



## **City Tourism Transportation Services: A Case Study of Double-Decker Bus Route 5 in Special Capital Region of Jakarta**

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### **ABSTRACT**

The Government of Special Capital Region of Jakarta until the end of 2019 seeks to revitalize tourism program by launching double-decker bus. But this implementation, there are still problems with a low level of passenger services, shelters without seats, small bus AC rooms, and responsiveness of PLB officers is still low. Purpose of this study is to explore values bus transportation services that are predicted for quality and service satisfaction. The approach used is survey methodology with results show that bus transportation service predicted values for service quality is transparency aspect; accountability; and conditional; all service products used by passengers. While, participatory aspect; equal rights; and the balance of rights and obligations, predicted to impact in service satisfaction received—recommendations for improvements in service quality, especially provision facilities and ease accessibility. While improvement service satisfaction is improved, safety on buses and empathy PLB officers in responding services.

### **INTRODUCTION**

The double-decker bus is present in Indonesia, it was made to especially destiny for tourism activities. One of them is known as 'Mpok Siti' or city tour, which is a tourist-level bus transportation service facility. This type is entirely covered in glass and is intended for people who want to get around the capital city of Jakarta for free, where it only operates around the lines that connect tourist attractions with the city centre. Double-decker bus was officially launched on January 16, 2014. The public and

tourists can enjoy their trip using red and blue double-decker buses that are intentionally provided with an interesting colour for tourism purposes in the capital. This is to increase the public interest to get to know the attractions in the capital whose existence is currently very limited. Even the end of 2019 has been launched advances in technology in the field of MRT transportation as belle tourism in the city of Jakarta.

The Government of Special Capital Territory of Jakarta through its management by PT Transjakarta seeks to revitalize the

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tourism program (Aditya, 2017) shown its seriousness in developing the Provincial Regulation Number 2 of 2013 about the Special Capital Territory of Jakarta for Regional Medium-Term Development Plan (RPJMD) in 2018-2023, including increasing Source of Resources Human Resources (HR) and tourism partnerships; developing events and attracting tourism destinations; development of tourism marketing and promotion; improvement of the tourism industry; and the development of tourism facilities and infrastructure which is realized in the field of transportation as an important condition for the development of the tourism sector because the key characteristic of tourists is mobility (Tambunan, 2009).

The vehicles imported from China are also equipped with various supporting facilities such as air conditioning, representative seats, there are special places for disabilities, pregnant women or with toddlers, and parents. Jakarta-level bus operating hours start Monday - Saturday from 10:00 - 18:00 and special Sundays start from 12:00 - 19:00 (transjakarta.co.id, 2019). Especially for BW 3 route (Art and Culinary route), it only operates on Saturdays from 19.00 - 23.00. In addition, the safety level on the bus is also guaranteed by the presence of police officers from the Crime Prevention Unit (Samapta). There are seven routes that are traversed by Jakarta Level Buses based on the type of tour, namely:

- a) History of Jakarta (Route 1)
- b) Modern Jakarta (Route 2)
- c) Art and culinary (Route 3)
- d) Jakarta Skyscrapers (Route 4)
- e) Kalijodo RPTRA (Route 5)
- f) Mbah Priok Tombs (Route 6)
- g) Jakarta Shopping (Route 7)

This research is focused on route 5, namely Green Open Space because with this route the number of passengers is more than other routes, besides the places visited have

open spaces, city sightseeing can feel the beauty of green plants that can absorb carbon dioxide (CO<sub>2</sub>) who add oxygen levels and coolness. This statement emerged from the data. The number of passengers that has increased every year (Table 1). Increasing number passengers until the end of 2019, double-decker bus experience problems such as pick-up waiting time at each stop requires a long time (25-45 minutes), departure time of each stop is often late (10-15 minutes), condition pick-up using small tent without seats, no tour leader, other than that number of the fleet is very limited not proportional to the increasing interest of the community to users bus.

