Analysis of Service Quality for Transjakarta Bus Transportation Users

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Abstract: This study aims to examine the quality of Transjakarta Bus service from the user's perspective. Using a qualitative approach and descriptive survey method, data were collected from 202 respondents through an online questionnaire based on a Likert scale. This study focuses on five dimensions of SERVQUAL, namely Physical, Reliability, Responsiveness, Assurance, and Empathy. The results of thematic analysis show that many respondents emphasize the importance of physical comfort of the bus, punctuality of service, and official interaction as the main factors in assessing their satisfaction. Responsiveness and empathy from officers are the two dimensions that most influence positive user views. This study also found obstacles such as lack of information about routes and the number of passengers exceeding the limit, which often become obstacles in the travel experience. The conclusion of this study is that improvements in the aspects of responsiveness, assurance, and clear information delivery to passengers have the potential to increase user satisfaction and loyalty to Transjakarta services. As a recommendation, it is suggested that Transjakarta management improve the accuracy of bus schedules, enhance officer training in customer service, and optimize fleet distribution during peak hours to address waiting time issues and improve overall service quality.

INTODUCTION

In order to create sustainable cities and enhance urban living, public transit is essential. The Transjakarta Bus Rapid Transit (BRT) system was introduced in 2004 with the goal of addressing urban issues such air pollution, traffic congestion, and poor transit efficiency in Indonesia, namely in Jakarta. Transjakarta was intended to provide transportation services that are safe, economical, pleasant, timely, and quick. There is still a disconnect between these expectations and the service that people actually receive in reality, though.

The quality of Transjakarta services is frequently variable, according to media reports, community polls, and field observations. Uncertain departure times, lengthy lines during rush hours, a small fleet, and a lack of accessibility and convenience for vulnerable populations including the elderly and those with disabilities are among the frequent grievances. These problems show that there is a big disconnect between the idealized conception of public service and how it is really implemented in the real world, indicating that user requirements have not yet been fully satisfied by present management methods and regulations.

The SERVQUAL technique, will be used in this study to examine the quality of Transjakarta services from the viewpoint of the user. The five main elements of service quality that are assessed by this approach are tangibles, assurance, responsiveness, empathy, and dependability. Reliability and responsiveness are the most important elements in influencing customer satisfaction with public transportation in Indonesia, according to earlier research, including that done by Purwanto &

Santoso (2022) in the Journal Transportasi Terapan. These studies, however, have not really looked at the actual experiences of Transjakarta customers in busy metropolitan areas and are either generic in character or geographically restricted.

As a result, our study contributes significantly to bridging the scientific gap in thorough user-based assessments of public transportation systems. It is anticipated that the study's conclusions would not only contribute to scholarly discussions but also offer useful suggestions for data-driven policies that will enhance fleet management, route planning, service systems, and long-term customer happiness.

RESEARCH METHOD

1. Subjects or Respondents

Respondents in this study amounted to 202 people who had met the criteria, namely having used the Transjakarta Bus, and filled out the questionnaire completely.

2. Research Design

This research applies a qualitative approach with a descriptive survey method. With this approach, researchers do not only pay attention to numerical or statistical data, but rather emphasize the meaning and subjective interpretations given by users about various service elements, such as timeliness, comfort, service from officers, and access to information. Data was collected through a closed-ended questionnaire distributed online. This questionnaire used a Likert scale containing structured statements with predetermined answer options. This approach was chosen to simplify the data measurement process and allow for more organized analysis among respondents.

3. Procedural Steps

a. Identification of Problems

The research began by identifying the problem, namely the assumption that Transjakarta Bus services have not fully met user expectations. This problem became the starting point for researchers to explore more deeply the perceptions and subjective experiences of users.

b. Literature Study

Researchers conducted a literature review to understand various concepts and theories relevant to service quality and public transportation. The theory used as a foundation is the SERVQUAL theory (Mawartika, Y. 2019) with five main dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Although usually used in quantitative studies, this theory can also be used as a thematic analysis framework in qualitative approaches.

c. Formulation of Research Objectives

The main objective of this research was to explore and understand user perceptions and experiences related to the quality of Transjakarta Bus services. Due to the qualitative approach, hypotheses were not used, but rather the focus was directed towards describing meaning and deep understanding from the respondents perspectives.

