

CHAPTER II

LITERATURE REVIEW

This chapter describes about passengers, satisfaction, service, elements of service, facility, public transportation, function and benefits of transportation and LRT.

2.1 Passengers

“Penumpang merupakan setiap orang yang diangkut ataupun yang harus diangkut di dalam pesawat udara ataupun alat pengangkutan lainnya, atas dasar persetujuan dari perusahaan ataupun badan yang menyelenggarakan angkutan tersebut” (Damadjati, 1995).

It means passenger is the person who transported or who must be transported in an aircraft or other transportation, based on the agreement of the company or organizations that organizes the transport. Meanwhile, Yoeti (1999) said, *“Penumpang merupakan pembeli produk dan jasa pada suatu perusahaan adalah pelanggan perusahaan barang dan jasa mereka dapat berupa seseorang (individu) dan dapat pula sebagai suatu perusahaan”*. It means passengers are buyers of products and services in a company and the customers of their products and services companies can be in the form of someone (individual) and can also be a company.

The writer concludes the passenger is everyone who is transported in transportation equipment based on the agreement of the transport company and passenger is also a buyer or customer of products and services from individuals or companies.

2.2 Satisfaction

According to Kurniawan (2009), *“Kepuasan adalah tingkat perasaan seseorang (pelanggan) setelah membandingkan antara kinerja atau hasil yang dirasakan (pelayanan yang diterima dan dirasakan) dengan yang diharapkannya”*. It means satisfaction is the level of one's feelings (customers) after comparing between the performances or perceived results (services received

and felt) with what he/she expected. The level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the customer will be very disappointed. If performance is as expected, customers will be very satisfied. In the line with that statement, Tjiptono & Chandra (2004) stated, "*Kepuasan bisa diartikan sebagai upaya pemenuhan sesuatu atau membuat sesuatu memadai*". It means satisfaction can be interpreted as an effort to fulfill something or make something adequate.

Therefore, the writer concludes satisfaction is the level of one's feelings towards the results felt in an effort to fulfill their desires.

2.2 Service

Moenir (2005) said, "*pelayanan ialah sebuah proses dari pemenuhan kebutuhan melalui aktivitas orang lain secara langsung*". It means service is the process of fulfilling the needs that go through the activities of people directly.

"Pelayanan merupakan suatu proses keseluruhan dari pembentukan citra perusahaan, baik melalui media berita, membentuk budaya perusahaan secara internal, maupun melakukan komunikasi tentang pandangan perusahaan kepada para pemimpin pemerintahan serta publik lainnya yang berkepentingan" (Loina, 2001).

It means service is the overall process of forming the image of company both through the news media, forming the corporate culture internally, and communicating the views of the company to the government leaders and other public concerned.

The writer concludes service is a process of fulfilling the needs and formation of images for companies that provide services through providers to recipients of services directly.

2.2.1 Elements of Service

Tjiptono & Chandra (2005, p. 119) stated the service providers should know five elements, they are speed, accuracy, security, hospitality, and convenience. The first element is speed, speed is the time used to serve consumers or customers at least the same as the service standard set by the company. The second element is accuracy, speed without accuracy in work does not guarantee

customer satisfaction, so accuracy is the very important element in service. The third element is security, in serving the customers, it is expected that the company can provide a feeling of security in using its products or services. The fourth element is hospitality, in serving the customers, companies are required to have a polite and friendly attitude. Therefore, hospitality is very important, especially for companies engaged in services. The last element is convenience, comfort arises if someone feels he is accepted as is. Thus, companies should be able to provide comfort to consumers.