**Table.1 Number of Double-decker Passengers**

No	Years	Passenger
1	2014	821.777
2	2015	980.861
3	2016	1.935.550
4	2017	2.208.590
5	2018	2.516.593
6	2019	2.587.362

Source: Transjakarta, 2019

The emergence of the above problem has been revealed (Lestari, Wiastuti, and Adiati, 2017) double-decker bus services must be accessible to the public without exception so that it can indirectly apply the concept of accessible tourism in order to support sustainable tourism. Double-decker bus service is one of the strategies of the Government Special Capital Region of Jakarta to develop the tourism sector. The bus is not only a tourist transportation service but also a tourist attraction through a tour around the city. (Novitasari and Prakoso, 2017). Generally, tourists looking for an experience from trips made at the tourist sites visited. The travel experience offered by tourism transportation facilities must be an integral part of making design

policies for tourism transportation provision (Lumsdon, 2006).

Currently, there are changes in consumers' behaviour patterns or consumption patterns from tourists. They are no longer focused on just wanting to relax and enjoy the sun, sea and sand, at this time the consumption patterns are starting to change to a higher type of tourism, which although still relaxed but with more appetite that is enjoying products or creations of culture, history and eco-tourism from an area or country. (Poon in Saputra, 2016)

In line with the bus operational function of it provides a type of service for city tourist destinations, resulting in changes in tourist consumption patterns (Mustika, Darmawan, and Kausar, 2019). Besides that, double-decker bus transportation service helps every tourist to do city sightseeing to Jakarta tourist destinations with free tariffs, bus safety conditions, an exterior design that shows bus routes and dissemination of information that follows the development of technology, even the Jakarta MRT is available for the support this tour bus.

Public service is defined as a service provider to the public in accordance with basic rules that have been set. The aim is none other than the realization of an ideal government, and then the bureaucracy must be a public servant (Fanggidae, Fajri, and Yuanjaya, 2016). One of the most important tasks of the bureaucracy is to provide services for the community (Pasolong, 2007). The core of a public service delivery process (Law of Republic Indonesia Number 25 the year 2009 about Public Service) is an activity or series of activities in the context of meeting the needs of every citizen and population of goods, services, and administrative services (Hardiansyah, 2011).

According to Sule and Elsvia (2015), it is explained that to provide better public services there needs to be an effort to

understand the attitudes and changes in the public's own interests and influence changes in attitudes and behaviour of public general. Meanwhile according to (Ratminto and Atik, 2005) service is an activity or a series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other matters provided by the service provider company intended to solve customer or customer problems.

Service is an activity or sequence of activities that occur indirect interaction between someone with another person or machine physically and provides customer satisfaction (Sinambela, 2011). For achieve satisfaction, demand for excellent service quality is reflected in:

- a. Transparency: which the service is open, easy and can be accessed by all parties who need it and is provided adequately and easily understood.
- b. Accountability: While the services can be accounted for in accordance with statutory provisions.
- c. Conditional: While services in accordance with the conditions and capabilities of service providers and recipients while adhering to the principles of efficiency and effectiveness.
- d. Participatory: While services can encourage community participation in providing public services by taking into account the aspirations, needs and hopes of the community.
- e. Equal rights: While services that do not discriminate, are seen from any aspect, especially ethnicity, race, religion, class, social status, and so on.
- f. Balance of rights and obligations: while services that consider aspects of justice between the giver and recipient of public services.

## METHOD

Survey methodology is classified as a scientific method which is part of both quantitative and qualitative research methodologies (Sugiyono, 2015:53). The survey method was the main source of data, and the information was obtained by respondents as a survey sample using a questionnaire. Questionnaires as a means of data collection and study procedures for drawing samples from an appropriate population are used to generalize the state of the population as a representation of the answers to be obtained.

This study used a type of survey method for evaluation research. In general, evaluation methods are applied to program evaluation research as formulated in research questions when the implemented program has reached its objectives or has failed. Survey search for evaluation purposes generally consists of a complete set of studies or parts of a particular program. Some simple but ideal technical steps that can be taken in survey research methods are:

- a. Formulate research problems and write survey research objectives.
- b. Write the benefits of survey research in a practical academic way. If needed, determine the concepts and research hypotheses.
- c. Gather information from the results of previous related studies.
- d. Determine the research sample based on accidental sampling or the number of respondents coming to the study site.
- e. Make a questionnaire or questionnaire; use the google form application tool.
- f. Data collection, include statements for research assistants who collect research data, followed by processing and analyzing data manually or by computer.