d. Determination of Research Methods

This research used a qualitative method with an exploratory descriptive approach. Data was obtained through a closed questionnaire and analyzed qualitatively to describe the pattern of respondents responses and understand their perceptions of Transjakarta services.

e. Preparation of Research Instruments

The instrument used was a closed questionnaire, where respondents were asked to provide responses to statements compiled based on the dimensions of SERVQUAL. Although the answer choices have been determined, the data collected is still analyzed qualitatively to explore the meaning, patterns, and trends of respondents' perceptions of Transjakarta Bus services. The main instrument in this study uses a questionnaire through google form which contains statements to explore information about punctuality, fleet reliability, bus information, service hours, communication, courtesy, competence, sense of security, cleanliness, information to customers, equipment, machines, services, understanding wishes and complaints, responsiveness, and solving problems. In addition, this research also utilizes secondary data taken from various literature sources such as scientific journals, articles, and relevant reports.

f. Sampling Technique

Respondents were selected using purposive sampling technique, which is

by considering certain criteria, for example those who use Transjakarta Bus at least once. Researchers distributed questionnaires to individuals who could provide relevant and in-depth information.

g. Data Collection

Data was collected by distributing a closed questionnaire online, through Google Forms. Respondents selected answers from a list of options. The answer options were structured using a likert scale (for example: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree), allowing for easier and more structured data analysis. The survey link was distributed for one week to the questionnaire barter community on platform X and Telegram groups whose members had been confirmed to have used Transjakarta. During the collection period, researchers provided periodic reminders to increase respondent participation until 202 valid responses were reached.

h. Data Processing and Analysis

The data analysis technique used in this study uses the descriptive analysis method. According to Sugiyono (2022) descriptive analysis is data analysis by describing the data that has been collected as it is without intending to make generally applicable conclusions. This method aims to show the data that has been collected and grouped according to certain categories in order to gain an understanding of the problem being studied.

i. Interpretation of Results

The findings were analyzed narratively based on emerging themes, such as comfort, punctuality, officer attitude, or route information. Interpretation was done by linking the findings with SERVQUAL theory and the field context to comprehensively describe service quality from the user's perspective.

j. Conclusions and Recommendations

The researcher concluded the research results based on the themes that had been analyzed and submitted practical recommendations to Transjakarta. Recommendations can be in the form of increasing access to information for users, improving physical facilities, adding fleets, or training for officers in improving the quality of interactions and services to passengers.

4. Location, Time, and Durations

The research was conducted online, so it was not limited to a particular physical location, respondents came from all areas of Jakarta who actively use Transjakarta buses. The questionnaire

distribution lasted for seven days and reached 202 respondents while the data collection analysis was carried out by the researcher for one month.

RESULTS AND DISCUSSION

In the 40 questions that we created and submitted to respondents in our questionnaire, we took 6 main points that were indicators of each question that we submitted to respondents, so we obtained the following data.
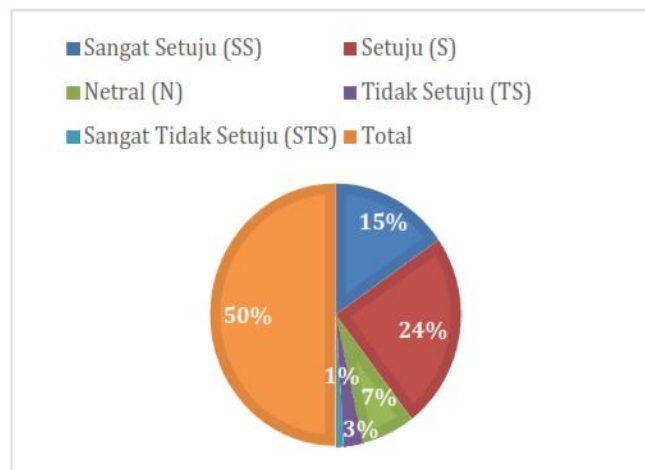

