The Pitung's house
Museum of Fine Arts and Ceramics	

Source: https://data.jakarta.go.id/dataset
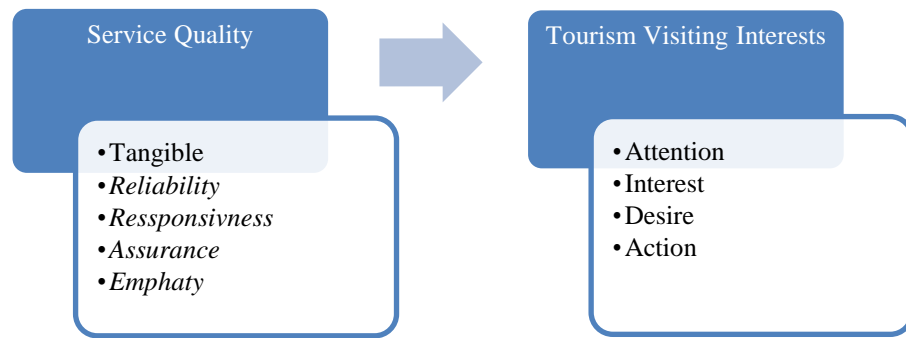
Quality of Service

Chang and Yeh (2017) define that the quality of service has a long-term effect on shaping customer satisfaction and will make customers loyal to the company. Service quality can be realized if the way it can meet the needs and what customers want and is appropriately able to keep up with customer expectations (Tjiptono and Chandra, 2011, p.180).

There are five dimensions of service quality according to Parasuraman in juvenile's 2014 research (in Ester et al. 2017), namely: *Tangible* (tangible), *Reliability* (reliability), *Responsiveness* (responsiveness), *Assurance* (certainty), and *Empathy* (empathy).

Tourist Attractions

Philip Kotler in Abdurrahman Hikmah Ramadhan (2015:1 – 7) assumes that the Interest in buying in consumers can be equated with the Interest in visiting tourists. This can be seen in the same behavior. There is no related theory of Interest and visiting decisions. However, it is consistent with Philip Kotler's theory that visiting Interest is equated with purchasing Interest measured by the same indicators. Factors influencing purchases are Attention, Interest, Desire, and Action (*Suwandari (in Rizky and Yasin, 2014)*

Based on the background of the problem, this study aims to find out how much influence the quality of nursing has on tourist interests with the following research model:

METHOD

The type of approach is a Quantitative Approach, where researchers use the Service Quality Variable (X) and the Tourist Visit Interest Variable (Y).

1. Independent variables are free variables or variables that affect the bound variable. This study's independent variable is the quality of public transportation services, especially tour buses.
2. Dependent variables are bound variables or variables that are affected by free variables. In this study, the dependent variable was the Interest in visiting tourism.

Table 3. Operationalization Variable

Variable	Dimension	Indicator	Sum
Quality of Service (X)	Direct evidence	a. Facilities	2
	Tangibles	b. Hygiene	
	Reliability	a. Response according to consumer needs	2
		b. Good service	
	Responsiveness	a. Quick response	2
		b. Meet consumer demands	
	Assurance	a. Belief	2
		b. Security	
	Empathy	a. Special attention	2
		b. Establishing a good relationship	
Tourism Visiting Interests (Y)	Attention	a. Peculiarities that attract consumers	2
		b. History attracts attention	
	Interest	a. History encourages to visit	3
		b. Knowledge of the product	
		c. Tourism Information	
	Desire	a. The attitude of the officer pushed like product	2
		b. Ease of transportation coverage	
	Action	a. Using the product	3
		b. Provide recommendations	
		c. Promoting to relatives	

The population in this study is consumers who used tour bus services during 2019 was 2,587,362 (Source: https://ppid.transjakarta.co.id/pusat-data/infografis). The number of samples in this study follows the number of people who use tour bus services using the Slovin Formula:

$$n = \frac{N}{1 + Ne^2}$$

n : number of samples
N : total population
e : *error tolerance*. The maximum error rate is 10% using the above formula.

$$n = \frac{2.587.362}{1 + (2.587.362(10\%)^2)}$$
$$\frac{2.587.362}{(1 + 2.587.362(0,1))}$$
$$\frac{2,587.362}{25.874}$$
$$99.99$$

n = 99.99 or rounded to 100 Samples.

Accidental Sampling is a technique for determining samples based on chance; that is, anyone who coincidentally or Incidentally meets with a researcher can be used as a sample if it is seen that the person who happens to be met is suitable as a data source (Sugiyono: 2010: 124).

