

KNOWLEDGE, ATTITUDE, AND SERVICE QUALITY AGAINST BEHAVIOR USING PUBLIC TRANSPORTATION

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ABSTRACT

The research examines and analyzes the lack of public behavior in using public transportation in Makassar City. The study aims to identify and analyze knowledge, attitudes, and quality of service on behavior using public transportation. The research uses a qualitative descriptive approach located at the city service center. The total sample of 150 respondents using the stepwise analysis method. The results showed that people's behavior using public transportation was at a moderate level, the average knowledge was in the moderate category, while the average attitude and quality of service were in a low category. Service quality was the dominant factor influencing behavior in using public transportation.

Keywords: Service quality; public transportation; behavior

1. INTRODUCTION

The problem of Makassar City's public transportation is technical and the behavior of the people using it. The need for public transportation in Makassar City is served by several modes, including minibus called 'pete-pete' city transportation, bus rapid transit (BRT) mode integration, Damri Bus, and the Buy the Service Friends Bus program (Trans Mamminasata) (Makassar City of Transportation Agency, 2020). However, the behavior of people using public transportation is still not optimal and tends to be increasingly abandoned by the community with a minimum of passengers.

The low use of public transportation compared to the use of private vehicles, shows that people's dependence on private and online vehicles is still high, on the other hand the quality of

public transportation services is still low. less humane, and minimal ethics. Public transportation is still unsafe and uncomfortable in terms of affordability, feasibility, convenience, efficiency of travel time, and certainty of travel.

The pattern of people's travel behavior as users of public transportation starts in the domain of knowledge, meaning that a person knows in advance the meaning of the stimulus he receives. Integrating cognitive, affective, and psychomotor patterns (Benjamin, 2021) in the concept of public transportation knowledge can lead to a form of psychological response in the form of attitudes toward the use of public transportation (Taylor E, 2009).

The service quality factor also contributes to people's behavior using public transportation, the availability of public transportation services that are disciplined and orderly on the road, balanced with the level of needs that are appropriate, reliable, practical, and safe so that they are affordable to all levels of society (Gasperz, 2002). This empirical study can help solve problems and become a reference for the behavior of using urban public transportation.

2) METHODS

The type of research used is descriptive qualitative research. The research location is located in Makassar City. Data collection techniques are observation, interviews, and questionnaires (Sugiyono, 2019). The research population is all people who use public transportation and those who do not. This study uses simple random sampling (F. Rangkuti, 2015), with 150 samples.

3) RESULTS AND DISCUSSION

Characteristics of Respondents

The collection of respondent data both in the field and online google forms gave various results for each identification that was measured, including gender, age, education, occupation, income and mode of transportation.

