

Evaluating Service Quality: A Qualitative Analysis of Suroboyo Bus Services on the Purabaya - Rajawali Route in Surabaya City

Service Quality
Dimensions

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ABSTRACT

Public transport is any form of transport to move passengers or goods from one place to another which is done by being hired and rewarded. This research was conducted with the aim of determining the quality of Suroboyo bus services that have been provided to the people of Surabaya City with the Purabaya - Rajawali route. The approach to this research refers to qualitative approaches and descriptive types of research. The research method used in this study is qualitative method with interview and observation data collection techniques. Data analysis is carried out in an inductive way descriptively – qualitatively. The theory used in this study is the theory of service quality from Parasuraman et al. (1988). The results of this study show that five indicators of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy have been well implicated by Suroboyo bus service providers with the Purabaya - Rajawali bus route. Even though it is considered quite qualified, Suroboyo bus officers still strive to improve service quality. In addition, officers can also maintain their hospitality by giving smiles and greetings to every passenger who comes. Smiles and greetings given by bus officers will have an impact on passengers so that they feel that they have been cared for and comfortable with the service provided by the officer.

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ABSTRAK

Angkutan umum adalah segala bentuk angkutan untuk memindahkan penumpang atau barang dari satu tempat ke tempat lain yang dilakukan dengan disewa dan diberi imbalan. Penelitian ini dilakukan dengan tujuan untuk mengetahui kualitas pelayanan Suroboyo bus yang telah diberikan kepada masyarakat Kota Surabaya dengan rute Purabaya – Rajawali. Pendekatan pada penelitian ini merujuk pada pendekatan kualitatif dan jenis penelitian deskriptif. Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dengan teknik pengumpulan data wawancara dan observasi. Analisis data dilakukan dengan cara induktif secara deskriptif – kualitatif. Teori yang digunakan pada penelitian ini yaitu teori kualitas pelayanan dari Parasuraman et al. (1988). Hasil pada penelitian ini menunjukkan bahwa lima indikator kualitas pelayanan yaitu bukti fisik (tangibles), kehandalan (reliability), daya tanggap (responsiveness), kepastian (assurance), dan perhatian (empathy) sudah terimplikasi dengan baik oleh penyedia layanan Suroboyo bus dengan rute bus Purabaya - Rajawali. Meskipun dinilai cukup berkualitas, petugas Suroboyo bus tetap berupaya melakukan peningkatan kualitas pelayanan. Selain itu, petugas juga dapat mempertahankan keramahannya dengan memberikan senyuman dan sapaan kepada setiap penumpang yang datang. Senyuman dan sapaan yang diberikan oleh petugas bus akan memberikan dampak kepada penumpang sehingga mereka merasa bahwa ia telah diperhatikan dan nyaman dengan pelayanan yang diberikan oleh petugas.

Kata kunci: Kualitas pelayanan, Jasa, Angkutan umum, Kualitatif

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INTRODUCTION

Over the past decade, countries in the Asian region have experienced tremendous growth in urbanization, this has caused their population to migrate from rural areas to urban areas. As a result, new development in urban areas and improved living standards have increased daily traffic volumes, such as in Surabaya City whose population is recorded at 2.88 million people in 2022 (surabaya.go.id). The population that is so increasing causes congestion in the city of Surabaya is also increasing. Congestion that occurs is also caused by people who prefer to use private vehicles rather than transportation or public transportation, due to the rampant criminal acts that occur in public transportation. This causes the need for comfortable and safe and quality transportation services to become a demand for the people of Surabaya City (Farahani et al., 2019); (Chow & Bakar, 2019; Dantas et al., 2021).

Surabaya City has various types of transportation services, one of which is the city bus that was newly launched in 2018, namely Suroboyo bus. Apart from being a manifestation of the Surabaya City government's efforts to synergize the fulfillment of transportation or public transportation needs with environmental programs (surabaya.go.id), this bus can also meet the demand of a large population and reduce daily traffic density on the highway (Ng & Phung, 2021; Mulley et al., 2020). Competition between other transportation has recently increased, therefore to ensure buses are the preferred mode of travel, the quality of bus services needs to be improved immediately. Inadequate public transport systems can be overcome by providing flexible travel mode options (Chang et al., 2021).