Figure 1. Easy Access to Bus Arrival Information

Several significant conclusions were drawn from the information gathered from the questionnaire using a number of key measures of service quality. For instance, most respondents agreed or strongly agreed that it was simple to find information about bus arrivals. This demonstrates how well Transjakarta's information system, which includes digital apps and bus stop monitor displays, has worked to give passengers the real-time information they require. This pattern suggests that service transparency is rising.
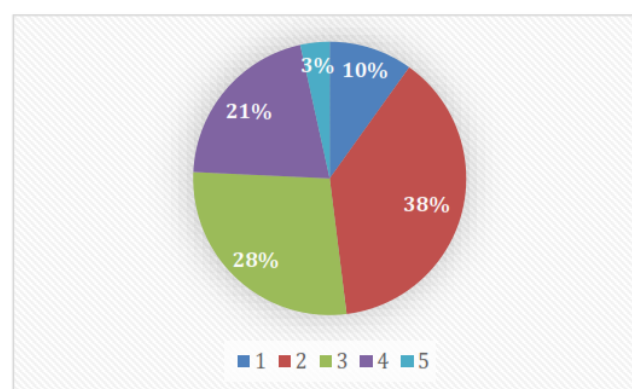

Figure 2. Bus Arrives on Time According to Schedule

The degree of satisfaction did, however, somewhat decline when considering how well the bus arrival times matched the schedule. The fact that a large number of respondents chose "neutral to disagree" suggests that the digital schedule and the actual situation differ. External factors that interfere with the regularity of operating periods, such as fleet constraints, road congestion, or technical issues, might produce this occurrence.
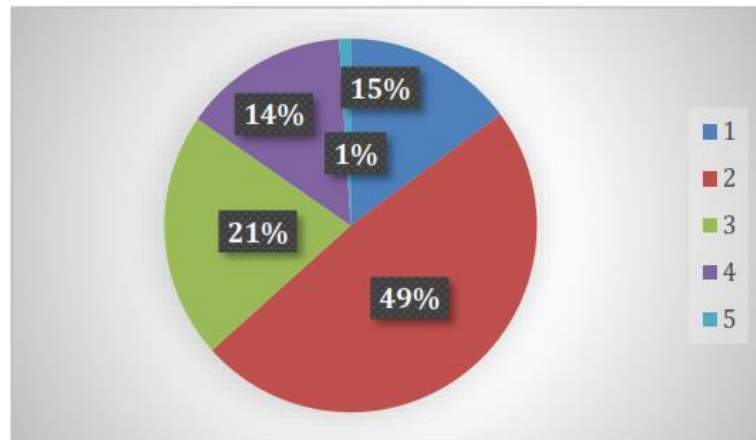
Figure 3. Sufficient Number of Bus Fleet

The data indicates a good trend in terms of fleet sufficiency and operating hour consistency, with the majority of respondents believing that service times are reasonably constant and the available fleet is sufficient. This illustrates the initiatives taken by the local government or Transjakarta operators to boost stability and operating capability.

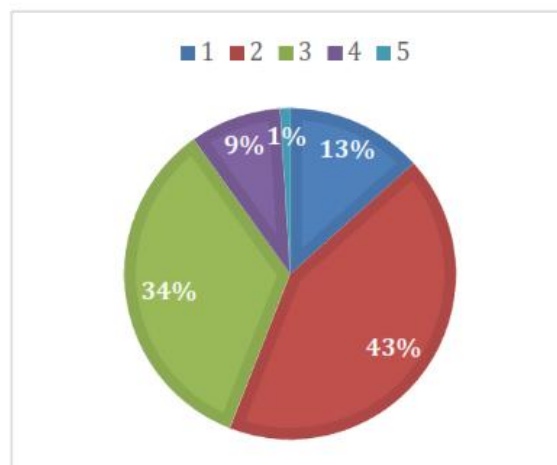**Figure 4.** Consistent Service Hours

The waiting time variable, however, displays a more evenly distributed set of responses, with a large number of respondents selecting indifferent or disagreeing. This suggests that waiting times between stops or corridors continue to vary significantly. The fleet's unequal distribution or the volume of traffic during peak hours may have an impact on this aspect.
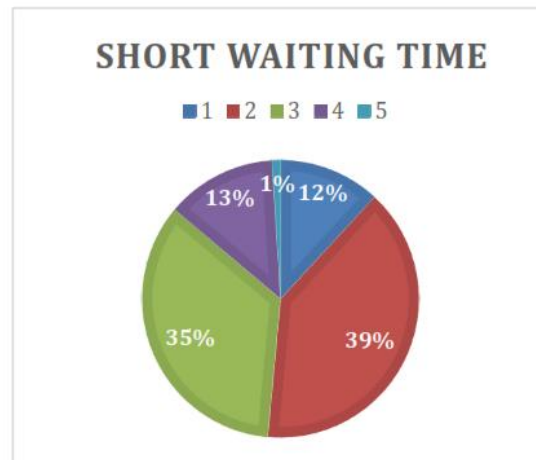
Figure 5. Short Waiting Time

Lastly, most respondents expressed satisfaction with the speed and punctuality of travel, but a sizable portion expressed neutrality, suggesting that traffic and time management between routes continue to have an impact on travel efficiency.