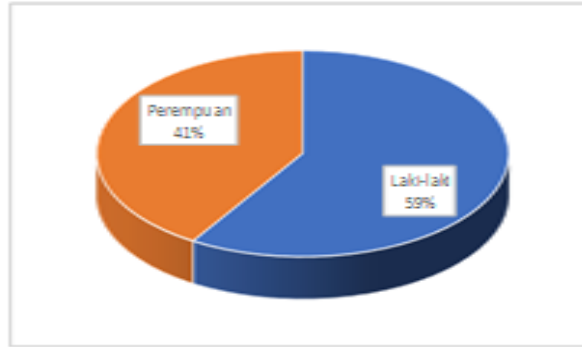


Figure 1. Gender

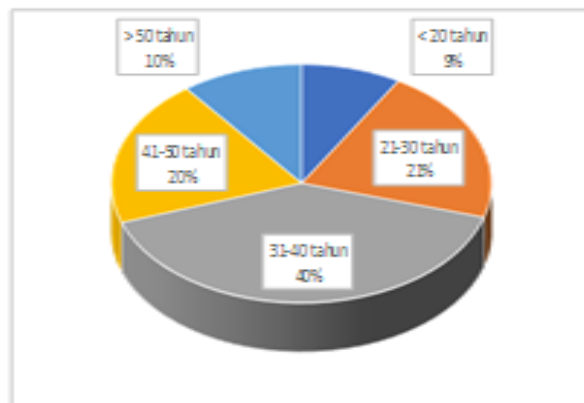


Figure 2. Age

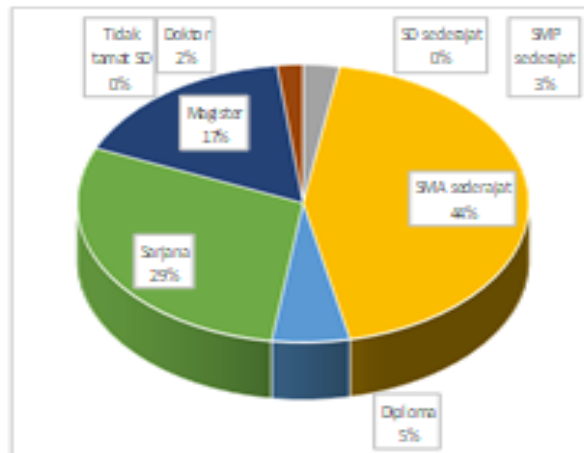


Figure 3. Education background

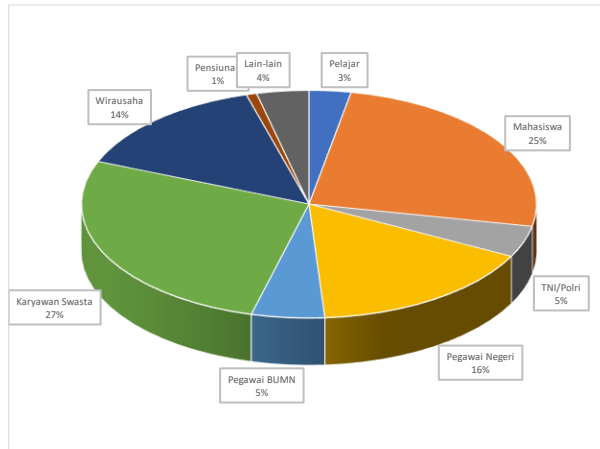


Figure 4. Profesion

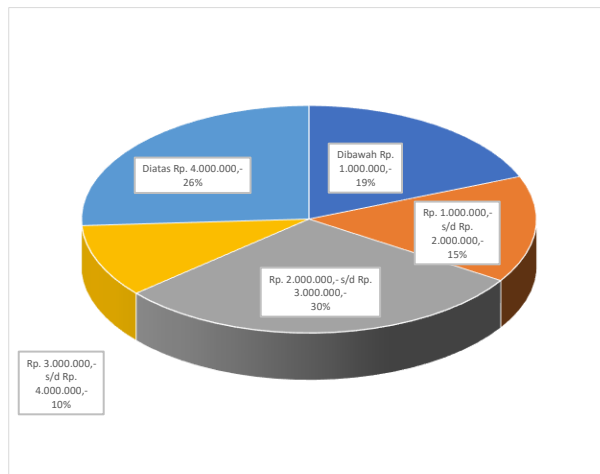


Figure 5. Income

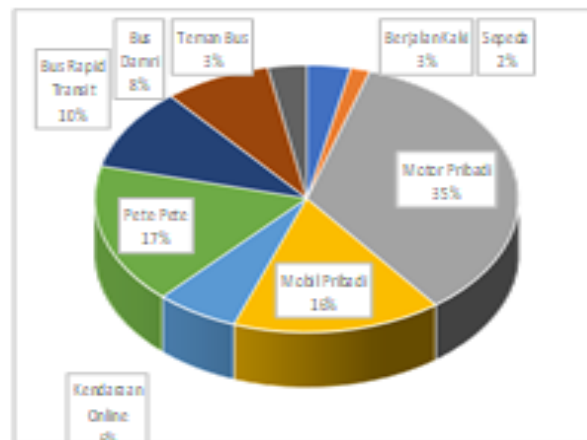


Figure 6. Transportation Mode

The analysis results show that the dominant male sex respondents are of productive age ranging from 31-40 years. The education level of the respondents is mostly high school/equivalent and work as private employees. Respondents ranges from Rp. 2,000,000 to Rp. 3,000,000. For the types of transportation modes used by respondents, they generally use private/special vehicles such as private and online vehicles