Since the inauguration of Suroboyo bus by the government, many people in Surabaya City have chosen to use this new bus instead of other public transportation such as bemo/lyn. The public also does not need to worry about the fare that must be paid when using this bus. This is contained in. The ticket service rates listed in the regulation consist of direct ticket fares, prepaid ticket fares, and certain fares. The ticket service fare is valid for a maximum of 120 minutes from boarding the bus. If you exceed this time and do not get off the bus, passengers do not need to pay back the existing fare. Peraturan Walikota Surabaya Nomor 22 Tahun 2023 Tentang Tarif dan Kontribusi Layanan Badan Layanan Penggunaan Sampah Unit Regional Umum Manajemen Layanan Teknis Eksekutif Transportasi Umum Pada Dinas Perhubungan Kota Surabaya. Direct ticket fares charged to passengers consist of three categories. First, the general tariff that applies generally to the people of Surabaya City is IDR 5,000. Second, student and student rates of Rp 2,000. For students if they do not wear school uniforms, they must show a Student Card. Meanwhile, students are required to show a valid Student Card. Third, special rates apply to veterans, seniors with a minimum age of 60 years, children under five years old, and people with disabilities.

Prepaid ticket fares consist of individual tickets, ten-ticket packages with validity up to ten days from purchase, and forty-ticket packages with validity up to forty days from purchase. While certain ticket fares have two categories, including promo ticket rates that apply on certain days, and ticket rates based on cooperation with Third Parties. In addition to ticket service rates, there are also non-ticket service rates consisting of the provision of promotional space and other services at BLUD, UPTD, and PTU.

Payment for Suroboyo bus ticket purchases can be made in two ways, namely non-cash and waste contributions. Non-cash payments are made by scanning QRIS barcodes, electronic money, e-ticketing systems, or payments through other digital transactions. Although ticket payment cannot be made in cash, it does not reduce public interest in using Suroboyo bus in every trip.

The quality of public transportation services is a measure of the level of service provided by its operators in serving passengers (Bakar et al., 2022). The quality of public transportation services is defined as an overall measure of the perceived performance of public transportation services from the passenger's point of view (May, 2000). Good service quality can be a factor to increase ticket sales. In addition, good service quality not only contributes to the improvement of environmental aspects, but also supports

population growth capacity (Bakar et al., 2022). Good service will ultimately be able to provide satisfaction to users.

Suroboyo bus continues to experience progress in ticket sales because it is easy to pay and often covered on social media such as Tiktok, so that more and more people know about Suroboyo bus. Based on these reasons, the author is interested in conducting research on how the quality of Suroboyo bus services that have been provided by the manager according to passengers on the Purabaya - Rajawali route.

LITERATURE REVIEW

Public Transport

Transport is something that is being moved from one place to another. In his book, (Morlok, 1978). Bowersox (1981) it means that transportation is the movement of passengers or goods to another place to the desired destination. Salim (2000) also defines transportation that is not much different from Morlok (1978) and Bowersox (1981), namely as the activity of moving cargo and passengers from one place to another.

Public transport is passenger transport carried out with a rental or pay system (Warpani, 1990). Preston (2009) it also defines public transport as any form of passenger or freight transport that is available for hire and reward. The term usually refers to ground passenger transport, particularly bus and train services. Public transport is an effective tool to address various societal challenges, related to mobility, sustainability, and livability (van Oort & Yap, 2021). Quality public transport can create value for a wide range of stakeholders, such as different types of tourists, workers, and the wider civil society served by such services (Veeneman, 2023).

Quality of Service

Quality of service is the result of comparison by users between their expectations regarding the service and their perception of the way the service is performed (Gronroos, 1984; Caruana, 2002; Parasuraman et al., 1988). Service quality is a long-term intellectual assessment of users of the service delivery of a company (Lovelock & Wright, 2005). Ramya et al. (2019) argues that service quality is an assessment of how well the service provided is in accordance with the expectations of service recipients. Service providers often assess the quality of service provided to their customers to improve their services, identify problems quickly, and better assess customer satisfaction. Providing quality service means meeting customer expectations consistently (Popa, 2014).

Nejadjavad & Gilaninia (2016) defines service quality as a general attitude or judgment of customers with respect to the supremacy of a service. Service quality can also be defined as the degree of mismatch between users' prescriptive desires for the service and their responses to service performance (Parasuraman et al., 1985). The definition is further elaborated as a thorough evaluation of a particular service company resulting from a comparison of that company's performance with users' general wishes about how the company should perform in that industry (Parasuraman et al., 1988).