The disclosure above phenomena, researchers use literature studies to collect relevant data through reliable sources, whether through books, journals, mass

media articles, and the internet. The data in this study will go through four stages of analysis (Sugiyono, 2015), namely data collection, data reduction, data presentation, and inductive conclusions drawing.

## RESULT AND DISCUSSIONS

The results of a survey conducted in the July-August 2019 period succeeded in interviewing 110 respondents out of 300 respondents who were randomly selected through the Google-form application tool. The characteristics of respondent researchers took generally starting from the male sex 42.15%, women 57.85%, the average age of 16-65 years as much as 72%, from the Greater Jakarta area 68%, the number of visits 1-2 times 22.02%, the reason for an average visit of 34% trying Jakarta-level buses for free. While the first parameter aspect of transportation service questionnaire from transparency, accountability, conditional, participatory, equality of rights, and balance rights and obligations. The results of survey data processing are presented in the following table:

**Table 2: Transportation Services in Transparency Aspects**

Parameter	N	%
Ease service	9	8,18
Speed of bus rate service	11	10,00
Service facilities	54	49,09
Accessibility service on demand	31	28,18
Friendliness crew service	5	4,54
Total	110	100

Source: Data Processing Results, 2019

The facilities available in double-decker bus services are very important to note, in order to attract attention service user community, in addition to easy access, friendly bus crew and bus service assistance

(PLB). The results of the recapitulation of respondents responses stating that PLB or tour guide facilities were still not good 49.09%, service accessibility was still unsatisfactory at 28.18%, speed and ease of each between 8-10% while the crew bus friendly level was only 4.54 % stated less.

Above survey results were similarly conveyed (Novitasari and Prakoso, 2016) that double-decker tour buses they do not provide tour guides, but provide reliable female drivers and guards (security) who have qualifications as security officers such as PLB on Transjakarta buses. Besides that, PT. Transjakarta does not do special promotions for their bus, but rather relies on word of mouth promotions (Sari and Gusti, 2017). In addition, the increasing number of tourist double-decker fleets is carried out in collaboration with several companies.

**Table 3: Transportation Services in Accountability Aspects**

Parameter	N	%
Security facility standards	51	46,36
Clarity of route information	14	12,72
Responsive PLB officers	39	35,45
Bus safety instructions	6	5,45
Jumlah	110	100

Source: Data Processing Results, 2019

Service standard prepared by double-decker bus is conducted referring to Kepmenpan RB Number 15 of 2014 concerning Guidelines for Service Standards. The parameters used in the survey of bus transportation services in the aspect accountability by recapitulation respondents' responses about the security standard 46.36% are appropriate, clarity of route information 12.72% is quite informative, attitude PLB officers are 35.45% is less responsive, and bus safety

instructions 5.45% of responses there is no guarantee of safety. From the recapitulation results, the most frequently complained responsiveness of PLB officers, lack of smile and greetings, even though this is as one of the visions in Tansjakarta Bus service.

Tour bus already has a scheduled departure time, making it easier for users to determine the time of travel, there is an interpretation board at the bus stop time suitability, easy to understand and informative (Mustika, Darmawan and Kausar, 2019). The responsiveness of double-decker bus PLB officers in presence double-decker bus should be able to help every tourist to pass city sightseeing to tourist destinations with good service.

**Table 4: Transportation Services in Conditional Aspects**

Parameter	N	%
Double-decker bus service stop	64	58,18
Air conditioner ventilation	25	22,72
Route information tagline	7	6,36
Comfortable bus on demand	14	12,72
Total	110	100

Source: Data Processing Results, 2019

Service conditions who are in accordance with conditions and capabilities service providers and recipients are intended to ensure that their service products provided by double-decker bus are available to users. The response survey results of shelter-rent are still in the form of a tent without seats for pick up service 58.18%, AC ventilation 22.72% is adequate, there is no emergency exit information 6.36%, and bus comfort 12.72% mediocre only. Survey results that showed the dissatisfaction of this level bus service were mostly complained in the form of passenger pick-ups using only ordinary tents without seats as well as the comfort of



the air-conditioning room not as cool as the Transjakarta Bus service mode.

Comparing research results from (Firmansyah and Khasanah, 2016) the quality of peripheral services to consumer satisfaction in increasing interest in referring to the use of The Transjakarta transportation services is influenced by service convenience. This is in accordance with the main objectives of the transportation sector (Salim, 2004), they adequate transportation services, namely the fulfilment level needs and services quickly, accurately, safely, regularly and affordably.