Analysis of Instrument Results

1. Behavioral (Y)

The behavior variable using public transportation with a total score calculated from 8 question items and 150 respondents ranging from 25-70 with a standard deviation of 7.31. After this value is divided by the number of question items, 51.58 is obtained. This value indicates that, on average, the people studied have the behavior of using public transportation in the moderate category, with the histogram as shown below

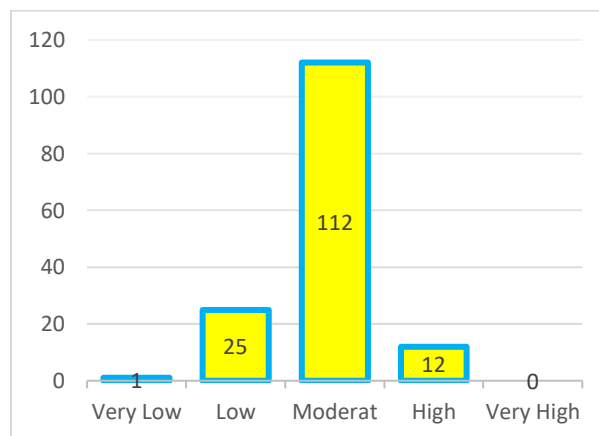


Figure 7. Behavioral

2. Knowledge (X₁)

Knowledge variable (X₁) with a total score of 2-14 calculated from 150 respondents with 18 questions with a standard deviation value of 2.59. After this value is divided by the number of question items, an average of 10.22 is obtained. This average value indicates the level of knowledge is in the medium category, with the histogram as shown below

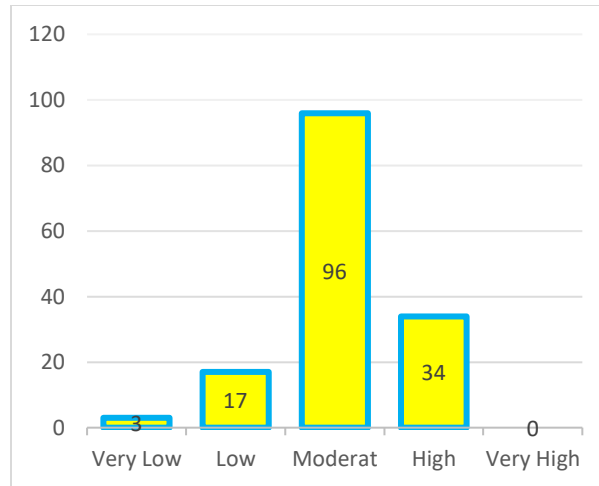


Figure 8. Knowledge

3. Attitude (X2)

The attitude variable (X2) shows the results of descriptive statistics calculated from 150 respondents based on 8 question items, the total score ranges from 27-70 with a standard deviation value of 9.78. Suppose this value is divided by the number of question items. In that case, an average result, namely 50.07, indicates that the average public attitude towards public transportation studied is moderate, with the histogram shown as follows.