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Conformity of Transjakarta Bus arrival with the arrival schedule displayed on the bus stop screen monitor	12	45	28	16	2
2	Short waiting time for Transjakarta buses to arrive	5	30	38	28	2
3	Travel time is fast when using the Transjakarta Bus	10	40	30	20	3
4	Conformity of travel time taken with the Transjakarta Bus travel schedule	15	38	25	18	7
5	Sufficient number of Transjakarta Bus fleet in serving passengers	8	35	32	20	8
6	Ease of accessing Transjakarta Bus arrival information	20	45	18	12	5
7	Ease of accessing updated Transjakarta Bus information	18	42	20	15	8
8	Ease of getting real-time Transjakarta Bus position information	15	40	25	15	8
9	Consistency of services provided by Transjakarta Bus	12	48	20	15	5
10	The ability of Transjakarta Bus officers to provide information to passengers clearly	25	45	15	10	5

11	Friendliness shown by Transjakarta Bus officers in providing services	28	42	12	10	8
12	Politeness shown by Transjakarta Bus officers in providing services	25	45	15	10	5
13	Driver skills in running the Transjakarta Bus	20	50	15	10	5
14	The ability of Transjakarta Bus officers to maintain passenger safety	22	48	15	10	5
15	A sense of security for passengers when at the Transjakarta Bus stop	18	45	20	12	5
16	A sense of comfort for passengers when at the Transjakarta Bus stop	20	42	18	15	5
17	A sense of security for passengers when on the Transjakarta Bus	15	45	20	15	5
18	A sense of comfort for passengers when in the Transjakarta Bus	18	42	20	15	5
19	The condition of Transjakarta bus shelters that are kept clean	22	45	15	12	6
20	The condition of Transjakarta bus stops makes passengers comfortable	20	45	18	12	5
21	The condition of Transjakarta buses that are always kept clean	18	48	15	12	7
22	Transjakarta conditions make passenger buses comfortable	20	45	15	15	5
23	The availability of signs at each Transjakarta bus stop (route map, arrival time and advisory information) in a clear manner	25	42	15	10	8
24	Availability of AC inside Transjakarta Bus	15	40	25	15	5
25	Availability of deodorizer in Transjakarta buses	12	38	28	15	7
26	Availability of seats for priority passengers in Transjakarta buses	18	45	20	12	5
27	Transjakarta payment machine functioning properly	15	42	22	15	6
28	Balance top-up machine at Transjakarta bus stops functioning well	12	40	25	18	5
29	Readiness of Transjakarta Bus officers on the spot when needed	18	45	20	12	5

30	The ability of Transjakarta Bus officers to provide clear information for passengers who need it	22	45	15	12	6
31	The availability of Transjakarta Bus officers in serving the needs of passengers	20	48	15	12	5
32	Patience shown by Transjakarta Bus Officers in responding to complaints from consumers	18	45	20	12	5
33	Transjakarta Bus is quick to respond to user criticism	15	42	22	15	6
34	Transjakarta Bus is quick to respond to user suggestions	12	40	25	18	5
35	Transjakarta Bus is quick to respond to user complaints through social media	10	38	28	18	6
36	Speed of officer response in handling Transjakarta Bus payment complaints	8	35	30	20	7
37	Officer skills shown in responding to Transjakarta Bus payment complaints	12	40	25	15	8
38	The ability of Transjakarta Bus to overcome problems complained about by its users	15	42	22	15	6
39	Transjakarta Bus Officer shows a confident attitude when problems occur at the bus stop	12	40	25	18	5
40	Transjakarta Bus Officer shows a ready attitude to help passengers when problems occur at the bus stop	15	45	20	15	5

References: (Sam et al., 2019)

Based on these results, it can be further analyzed to understand the meaning of the data and its implications for the quality of Transjakarta services. The following is an interpretation and discussion of the findings based on theory and previous research studies, the questionnaire results showed that most respondents felt that bus arrival information was easily accessible, both through applications and digital boards at bus stops. This finding shows that the quality of Transjakarta service information is good enough, supporting the findings of Pristanto et al. (2021) which states that information facilities have a positive effect on user satisfaction. However, the timeliness of bus arrival is still a complaint. Many respondents felt that the schedule displayed did not match the real

conditions in the field. This shows weakness in the reliability aspect of SERVQUAL, as noted by Rachmadyaningrum et al. (2021) that service delays have a direct impact on user satisfaction.