Attention for officers in responding to complaints from tourists that are not directly responded to and felt uncomfortable for tourists to use (Septianengsih and Judiantono, 2016). Whereas in his vision PT Transjakarta as a public service provider in the form of bus transportation in Jakarta strives to provide the best service to its users by applying the Minimum Service Standards (SPM) properly. So the concept of quality is a measure of organizational success (Lenvine, 1990).

**Table 5: Transportation Services in Participation Aspect**

Parameter	N	%
Suggestion box availability	73	66,37
Information conveying their aspirations of service users	10	9,09
Product upgrade services	27	24,54
Jumlah	110	100

Source: Data Processing Results, 2019

The involvement of double-decker bus service users provides aspirations; the need for expectations of an increase in service products seems to have not been done much. This can be seen from the results of a survey which states that there is no 66.37% suggestion box, information dissemination aspirational 9.09% there is an explanation via the web, and 24.54% states since the

launch of service product there have been no significant changes. Complaints that have been responded to in addition to not being available in the aspiration box, as well as service upgrades, have not changed. As disclosed (Mustika, Darmawan and Kausar, 2019) that the information contained at the tourist bus stop has not been optimally upgraded.

Progress information distribution through websites and social media shifts the attention of PT. Trans Jakarta on the interpretation board at the tourist bus stop. If the researcher associates with Hall theory (Novitasari and Prakoso 2016), transportation in tourism can be used to form an attraction, however, in case of a double-decker bus, the design is not a strong reason for users as a unique attraction. The improvement of service products is more on the aesthetic values , and bus cleanliness is always maintained by the complete cleaning equipment, safety equipment, audio, to the monitor.

**Tabel 6: Transportation Services in Equal-Right Aspect**

Parameter	N	%
Priority seat availability	54	49,09
Seat placement based on age	44	40,01
Diskriminatif pelayanan (disable)	12	10,9
Jumlah	110	100

Source: Data Processing Results, 2019

The survey results indicate that responses of respondents about bus facilities have provided priority seats 49.09%, seats based on age 40.01%, there is no discriminatory service of 10.09%. This service aspect is quite good, and there are no obstacles. Almost all double-decker bus services have implemented it, especially route 5. And it can be said that this aspect can predict the value of service satisfaction and service quality. This was similarly conveyed (Mustika, Darmawan and Kausar,

2019) rebuilding the tourism bus image as tourist transportation that is different from public transportation with the tagline Jakarta Explorer. The meaning of the tagline is to travel around the tourist destinations of the Jakarta with a tour bus, using a tour bus to help protect the environment because although free tariffs users are required to carry three types of garbage, tour bus provides educational value by exploring the stories of several Jakarta tourism destinations so that it makes tourist buses are different from public transportation.

**Table 7: Bus Transportation Services in the Aspect of Balance of Rights and Obligations**

Parameter	N	%
Ease to use service	58	52,72
Responsible	47	42,73
Exemplary officer reward	5	4,55
Jumlah	110	100

Source: Data Processing Results, 2019

The survey results show that this aspect can be predicted to affect the value of bus service satisfaction by 52.72% in the form of ease of getting service. This result is not yet maximized due to the expectation of the service received and inadequate service provider performance, in line with the results of thought (Knutson, 2006) that service satisfaction can be analyzed based on the interests of bus users and the performance of service providers. Besides feeling the quality of service responded by respondents by 42.73%, this also indicates the value of service quality has not been maximized.

Factors affecting the quality of double-decker bus services are dominated by unrepresentative passenger pick-up areas, still using tents without seats. With the increase in the number of passengers, Jakarta-level buses experience problems such as waiting time, and it is not uncommon for pick up times at each stop and departure times from each stop to make

passengers wait a long time. Prospective passengers usually have to wait for the bus arrival around 25-45 minutes at each stop, and then they still have to wait for the bus departure for about 10-20 minutes to be able to enjoy the journey provided by the Jakarta City Tour bus. The departure time of this tourist level bus is in accordance with the crowd (daytime is more desirable) than the level bus passengers on a daily basis.