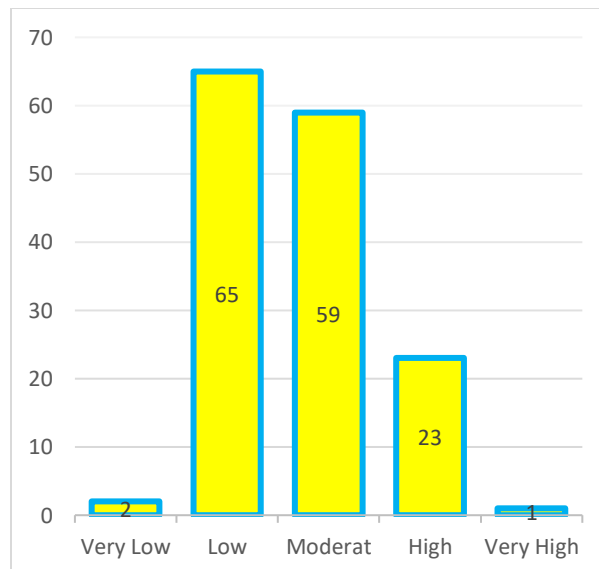


Figure 9. Attitude

5. Service Quality (X3)

The service quality variable (X3) with a total score of 8 question items ranges from 27-70 with a standard deviation of 7.08. If this value is divided by the number of question items, the average result is 48.93. With this value, it can be said that the average quality of the service studied is classified as moderate. With a histogram as shown below.

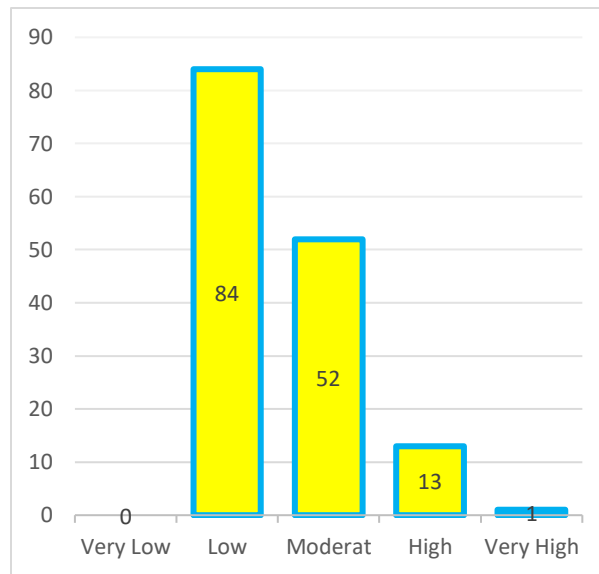


Figure 10. Service quality

Behavior Using Public Transportation

The behavior of people using public transportation is at a moderate level. This is demonstrated by the community's response to being able to arrange a network of public transportation routes that are more practical with a more secure and comfortable conducive atmosphere so that you don't have to change modes of transportation to reach your destination. Actions to use public transportation because it is easier, cheaper, and affordable, as well as efforts to educate the public to use environmentally friendly public transportation to prevent the effects of global warming and efforts to preserve the environment by controlling the use of private vehicles to reduce the burden of air pollution (Minton, 2012).

Behavior can develop from an economic, social, and ecological perspective (Fonllem, 2013). The economic perspective views behavior based on economic instruments that accompany environmental management. The behavior seen from a social perspective explains human relations, people's lifestyles, personalities, and society's culture in shaping behavior. The environmental perspective sees the relationship between human behavior and the impacts on human behavior in public transportation management.

The results of the stepwise analysis show that people's behavior using public transportation makes a positive contribution that has a significant real effect. This indicates that the higher and better the behavior of people using public transportation.

Therefore, to improve people's behavior using public transportation, it can be improved through coaching, focus group discussions, outreach and social dissemination by increasing the quality of life and practical, safe and comfortable social feasibility (Ulumuddin, 2013). Economic aspects in increasing economic feasibility that are efficient, affordable and fuel-efficient, as well as environmental aspects of public transportation that are ecologically feasible, less polluting and environmentally friendly.

Knowledge of Public Transportation on Behavior Using Public Transportation

The level of public knowledge is generally at a moderate level. This is shown through the public's understanding of urban public transportation, which is a service for transporting people from origin to destination in urban areas that has routes, is scheduled and charges, supported by supporting infrastructure such as bus stops (Morlok, 1995). an aesthetically pleasing place for passengers to go up and down so that people are more interested in using it. Therefore, involving the community in using public transportation can effectively prevent congestion and create environmentally friendly public transportation.