Service quality is the most important factor that can affect a company's performance (Nejadjavad & Gilaninia, 2016). Superior quality will result in better performance and have benefits such as customer loyalty (Nejadjavad & Gilaninia, 2016). Service quality can be measured using five indicators, namely, tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988).

METHODS

This research was conducted using a qualitative approach. This approach is research intended to understand what phenomena are experienced by research subjects, such as perception, behavior, action, motivation, and so on holistically and described in the form of words and language in a special natural context by utilizing various methods naturally (Moleong, 2007). The method to be used in this study is the descriptive method, which is matching empirical reality and applicable theory.

This research was taken in the Suroboyo bus fleet with the Purabaya-Rajawali route. The route or stop that will be passed is, Purabaya Terminal - Dukuh Menanggal - Siwalankerto - Rainbow Park - Bhayangkara Hospital - Fatma Veterinary Center (PUSVETMA) - Ketintang - Bank Indonesia Museum - Darmo Hospital - Basuki Rahmat - Kaliasin - Embong Malang - Blauran - Pringadi - Turi Market - Kemayoran Mosque - Indrapura - Rajawali.

The types of data in this study are primary and secondary data. Data collection in this study will be carried out by interviewing Suroboyo bus passengers for the use of primary data and through books and literature related to the problems discussed in this study for the use of secondary data.

The techniques used for the data collection process can be done by triangulation methods, namely: (a) interviews; (b) observation; and (c) documentation (Moleong, 2007). However, due to documentation facilities and very limited time, so this study only used interview and observation methods. The interview method is the acquisition of data by conducting in-depth interviews and direct questions and answers with people used as informants or data sources that have relevance to the topic and problem under study. The observation method is a data collection technique carried out by conducting preliminary observations in an effort to collect portraits of empirical phenomena and direct observations in the field to obtain truly accurate data.

Data analysis in this study was carried out in an inductive way, starting from the field by going to the field and studying events in the field. After the above method is used and the data has been collected, the researcher will analyze and summarize the data using descriptive - qualitative analysis. Descriptive - qualitative is used to create a factually structured and accurate description of the facts, traits or traits and relationships between the experiences investigated.

RESULTS AND DISCUSSION

The results of this study show that five indicators of service quality, namely tangibility, reliability, responsiveness, assurance, and empathy have been well implemented by Suroboyo bus service providers. Although there are some indicators that are not sympathetic to the wishes of passengers, it does not make their reason not to use Suroboyo bus.

Suroboyo bus Service Quality Indicator

Tangibles

Tangibles are physical facilities contained in the service process presented by service providers. Tangibles consists of two indicators, namely ease of service and comfort of place.

The ease of service on Suroboyo bus is the easy access to use Suroboyo bus services supported by the GoBis application. Based on the results of interviews in the field that have been conducted stated that the GoBis application is very easy to use. Only by downloading the application on the passenger's smartphone and connected to the internet, passengers can buy Suroboyo bus tickets quickly. In addition, passengers can also find out the bus departure schedule, the route to be taken, and information on the position of the bus.

The comfort of the place referred to in the physical evidence indicator is the Suroboyo bus service place, namely the bus stop. The results of field interviews proved that the stops that had been provided by the Surabaya City government for the Suroboyo bus stop on the Purabaya – Rajawali route were well implemented. The bus stop that has been built is very adequate with the support of facilities in the form of seats, bright lights, and a closed roof so that passengers can shade when it is hot or rainy while waiting for the bus to arrive.

Reliability

Reliability is the ability of service providers to provide services as promised precisely and reliably. Reliability concerns the performance of Suroboyo bus officers who are

skilled and capable when carrying out their duties. Suroboyo bus officers are required to provide a service that can make it easier for people to use the bus. Reliability consists of the friendliness and skill of officers in using QRIS payment instruments.

Friendliness in this indicator can be explained that a service is considered skilled or not depends on the Suroboyo bus officers who serve. Based on the results of interviews that have been conducted, it can be concluded that the hospitality of Suroboyo bus officers is good in serving passengers. In addition, Suroboyo bus officers are considered cheap to smile and dexterous when serving passengers.

Meanwhile, the skills of Suroboyo bus officers can be considered capable and shrewd in using QRIS payment instruments. This skill is very helpful for passengers who still have difficulty using QRIS as a means of payment for direct ticket purchases.