Based on the theory of service quality, according to Lewis and Booms (in Tjiptono, 2011) is a measure of how well the level of service provided is able to match customer expectations. In addition, there is information on the appreciation of officers, PLB or 4.55% exemplary drivers not done properly, so that passengers have not been able to assess the extent to which the quality of bus service in Jakarta increased as seen from the absence of exemplary employees because professional attitudes reflect service quality and value double-decker bus passenger satisfaction.

Based on the results of the explanation above, the predicted parameters for service quality values are Table 2; Table 3; and Table 4. This reflects that the quality of service is in line with the expectations of double-decker bus users. While the services predicted to provide service satisfaction values are Table 5; Table 6; and Table 7, these last three-parameter tables The value shows that overall the quality of service is predicted to provide satisfaction value for passengers, along with the assessment attributes.

The double-decker is predicted to provide quality service value, dominated by the use of Jakarta-level bus service facilities. That double-decker predicted to provide quality service values, dominated by the use of Jakarta-level bus service facilities. Viewed from an average of 1-2 visits, passengers take time to fill free time on weekends. In addition, other services in the form of ease of

accessibility of free tickets with departure hours are adjusted to the expectations of bus passengers. Improving the quality of public services provide convenience in accessing bus services. At the end of 2019, a total of 28 bus fleets are in operation today. Moreover, transportation services on weekends will operate with three themes, namely historical tourism, culinary, and shopping with a fairly high amount of public interest.

In addition, there is an impact on the value of service quality, and it seems there are still services that have not been maximized, seen from the still low ease of service and friendliness of the crew (officers and PLB) on route 5 (need further study to distinguish with other routes). In this Jakarta-level tourist bus service, passengers are given a ticket when entering the bus. In the ticket, there is a statement that the service is on behalf of PT. Transjakarta and is a free service, and there is also a kind of bus code with a serial number for passengers. However, sometimes passengers do not understand what the purpose of giving tickets to this bus service. Because this bus service is included in the free public service and there is no ticket checking after the trip begins. In addition, the tour guide who should be able to explain the matter of tourism that was preceded by the bus did not convey about the tourism that was passed by the bus in order to encourage the public to come to these tourist attractions and unfortunately the bus provided by the tour guide was only available at the point of West Jakarta, Central Jakarta and North Jakarta (other than route 5), but it is recommended that all routers have a combined PLB.

Description of double-decker bus transportation services from the aspect of accountability can predict the value of service quality dominated by bus safety facility standards that meet safety standards (The design of the bus level has been written in PP No. 5 of 2012), an exterior design that

shows bus routes and dissemination of information that follows the development of technology. The majority of bus-level buses that operate are sponsor buses, so the bus design follows the sponsor's advertisements and the glass looks blurred by a sticker which results in the disruption of the user looking out the glass. In addition, there is already the attitude of officers and PLB responding to every customer complaint against obstacles that occur.

At present Jakarta-level bus, officers are more dominated by women, so they are friendlier, polite, and quite nimble in providing services and helping passengers. Good communication skills can improve passenger perceptions related to service quality and professionalism of officers while the prediction of low value on the quality of this bus transportation service is referring to bus safety. The double-decker bus safety instructions have not indicated which is the front door, where is the back door, and the emergency door. Also, don't understand how to break glass with a safety hammer and how to open an emergency door. Safety on buses prior to launch there are already standard operational procedures for Jakarta-level buses every time they leaved they are required to display or demonstrate safety procedures (instructions) on buses.

The description of double-decker bus transportation services from the conditional aspect can be predicted to improve quality of service dominated by the availability of less representative tents of bus service tiers. This is their main problem transportation services; many passengers suspect bus stop services are similar to the Transjakarta Corridor, due to their close location. Besides the AC ventilation factors, the environment, and the comfort of the room felt inadequate, and other causes of the number of visitors more during the daytime, in addition to waiting facilities for the disabled are not adequate. Aside from the fact that the



comfort factor of double-decker buses is felt to be quite adequate, it can be seen from the modern, clean and odourless furniture seats.

Researcher's view of the condition of the quality of Jakarta-level bus transportation services or Jakarta city tour is an important factor in providing services to the community correctly by meeting the needs of the community as a whole by understanding the behaviour of consumers in assessing a service in a sustainable manner. The higher the value of the quality of bus transportation services, the more interest from the community is higher for double-decker buses to date.

