

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Palembang City has a very attractive tourism sector. Therefore tourism in Palembang requires supporting sectors to influence the success of the tourism sector. The sectors that can support tourism are lodging services, Tourist attraction, Travel agent, Management of tourist destinations, and Transportation (Middleton, 2001:11). One of the supporting sectors is transportation (public transportation). Tourists and local residents need transportation to get to their destination. Therefore, adequate public transportation is needed for tourists and local residents to facilitate their trips.

Palembang City is a large city in South Sumatra. In 2020 based on the calculation of the Central Statistics Agency (*Badan Pusat Statistik*) of Palembang City, the population of Palembang City was around 1,681,374 inhabitants with an area of 400.61 km<sup>2</sup>. With a large population, of course, the level of activity of each population tends to be high. One of the important things in supporting every activity that the community will carry out every day is transportation.

Transportation is a movement of goods or passengers from one place to another place, where the product is moved to its destination (Bowersox, 1981). Transportation is a tool used by humans to move goods or humans themselves from one place to another. Transportation can facilitate various human activities. The main function of transportation is to expedite the flow of goods and people. There are three types of transportation used by the community, namely, land

transportation for example cars, motorcycles, trains, buses, sea transportation for example ships, boats, rafts and air transportation for example, airplanes and helicopters. Based on the use of transportation can be divided into two namely, transportation that is driven manually by human or animal power and transportation that is driven by engine power.

Increasing public needs for transportation, now the government has provided a lot of public transportation to make it easy for people to travel or expedite the flow of goods so that people do not need to use their vehicles. One of the public transportation that is currently developing is Bus Rapid Transit (BRT). There are several big cities that have implemented this type of Bus Rapid Transit transportation system with different names, including Transjakarta in Jakarta, Trans Jogja in Yogyakarta, Trans Pakuan Bus in Bogor, Batik Solo Trans in Surakarta, Trans Semarang in Semarang city, Trans Metro Bandung in Bandung city, Trans Metro Pekanbaru in Pekanbaru City and Trans Musi in Palembang city.

Transmusi is a BRT (Bus Rapid Transit) type of transportation system in Palembang City which is managed by PT Sarana Pembangunan Jaya which is a Regional Government-Owned Enterprise (BUMD) of Palembang City. Trans Musi has been operating since January 2010 through the distribution of 15 units of Trans Musi buses from the Ministry of Transportation. When it first operated, Trans Musi only has two corridors namely, corridor 1 (Ampera - Alang-alang Lebar) and corridor 2 (Terminal Sako - Palembang Indah Mall). Until 2014 transmusi has a 150 MT Trans Musi fleet and has 6 regular Corridors namely corridor 1 (Ampera - Alang-alang Lebar), corridor 2 (Sako - PIM), corridor 3 (Plaju - PS Mall), corridor 4 (Glori Sriwijaya) - Karya Jaya), corridor 5 (Airport - Alang-alang Lebar), corridor 6 (Pusri - PS Mall), 2 agglomeration corridors

(Outside the City) namely Karya Jaya - Indralaya (OI) and Alang-alang Lebar - Pangkalan Balai (Banyuasin ) and one Special Transportation, namely Unsri - Indralaya.

The Trans Musi BRT Transportation Business Unit is a business unit that aims to improve good transportation services to the community by creating an efficient, quality and sustainable public transportation system, so that it can support the implementation of traffic, and safe, convenient, fast road transportation, smooth and reliable. This business unit is certainly trying to provide the highest quality services to its customers.

As public transportation, Trans Musi is expected to provide service and facilities according to the needs of the customers. Services and facilities are an important aspect that needs to be considered in providing public transportation because services and facilities give a big influence on passengers satisfaction when they use public transportation. If the service and facilities are inadequate, it will have an impact on customer satisfaction. This can lead to a lack of interest the people to use public transportation.

Service is a process of fulfilling needs through other people's activities directly (Moenir, 2005:47). Service can be given to others as help needed by others themselves. By providing excellent and maximum service, will build the company's image and gained customer loyalty. For example, there is someone with a lack of vision on public transportation services at Trans Musi BRT, he has difficulty when he wants to ride the bus and then the staff helps the person to find a seat with patiently and friendly. That way customers will feel comfortable also satisfied with the services provided and become loyal customers.

In general, a facility is a tool or everything that is used to facilitate business or work. Facilities in public transportation have a very important role to support customer comfort and satisfaction when using public transportation. Therefore, the management of public transportation should not ignore the role of facilities as complementary support in public transportation. Directly the existence of adequate facilities for public transportation is one way to make customers feel comfortable and become loyal.

The writer has used Trans Musi as a means of transportation. In the writer opinion the facilities provided by Trans Musi were not good enough for this time, such as in several bus stops many chairs have been damaged and no trash can was found also there is no suggestion box at there. But, the conditions on the bus Trans Musi are good enough such as the air conditioners, chairs and the hanger for the passengers holding on when standing. The service from the staff of Trans Musi were quite good because the staff are polite enough, and use neat clothes as appropriate.

Based on these conditions, it is necessary to know whether passengers are satisfied with the service and facilities provided by Trans Musi as public transportation. By knowing the satisfaction of passengers, it can help Trans Musi in improving the service and facilities provided to meet the needs of passengers.

As the issue of passengers satisfaction should be the priority, the writer is interested in investigating **“The Passengers Satisfaction Level of Services and Facilities Provided by Trans Musi as Public Transportation”** as the title of the final report.

## **1.2 Problem Formulation**

The problem formulation of this final report is “what is the passengers satisfaction level of services and facilities provided by Trans Musi as public transportation?”

## **1.3 Problem Limitation**

This study is limited on passengers satisfaction level of services and facilities provided by Trans Musi.

## **1.4 Purpose**

The main purpose of this final report is to find out the passengers satisfaction level of services and facilities provided by Trans Musi as public transportation.

## **1.5 Benefits**

This final report expected to give the benefits for various parties :

1. to Polytechnic, this final report is expected to give the information about the service and facilities provided in Trans Musi as public transportation.
2. to Trans Musi, this final report is expected to be an evaluation for company to improve the service and facilities that will be provided in Trans Musi in the future.
3. to readers, this final report is expected to be reference for readers in making a final report.