

Passenger Satisfaction Level with Teman Bus Transportation Services in Denpasar City, Bali

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Abstract

Public transportation plays an important role in supporting community mobility in urban areas. The Teman Bus program is one of the public transportation service innovations expected to improve the quality of transportation services in Denpasar City. This study aims to determine the level of passenger satisfaction with Teman Bus transportation services in Denpasar City, Bali. This study used a quantitative approach with a descriptive method. Research data were collected through questionnaires distributed to passengers who had used the Teman Bus service in Denpasar City. The sampling technique used purposive sampling for respondents who had experience using the Teman Bus service. The variable analyzed in this study was passenger satisfaction measured through several service quality indicators, including service reliability, comfort, safety, accessibility, and staff service attitude. The results show that overall passenger satisfaction with the Teman Bus service in Denpasar City is categorized as good. Most respondents stated that the Teman Bus service provides comfort, accessibility, and satisfactory service for public transportation users. This indicates that the presence of the Teman Bus service can become an effective transportation alternative for the community. Therefore, continuous passenger quality improvement is necessary to maintain and enhance passenger satisfaction with Teman Bus public transportation services in Denpasar City.

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1. INTRODUCTION

Public transportation is a crucial means of supporting public mobility in urban areas. The availability of quality public transportation not only contributes to increasing the efficiency of public mobility but also reduces traffic congestion, reduces the use of private vehicles, and supports sustainable urban development. Therefore, the government continues to strive to improve the quality of public transportation services through various innovations that make them more modern, safe, and comfortable for the public.

One of the public transportation innovations developed by the government is the Teman Bus program. This program is part of the government's efforts to improve the quality of mass transportation services in various cities across Indonesia, including Denpasar. Teman Bus offers a more modern transportation concept, with a cashless payment system, a more comfortable fleet, and better service standards compared to conventional public transportation.

Denpasar, as the center of economic and government activity in Bali Province, has a high level of public mobility. This situation demands a public transportation system capable of providing effective and efficient services to the community. The introduction of Teman Bus is expected to be a solution to improve the quality of public transportation services while reducing congestion in urban areas.

However, the success of a public transportation service is greatly influenced by the level of user satisfaction. Passenger satisfaction is a crucial indicator in assessing the quality of service provided by a transportation provider. The higher the level of passenger satisfaction, the more likely people are to continue using the service.

Based on this background, this study aims to determine the level of passenger satisfaction with Teman Bus transportation services in Denpasar, Bali. The results are expected to provide an overview of Teman Bus service quality and serve as evaluation material for future efforts to improve public transportation services.

2. METHOD

This study uses a quantitative approach with descriptive methods. The quantitative approach was used to obtain statistically measurable data, thus providing an objective picture of passenger satisfaction with Teman Bus transportation services in Denpasar City.

The research location was Denpasar City, with the research subjects being passengers using the Teman Bus transportation service. The population in this study was all passengers who had used Teman Bus services in Denpasar City. The sampling technique used was purposive sampling, a sampling technique based on specific criteria. Respondents in this study were passengers who had used Teman Bus services and were willing to complete the research questionnaire.

Data collection was conducted by distributing questionnaires to respondents using a Likert scale. This scale was used to measure respondents' level of agreement with statements related to Teman Bus service quality. The variable analyzed in this study was passenger satisfaction, measured through several service quality indicators: service reliability, comfort, safety, ease of access, and staff attitude and service.

The data obtained were then analyzed using descriptive statistical analysis to determine the level of passenger satisfaction with Teman Bus services in Denpasar City.

3. RESULTS AND DISCUSSION

The research results show that overall passenger satisfaction with Teman Bus transportation services in Denpasar City is good. Most respondents stated that Teman Bus services provide comfort and convenience for people traveling within the city.

Based on the results of the questionnaire distributed to respondents, the service comfort indicator received a fairly high rating. This indicates that a clean fleet, adequate facilities, and travel comfort are important factors influencing passenger satisfaction with Teman Bus services.

Furthermore, safety indicators also received positive reviews from respondents. Passengers felt that traveling with Teman Bus was quite safe due to clear operational service standards and professional drivers.

Ease of service access is also a factor influencing passenger satisfaction. The availability of bus stops and integrated routes makes it easier for people to use Teman Bus as a means of daily transportation.

The findings of this study indicate that good service quality has a significant influence on passenger satisfaction levels. This aligns with service quality theory, which

states that customer satisfaction is influenced by the match between customer expectations and the service received.

4. CONCLUSION

Based on the research conducted, it can be concluded that passenger satisfaction with Teman Bus transportation services in Denpasar City is in the good category. Most passengers gave positive assessments of the quality of service provided, particularly in terms of comfort, safety, and ease of access.

This demonstrates that the Teman Bus program is capable of providing a fairly effective public transportation alternative for the people of Denpasar City. However, continuous service quality improvements are needed to maintain and improve passenger satisfaction levels in the future.

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