The description of double-decker bus transportation services from a participatory aspect can be predicted to increase service satisfaction that is dominated by respondents' responses about the absence of an easy-to-reach suggestion box. Actually, complaints and suggestions are conveyed through the electronic web media, but the instructions are not easy to see, and some still don't know it. In addition, passengers find it difficult to express their aspirations through these media. And now an input or criticism of suggestions can be made in a quick way by via email or social media. With the assessment of bus user satisfaction, PT Transjakarta can find out what are the shortcomings of performance and improve service excellence so that they feel happy, satisfied and comfortable.

The next response was felt by double-decker bus visitors about no service changes (service products) since it was launched in 2014. Only changes in bus design and seat modifications, related to innovation to provide new patterns in services, features of the service. Public expectations at a minimum, there are more familiar and close PLB interactions, there is the identification, and in order to be able to empathize and reflect on the feeling of pleasure using their bus facilities.

The description of double-decker bus transportation services from the aspect of equality of rights can be predicted to improve service satisfaction which is dominated by respondents' responses on the availability of priority seats. The priority passengers referred to here are elderly passengers, persons with disabilities, pregnant women and mothers carrying toddlers. This priority seat is in a location that has been specifically provided. Likewise, regarding the placement of chairs based on age has been arranged properly, so that it was felt in an orderly manner. However, there are special stickers for the disabled that have special stickers, but that is rarely used. Overall, this aspect was felt to be good, and there were no significant obstacles.

The description of double-decker bus transportation services from the aspect of the balance of rights and obligations can be predicted to increase the value of service satisfaction that is dominated by respondents' responses, about the ease of getting services related to the number of tickets, many PLB officers serving as well as adequate service support facilities. Responsibility and friendliness in providing services, this is especially for employees who interact directly with customers relating to the receipt and handling of complaints, in accordance with customer expectations. This means that punctuality, sympathetic attitude and service with the right accuracy can quickly increase the satisfaction of double-decker bus users.

## **CONCLUSION**

This double-decker bus transportation service is focused on route 5, namely Green Open Space because this route has more passengers than other routes, besides the places visited have open spaces; city sightseeing experiences feel the beauty of green plants that can absorb carbon dioxide (CO<sub>2</sub>), increase oxygen levels and cool the

environment. Until the end of 2019, the Jakarta-level Bus is capable of accommodating up to 60 passengers with 28 bus fleets provided by the government special capital territory of Jakarta to travel for free through special lanes that symbolize of the city. Their bus, which has been operating again since February 2014, is back with more interesting conditions and is only used specifically for sightseeing around Jakarta.

Based on the results translation research survey parameters that form of their bus transportation services predicted against service quality values are Table 2; Table 3; and Table 4. This reflects that the quality of service is in line with the expectations of Jakarta-level bus users. Where good service quality is reflected in the activities of providing bus service facilities, adequate service accessibility, safety standard facilities, the responsive attitude of officers, drivers and PLB, the comfort of the bus room. However, there are still gaps in the expectations of double-decker bus users about the quality of service that respondents respond to are still low consisting of bus service difficulties, bus service speed, has not been responsive in terms of courtesy and friendliness of officers and PLB in providing services, there are no bus safety instructions, no there is a tagline (board) information on bus arrival and departure schedules.

Other elaboration results that the double-decker bus transportation services are predicted to give service satisfaction values are Table 5; Table 6; and Table 7, these last three-parameter tables show that overall service quality is predicted to provide satisfaction value for passengers. Where the results of good service satisfaction are responded to by the availability of suggestion boxes that should be easily accessed quickly via email or social media, and there are still many who have not used them. In addition,

there is already a priority seat availability and seat placement based on age. And there are still service satisfaction scores that are considered low, namely: Community expectations that there is minimal interaction with PLB, which is better known and close to it, there is the identification, and in order to be able to empathize and reflect the feeling of pleasure using a bus facility with full responsibility in providing services.

Recommendations for improved to bus management can be made by accommodating enhancements in service quality in terms of transparency, accountability and conditional aspects, specifically provision facilities and ease accessibility. Whereas improvements to service satisfaction are improved from the participatory aspect, equality of rights, and balance rights and obligations, particularly safety-on, bus safety instructions and empathy of PLB officers and in responding to adequate services.

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