Other positives can be seen in the adequacy of the fleet and the consistency of operating hours, which are considered quite good. This is in line with the findings of Syawalani et al. (2023) who mentioned that the assurance and reliability dimensions play a major role in shaping positive perceptions of Transjakarta services, especially in Microtrans services. However, inconsistent waiting times are still a major obstacle. Many respondents expressed dissatisfaction with the length of waiting time. This reinforces the results of research by Rianti & Tuti (2020) which emphasizes that waiting time is one of the dominant factors affecting service quality. In terms of travel speed, most respondents are quite satisfied, although external factors such as congestion are still an obstacle. Meliana et al. (2023) added that the perception of service efficiency is also influenced by the quality of officer service and route clarity. In general, the strength of Transjakarta services is in the provision of information, fleets, and schedules. However, it is necessary to improve on aspects of punctuality, waiting time stability, and route efficiency so that user satisfaction increases overall, according to the SERVQUAL framework.

This research contributes to the development of insights in the field of education, especially in the context of understanding the quality of public services based on user experience. By using a qualitative approach through the distribution of closed questionnaires and descriptive analysis, this research describes in depth the public perception of Transjakarta services. The main contribution is to provide contextual meaning to how users assess public transportation services in their daily lives. These experiences include ease of access to information, fleet adequacy, and challenges such as punctuality and long waiting times. These results can enrich the local literature on public service satisfaction and form the basis for a more humane understanding of urban transportation.

Practically, the findings provide input to Transjakarta managers and policy makers on aspects of service that need to be improved. Although information and fleet are considered quite good, timeliness and variability of waiting times are still the main complaints of users. This emphasizes the importance of improving fleet management and setting schedules that are more responsive to field conditions. As for if there are findings that do not match initial expectations, for example, the assumption that all aspects of the service are satisfactory. This difference opens a new understanding that user perceptions are strongly influenced by context and personal experience. The implication is that improving the quality of public services is not enough through a technical approach alone, but also through an approach that understands the needs and perceptions of the community more thoroughly.

Based on the analysis of the questionnaire involving 202 respondents, it was found that most users were satisfied with the physical condition of Transjakarta services, including the cleanliness of the bus stops and buses, the comfort of the facilities, and the availability of information through monitors or digital applications. This shows that the Tangibles aspect in SERVQUAL has been met well. However, some respondents felt that the Reliability aspect, such as the suitability of bus arrival times to schedules and short waiting times, was still inconsistent, as reflected in the many neutral to disagree responses.

In addition, the Responsiveness and Empathy dimensions received the most positive responses, especially related to friendliness, readiness to help, and politeness of officers in the field. This shows that direct interaction between officers and passengers is an important factor in shaping user perceptions. Even so, the Assurance dimension, such as handling complaints on social media

and clarity of information from officers, still needs to be improved so that services can be more responsive and trustworthy in the future.

The discussion should include four essential elements: (1) an explanation of the main findings and their relationship with the applied theory, (2) comparisons with previous research results, (3) possible explanations for differences or similarities between studies, and (4) theoretical and practical implications of the findings. Authors are encouraged to acknowledge research limitations honestly—such as data scope, sampling, or contextual constraints—and to provide recommendations for future research or field application. The discussion should go beyond describing results; it must emphasize why and how the findings occurred and what impact they have on both theory and practice.

CONCLUSION

This study concludes that in general, users rate Transjakarta Bus services as quite good, especially in terms of physical comfort, punctuality, and interaction with officers. The dimensions of Responsiveness and Empathy turned out to be the main factors that shape positive user views. However, there are still obstacles such as lack of information about routes and the number of passengers exceeding the limit, which can reduce comfort during the trip. Therefore, it is recommended to improve the quality of service by providing clearer information, training officers to increase empathy and responsiveness, and improvements in operational management to increase user satisfaction and loyalty. Further research is recommended to examine more deeply the views of users from various demographic groups and measure the effectiveness of the latest service policies.

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