Responsiveness

Responsiveness is the willingness or willingness of service employees to extend help and provide services quickly and precisely. This responsiveness consists of two indicators, namely the responsiveness of Suroboyo bus officers in receiving passenger complaints and fast and precise service.

Based on the results of interviews that have been obtained while in the field, it can be concluded that, the services provided are in accordance with the wishes of passengers, it can be seen from the responsiveness of bus officers in helping passengers who have difficulty in paying tickets and helping passengers who need assistance such as disabled passengers. In addition, the Suroboyo bus service process only takes approximately 15 minutes.

Assurance

Assurance is collateral and assurance provided by Suroboyo bus officers in fostering service users' trust in providers. Assurance consists of two indicators, namely service schedules and program socialization.

Based on the results of interviews that have been conducted in the field, service schedules have been given with assurance by Suroboyo bus officers, such as several choices of Suroboyo bus departure hours at each terminal or temporary stop stops. In addition, Suroboyo bus officers also provide information on the assurance of service costs that are integrated with the GoBis application service system, so that there will be no interference from existing services on Suroboyo bus. In addition, socialization of program services has been carried out thoroughly throughout the city of Surabaya. Thus, the community can feel the ease of available services.

Empathy

Empathy is more attention that must be given, serious, and sympathetic to customer desires. Suroboyo bus officers will provide sincere and individual attention to service users by trying to understand their specific needs or desires. The interests of service users who come first are included in the empathy indicator.

Based on the results of interviews that have been conducted while in the field, the interests of passengers, namely bus travel, have been prioritized by officers by not carrying out any activities other than service to users. The excellent service provided by the Suroboyo bus officer makes passengers feel comfortable on their trip.

Supporting Factors of Suroboyo bus Service Quality

Supporting factors that facilitate the process of Suroboyo bus services during the trip for passengers were found by the author during interviews and observations. These supporting factors are the skill of Suroboyo bus officers in using the GoBis application and the friendly and polite attitude of Suroboyo bus officers.

The proficiency of Suroboyo bus officers in using the available GoBis application greatly facilitates the process of serving passengers. The service process can be done quickly and does not take long when officers have these skills. Thus, service users or passengers are satisfied with the services provided.

The friendly and polite attitude of Suroboyo bus officers when providing services to passengers is needed. This is useful when Suroboyo bus officers serve passengers who

have sensitive natures. In addition, friendliness to passengers is also one of the main factors in the success of bus services. Smiles and greetings given by bus officers will have an impact on passengers so that they feel that they have been cared for and comfortable with the service provided by the officer. Vice versa if the officer does not give a friendly smile to passengers, then passengers will feel uncomfortable. This can cause passengers to be lazy to use the bus again and switch to other public transportation.

Factors that Hinder Suroboyo bus Service Quality

The inhibiting factor in Suroboyo bus service is that when the bus fleet is fully filled with passengers, it will be difficult for officers to perform services. In addition, the heavy traffic conditions of Surabaya City at certain hours make the bus late to arrive at the next stop. Thus, it affects and hinders the quality of Suroboyo bus services.

CONCLUSION

The conclusion that can be given based on the discussion that has been carried out in this study is that the quality of Suroboyo bus services has been well implemented to the people of Surabaya City. The quality of service provided by Suroboyo bus officers can be considered quite qualified. This can be seen from the perception obtained by passengers in accordance with their expectations.

The theory of service quality used in this study is a theory of Parasuraman et al. (1988) five indicators. First, tangibles is shown very well through the service of ease of payment and the convenience of passengers waiting for the arrival of the bus. Second, reliability (*reability*) shows very good results seen from passengers' perception of the friendliness of Suroboyo bus officers and their skills in using QRIS. Third, responsiveness shows that the responsiveness of officers in serving is in accordance with the wishes of passengers. Fourth, assurance shows good results can be reviewed from the service schedule and socialization of the programs provided. Although the bus arrival schedule can also be affected by the traffic conditions of Surabaya, it does not reduce the quality of service. Fifth, empathy shows good results in accordance with passenger perception, namely prioritizing bus travel over other activities.

Even though it is considered quite qualified, it is good for Suroboyo bus officers to continue to strive to improve the quality of service. In addition, officers can also maintain their friendliness by giving smiles and greetings to every passenger who comes, because hospitality can make passengers comfortable with the services provided.

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