2.3 Facility

Sam (2001) said, "*Fasilitas adalah segala sesuatu yang berupa benda maupun uang yang dapat memudahkan serta memperlancar pelaksanaan suatu usaha tertentu*". It means facilities are all things in the form of objects or money that can facilitate the implementation of a particular business. Meanwhile, Nirwana (2004) stated, "*Fasilitas merupakan bagian dari variable pemasaran jasa yang memiliki peranan cukup penting, karena jasa yang disampaikan kepada pelanggan tidak jarang sangat memerlukan fasilitas pendukung dalam penyampaianya*". It means facility is a part of the service marketing variable that has a quite important role, because services delivered to customers often require support facilities in their delivery.

Some opinions of facilities have the same understanding and in essence, the facilities provided to customers can make the customers easier to use the facilities and infrastructure that have been provided. The facilities referred to in the reports provided by LRT are facilities such as toilet, parking area, *mushola* etc.

Nirwana (2004, p. 47) also stated there are several factors that need to be considered in designing physical support or physical facilities such as, facility design and aesthetics, value of functions, supporting condition, supporting equipment, and uniforms of employees.

2.4 Public Transportation

Warpani (1990) stated, "*Angkutan umum merupakan angkutan penumpang yang dilakukan dengan sistem sewa atau bayar dan tujuan diselenggarakannya angkutan umum adalah memberikan pelayanan angkutan yang baik dan layak bagi masyarakat*". It means public transportation is passenger transportation carried out by leasing or paying system and the purpose of holding public transportation is to provide good and decent transportation services for passengers. Furthermore, According to *Peraturan Pemerintah Republik Indonesia No 41 Tahun 1993* about Road Transportation, "*Angkutan umum adalah pemindahan orang dan atau barang dari suatu tempat ke tempat lain dengan menggunakan kendaraan bermotor yang disediakan untuk dipergunakan untuk umum dengan dipungut bayaran*". It means public transportation is the transfer of people and or goods from one place to another by using a motorized vehicle that provided for public with a fee.

The writer concludes public transportation is a public vehicle for transporting goods or people from one place to another that is provided by private, private or government, which can be used by anyone by paying or renting.

2.4.1 Function and Benefits of Transportation

According to Tamin (1999, p. 5) transportation has two main functions. First, as a tool to direct development in urban areas. Second, as an infrastructure for the movement of people and goods arising from activities in these urban areas.

Therefore, by looking at the two functions, the first function is often used by regional development planners to be able to develop their territory according to plan. For example, a new area will be developed where in there will never be interested person in the area if the transportation infrastructure system is not provided. So that in these conditions, transportation will be important for accessibility to the region and will have an impact on the high interest of the community to carry out economic activities that is the explanation of the second function of transportation.

Transportation has the biggest benefits in overcoming the problems of a city or region (Soesilo, 1999, p. 14). The first benefit is operating costs saving. Saving arises because of the increase in the condition of the transport facilities and the different magnitude according to the type of vehicle and the conditions of the facilities. The second benefit is time saving. For passengers, time saving can be attributed to the many other jobs that the passenger can do. The third benefit is accident reduction. Accidents reduction is a tangible benefit of the existence of transportation such as repairs to shipping transportation facilities, railways and so on have been able to reduce accidents. and the last benefit is the economic development. In general, transportation activities will have an impact on the economic activities of a region. The magnitude of this benefit is highly dependent on production elasticity on transportation costs.

2.5 LRT

Light Rail Transit (LRT) is a mode of passenger transportation services that operate on light rail.

“Kereta api ringan dikenal juga sebagai LRT adalah salah satu sistem Kereta Api Penumpang yang beroperasi dikawasan perkotaan yang konstruksinya ringan dan bisa berjalan bersama lalu lintas lain atau dalam lintasan khusus, disebut juga tram” (Aji, 2014).

It means Light Rail Transit or also known as LRT is one of the passenger railway systems that operates in urban areas where construction is light and can run with other traffic or in special trails, also called trams. This light rail is generally driven electrically with power taken from above through the Overhead Line or from the bottom through the Third Rail.

LRT railway is widely used in various countries, and has modernization. In Southeast Asia, LRT operates in Philippines, Singapore, Malaysia and Indonesia.