Testing this validity using Pearson Correlation is by calculating the Correlation between the values obtained from the questions. If the *person Correlation* obtained has a significant value below 0.05, it means that the data obtained is valid (Ghozali, 2009: 49)

Table 4. Instrument Validity Test Results (X)

Item	R count	R Table	Information
X.1	0.540	0.1946	Valid
X.2	0.685	0.1946	Valid
X.3	0.618	0.1946	Valid
X.4	0.778	0.1946	Valid
X.5	0.700	0.1946	Valid
X.6	0.572	0.1946	Valid
X.7	0.724	0.1946	Valid
X.8	0.753	0.1946	Valid
X.9	0.721	0.1946	Valid
X.10	0.709	0.1946	Valid

Source: calculated using SPSS 24

Table 5. Instrument Validity Test Results (Y)

Item	R count	R Table	Information
Y.1	0.496	0.1946	Valid
Y.2	0.688	0.1946	Valid
Y.3	0.567	0.1946	Valid
Y.4	0.737	0.1946	Valid
Y.5	0.692	0.1946	Valid
Y.6	0.648	0.1946	Valid
Y.7	0.659	0.1946	Valid
Y.8	0.795	0.1946	Valid
Y.9	0.699	0.1946	Valid
Y.10	0.565	0.1946	Valid

Source: calculated using SPSS 24

The technique used to measure the reliability of observational liabilities is *Cronbach Alpha* by comparing the value of alpha with its standard, provided that if (Ghozali, 2009: 42):

    a.   *Cronbach Alpha* > 0.6, then the observation instrument is declared reliable.
    b.   *Cronbach Alpha* < 0.6, then the observation instrument is not reliable.

Table 6. Reliability Test Results

No	Variable Name	Cronbach's Alpha	Taraf Significant	Information
1	Quality of Service	0.868	0.60	Reliable
2	Tourist Attractions	0,853	0.60	Reliable

Normality Test is Kolmogorov Smirnov by using the SPSS computer program (Statistical package for social sciences ver.20.0 for windows) that is, if the significance value of the alpha > (0.05) distribution is normal. The distribution is abnormal if the significance value is < alpha (0.05).

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[,b]	Mean	.0000000
	Std. Deviation	4.31701359
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.045
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: processed using SPSS 24

RESULTS AND DISCUSSION

PT Transportasi Jakarta

TransJakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia, with the longest track in the world (208 km). The BRT system is designed based on the TransMilenio system in Bogota, Colombia. As of February 1, 2004, TransJakarta has officially operated.

In 2014 TransJakarta changed its status to a form of BUMD (RegionalLy Owned Enterprise) and officially changed its name to PT. Jakarta Transportation. Plans to open new corridor services continue to run; innovations are launched for the convenience of customers. PT Transportasi Jakarta is located at Jalan Mayjen Sutoyo No. 1, RT.5 / RW.5 Kebon Pala Village, Makasar District, East Jakarta 13650.

Figure 1. Command Center Room of PT Transjakarta

Respondent Profile

Based on the total population in chapter 3, the number of respondents in this study was as many as 100 who were users of the Jakarta Explorer Tour Bus Service. The following will be presented data on the 100 respondents used in this study.

Table 7. Respondents Profile

Gender	Sum	Presented
Man	46	46
Woman	54	54
Sum	100	100%
Age	**Sum**	**Presented**
<20 Years	16	16
21-30 Years	75	75
31-40 Years	8	8
50 Years	1	1
Sum	100	100%
Visit	**Sum**	**Presented**
> 4 times	15	15
Three times	33	33
2 Times	16	16
1 Time	36	36
Sum	100	100%

Source: Data processed by Researchers using SPSS 24, 2021

Based on table 7 above, it can be seen that male respondents totaled 46 respondents (46%) and women totaled 54 respondents (54%). This shows that most of the Jakarta Explorer Bus service users at the time of the study were women.

On the other hand, age is also often a determinant of actions, decisions, or behaviors related to using a product or service. The age of respondents under 20 years old is 16 respondents (16%), between 21-30 years old, there are 75 respondents (75%), 31-40 years old is eight respondents (8%), and 50 years old one respondent (1%) it can be concluded that the majority of Jakarta Explorer Bus service users are 21-30 years old.

Based on Visits, respondents who used more than four times were 15 respondents (15%), respondents who used three times as many as 33 respondents (33%), respondents who used two times were 16 respondents (16%), and respondents who used it for the first time as many as 36 respondents (36%).