The stepwise results show that three variables simultaneously significantly influence variable Y, having a strong correlation of 0.835 with a coefficient of determination of 0.697. This shows that the knowledge variable with a positive coefficient value and probability is smaller or equal to the Sig probability value. This means that public knowledge about making a real and significant contribution to people's behavior using public transportation. Good knowledge of public transportation plays a role in meeting human needs for increasing movement and mobility.

Therefore, to improve people's behavior using public transportation, people's knowledge about public transportation needs to be fostered and improved in a systematic and structured manner through certain approaches, including through training which gives many nuances of memory, forming insights, listening to lectures, reading much information both from books and the internet and sharing knowledge to keep abreast of news developments on the importance of public transportation. Good knowledge of public transportation plays a role in meeting human needs for increasing movement and mobility (Hoy, 2005).

Attitudes Towards the Behavior of Using Public Transportation

The frequency distribution of people's attitudes towards the use of public transportation on average is in the medium category. This is shown from the attitude of the people using urban public transportation will be responded according to their tendencies. If the attitude is positive then the response will be happy and agree to use public transportation, but if the attitude is negative then the response is less interested and disagree and even avoid using urban public transportation. This is based on the tendency of the community's response to see the condition of public transportation environmental governance which prioritizes cleanliness, hygienic interior and exterior, not littering because there are trash cans, smoking is prohibited, including arranging and repairing damaged roads that are passed by public transportation (Soetarno, 1999). Therefore, changes in people's attitudes to using public transportation can effectively create public transportation.

The stepwise results show that the two predictors together have a very significant effect on variable Y, with a strong correlation $R = 0.817$, R Square determination 0.668. The results of the stepwise analysis show that people's attitudes towards the use of public transportation make a real contribution and have a significant effect according to the formulation of a positive coefficient value and a probability that is smaller or equal to a significant probability value. This shows that the higher the cognitive, affective, and conative people, the better the people's attitude towards public transportation (Azhar, 2015).

Therefore, to improve people's behavior using sustainable urban public transportation, people's attitudes towards public transportation can be improved through coaching with certain approaches, including through courses and trainings in which there are many moral nuances and a sense of responsibility, experience private use of public transportation as well as the encouragement

of other people who are considered important or influential, the incessant information media use of public transportation and the role of educational institutions and non-formal institutions to socialize the use of public transportation.

Quality of Public Transportation Services on Behavior Using Public Transportation

The frequency distribution of the quality of public transportation services is in the medium category. Perceptions will greatly influence judgments about quality. Structuring public transportation services must be carried out in an integrated manner to realize the availability of public transportation services balanced with the level of needs that are roadworthy, safe, and relatively affordable. Adding fleets and public transportation routes makes the waiting time between fleets faster so that people can save time in carrying out their daily activities. Improving public transportation fleets that are not feasible, especially in city transportation, so passenger safety and comfort are a top priority (Yamit, 2005).

The stepwise results show that one variable has a very significant effect on variable Y, with a strong correlation of 0.744 and a coefficient of determination of 0.668. These results indicate that the quality of public transportation services makes a real contribution and significantly affects people's behavior using public transportation with a positive coefficient value and probability smaller or equal to the Sig probability value. This means that the higher the quality of public transportation services for the community, the better the behavior of people using public transportation. Therefore, involving the community in using public transportation can be effective in creating public transportation.

To improve people's behavior using public transportation, the quality of public transportation services needs to be optimized. The community is given guidance through workshops and training to improve the perception of the quality of public transportation services to get better and the ability of public transportation service providers to provide services in a humane, accurate, and reliable manner, paying attention to aspects of politeness, accuracy, regularity, speed, fun, affordability, and community satisfaction as users (Anggraeni, 2009). It is hoped that the existence of reliable public transportation services will reduce people's dependence on private vehicles and course, improve their behavior using urban public transportation.

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