

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Transportation is a service needed to support daily mobility needs. Passengers can choose to use private vehicles or public transportation provided by various companies to help launch their activities. As requested, there are various types of public transportation in South Sumatra that are increasingly advanced, such as PT. Angkasa Pura serves flights, Transmusi that serve transportation by bus, and most recently is LRT (Light Rail Transit) which provides transportation that serves land transportation.

The LRT (Light Rail Transit) is the latest public transportation that is present in the city of Palembang which was officially operated on 1<sup>st</sup> August 2018. The LRT service line starts from Sultan Mahmud Badaruddin II International Airport Station to Jakabaring Sport City and has 13 stations in Palembang. There are the reasons that they like to use LRT because it can reduce the demands in releasing congestion that often occurs at certain times, more efficient in saving time and energy in activities, can savings transportation costs for daily activities and sometimes LRT as a place to travel around Palembang city. Therefore, it requires the best service quality to be able to satisfy passengers while using LRT.

It is known that every company especially transportation company needs to provide the service quality to every passengers so they will always use the company's product or service and get more passengers than the companies that have been previously designed.

The purposes of service quality are to provide a focus of service to passengers and to raise satisfaction and loyalty of the customer. In addition, the more excellent service quality of companies provides to each passenger, the more companies will reach passengers satisfaction. The excellent service quality not always looking for profit, but also providing services according to the needs of the customer is very important to do in order to keep company's business can run well.

A company must provide the best service quality in order to reach customer expectations and maintaining the loyalty of customers. According to Tjiptono (2006), service quality is a demand for the fulfillment of the needs of customers as well as the accuracy of delivery in balancing consumer expectations.

However, based on the interview done by the writer, there were some complaints from the passengers such as parking area is unavailable in all stations, some of employees is not friendly while serving the passengers, the train schedules being slower, the suggestion box is difficult to find and WI-FI is often inaccessible and has network problems. LRT Palembang must give the best services to maintaining the passengers, so the passengers will always trust and use LRT as their routine transportation.

The writer as a student in English Department should know, learn and observe of the service quality in LRT South Sumatera. Based on the description that has been stated above, the writer chooses a research with the title “**The Passengers’ Perspectives on LRT (Light Rail Transit) Service Quality in Palembang**”.

## **1.2. Problem Formulation**

Based on the above background, this final report will focus on LRT service activities. So, the problem is “What is Passengers’ Perspectives on LRT (Light Rail Transit) Service Quality in Palembang”.

## **1.3. Purpose of the Research**

Based on the formulation of the problem above, the main purpose of this report is to find out the passengers perspectives on LRT service quality in Palembang.

#### **1.4. Research Benefits**

The benefits of this final report are:

1. For students

To understand about the passengers perspectives on LRT service quality in Palembang.

2. For polytechnic

To give knowledge and information to the readers especially the students of English Department in Polytechnic State of Sriwijaya about the passengers perspectives on LRT service quality in Palembang.

3. For LRT in Palembang

To give information of passengers perspectives on LRT service quality in Palembang so they can maintain and improve their services.