Based on statistical calculations to answer existing problems, this quantitative analysis is also a hypothesis test to find the influence of service quality on tourists' Interest.

Service Quality Variable (X).

Index analysis for the answers to each variable aims to find an overview of respondents in this study, especially regarding the research variables used. This study used an analytical technique: multiplying the number of weights from the Likert scale by the number of respondents who chose a certain answer category for each item of a valid statement. The results were summed and totaled from all respondents compared to the interval scale listed in the research methodology chapter to draw conclusions. The Service Quality variable on the researcher's questionnaire has five dimensions of ten questions. Variable assessment The strength of service quality received the following respondent values:

The following is the result of a recapitulation of respondents' responses to the Service Quality variable:

Table 8. Results of Recapitulation of Service Quality Variables

No	Indicator	Value	Interpretation
1	The condition of Facilities on the Jakarta explorer tour bus is good	3.71	Good
2	The atmosphere inside the Jakarta explore tour bus is clean and comfortable.	3.80	Good
3	Jakarta Explorer Tour Bus always departs on time	3.41	Good
4	Employees have provided good service to customers.	4.31	Excellent
5	Fast bus service officers, responsive in overcoming problems and customer complaints...	4.11	Good
6	Customer requests are met by bus service personnel	3.96	Good
7	Security inside the Jakarta explorer tour bus is guaranteed	3.76	Good
8	PT Transjakarta guarantees that the driver and other crew who work are experienced in their fields	4.11	Good
9	Employees Pay special attention to Customers in need.	3.95	Good
10	Employees and customers establish good relations during the service process.	3.84	Good
	Average	3.896	

Source: Processed Questionnaire Data, 2021

Based on Table 8 above, it is known that the average of this study was calculated using the average formula *(mean)* quoted from Sugiyono (2015: 280). the results of the recapitulation of respondents' responses Quality-Service of 3,896 were in a Good category.

Variables of Tourist Interest

In the variable of Interest in the researcher's questionnaire, there are four indicators with a total of ten statements. Variable assessment The strength of Interest in tourism gets the respondent's value as. The following is the result of a recapitulation of respondents' responses to the Tourist Visit Interest variable:

Table 9. Results of Recapitulation of Respondents' Interest in Visiting Tourism

No	Indicator	Value	Interpretation
1	The uniqueness of the City of Jakarta encouraged me to visit tourist attractions	3,75	Good
2	The History of Tourist Attractions in DKI Jakarta caught my attention	3,84	Good
3	The HistoryHistory of tourist attractions in DKI Jakarta makes me interested in visiting it	3,91	Good
4	I visited DKI Jakarta tourist attractions because it is an interesting destination to visit	3,86	Good
5	I am looking for information about tourist attractions in DKI Jakarta to consider my destination tourist destinations	3,77	Good
6	The friendly attitude of the officers makes me happy to travel around Jakarta using a tour bus	3,66	Good
7	I find it easy to reach transportation in DKI Jakarta tourist attractions	3,73	Good
8	I am interested in returning to use the tour bus to get around the attractions in DKI Jakarta	3,88	Good
9	I will give recommendations and invite others to tour tourist attractions in DKI Jakarta using a tour bus	4,24	Excellent

10	I will share my experience using an explorer tour bus to visit tourist attractions in DKI Jakarta.	3,86	Good
	Average	3.851	

Source: Processed Questionnaire Data, 2021

Based on Table 9 above, it is known that the results of this study were calculated using the average formula *(mean)* quoted from Sugiyono (2015: 280). Recapitulation of respondents' responses of Tourism Visiting Interest of 3,851 was in a Good category.

Hypothesis Test

1. Determinant Coefficient (R^2)

The coefficient of determination shows the proportion of dependent variables that independent variables can explain.

Table 10. Results of the Coefficient of Determination of Service Quality (X) on Tourism Visiting Interests (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.618[a]	.382	.376	3.521

a. Predictors: (Constant), Quality of Service

Source: data processed using SPSS, 2021

Based on the table above, the value of the coefficient of determination in R Square (R2) with a value of 0.382 or 38.2%, in this case, shows that the amount of Service Quality (X) of Tourist Visiting Interest (Y) is 38.2% and the rest, which is 61.8% influenced by other factors that are not calculated in this study.

2. Simple Linear Regression

This analysis is to determine the direction of the relationship between the free variable (Independent), namely Service Quality (X), and the bound variable (Dependent), namely Tourism Visiting Interest (Y). The results of a simple linear regression can be seen below:

Table 11. Results of the Simple Linear Regression Test of Service Quality (X) on Tourism Visiting Interest (Y).

Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Itself.
(Constant)	16.747	2.852		5.872	.000
Quality of Service	.577	.074	.618	7.781	.000

a. Dependent Variable: Visiting Interest

Source: Primary Data Processed using SPSS 24, 2021

From table 11. Based on this output coefficient, the hypothesis will be partially proven, the resulting influence, and the formation of regression equations. The linear regression equation in this study can be formed from the *coefficient* results in the *Standardized Coefficients* column as follows:

$Y = a+bX$

$Y = 16.747+0.577X$

a = 16,747, which when interpreted if variable X (Quality of service) has a value of 0 (none), then variable Y (Tourism Visiting Interest) has a value of 16,747.

b = 0.577, which, if the increase in variable X (Service Quality) is 1%, will increase the variable Y (Tourist Attraction) by 0.577 units with a constant of 16.747.

3. T-test

Testing this t-test hypothesis determines the influence between all independent (free) and dependent (bound) variables. In the hypothesis of this study, it is suspected that all Service Quality (X) variables affect the Interest in Visiting Tourism. The results of testing the t-test hypothesis can be seen in the following table:

Table 12. Test Results t

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Itself.
1	(Constant)	16.747	2.852		5.872	.000
	Quality of Service	.577	.074	.618	7.781	.000

a. Dependent Variable: Visiting Interest

Source: Data processed using SPSS 24

a) Ho is accepted if the count is ≤ ttabel.

b) Ho is rejected if the count is > ttabel.

Based on the analysis results, it is known that the variable regression quality of service has a calculated t value of 7,781 > t table 1.984 and a value (Sig) of 0.000 < 0.05. With these results, it can be concluded that H0 is rejected and H1 is accepted, which means that the service quality variable (X) significantly affects the tourist interest variable (Y).

DISCUSSION

The results of this study can be seen from the signification rate of 0.000 < 0.05. So it can be said that the quality of service has a positive effect on the Interest in visiting tourism received. However, some indicators still score below the average on the indicators. These include:

1. The condition of facilities on the Jakarta explorer tour bus is good (3.71)
2. The atmosphere inside the Jakarta Explore tour bus is clean and comfortable (3.80)
3. Jakarta Explore tour bus always departs on time (3.40)
4. Security inside the Jakarta Explorer tour bus is guaranteed (3.76)
5. Employees and customers establish good relations during the service process (3.84)

This shows that the quality of service on the Jakarta Explorer tour bus must be improved again because several indicators are still below average.

Meanwhile, in the Tourism Visiting Interest variable, some indicators have a value below the average (3,851) whose values are below average, including:

1. The uniqueness of the City of Jakarta encouraged me to visit tourist attractions (3.75)
2. The HistoryHistory of tourist attractions in DKI Jakarta caught my attention (3.84)
3. I am looking for information about tourist attractions in DKI Jakarta to consider my destination tourist destination (3.77)
4. The friendly attitude of the officers makes me happy to travel around Jakarta using a tour bus (3.66)
5. I find it easy to reach transportation at tourist attractions in DKI Jakarta (3.73)

The results of this study are also in line with previous research conducted by Arif Wibowo on the Effect of The Quality of Trans Jogja Bus Public Transportation Services on consumer satisfaction. The results of the descriptive analysis show that the quality of service provided by the Trans Jogja bus is generally good. Some marketing experts such as Parasuraman also emphasized the importance of service quality. Zeithaml (1996) conducted special studies on several types of services and identified factors that affect the quality of services, commonly referred to as the quality dimension. The condition of each of the research variables.

CONCLUSION

Based on the results of research and hypothesis testing, it can be concluded that there is an influence on the quality of public transportation mode services on tourism interest in DKI Jakarta by 38.2%.

The recommendations from this study are based on the indicators studied; things still need to be improved, especially related to the cleanliness of tour buses and the quality of service to consumers. This effort should also be carried out by providing ongoing training to field officers so that consumers feel interested and satisfied with using the Jakarta explorer bus service.

Employees must always be ready to be available so that when passengers need help, they can be handled quickly. In addition, the responsiveness of officers needs to be improved. This effort can be made by utilizing Jakarta Explore bus officers, who must be quick to respond to passengers' wishes.

In terms of care, such as politeness and hospitality provided by Jakarta Explore bus officers to passengers, it must be improved using officers being more sensitive to the wants and needs of passengers, as well as developing the ability to communicate between officers and passengers so that passengers feel comfortable and satisfied.

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