

Analysis of Public Perception on the Effectiveness of the Existence of Trans Padang Bus Transportation

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Abstract

The purpose of this research is to find out and analysis of public perception on the effectiveness of the existence of trans padang bus transportation. The population of this research is the people of Padang City who have used trans padang bus transportation services. Sampling in this study is conducted by accidental sampling method. Based on the results of the above calculations, the number of samples that will be used in this study is 96 respondents. The data collection method use in the study is using a questionnaire. The analysis used in this study is multiple linear regression. Multiple linear regression consists of partial test (t), simultaneous test (F), and coefficient of determination test (R²). The results show in partial test (t) that internal factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation. External factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation. Based on simultaneous test (F), internal and external factor simultaneously effect on the effectiveness of the existence of trans padang bus transportation. The results of coefficient of determination test (R²) show that value of r square is 0.828. This means that 82.8% of the effectiveness of the existence of trans padang bus transportation is influenced by internal and external factors. Of this amount, there is a remainder of 17.2% (100%-82.8%) influenced by other factors. As for what is meant by these other factors are factors that are not estimated or not taken into account in this study.

Keywords

public perception; internal factor; external factor; effectiveness



I. Introduction

There are several things that are interrelated in the midst of the chaos of mass transportation problems in Padang City. First, the community's need for easy and safe mass transportation, the need for public transportation actors to survive, and the government's obligation to pay attention to all these public complaints. First, the top of the pyramid that controls transportation in Padang City is the local government, namely the transportation agency. It is undeniable that we see the government has tried to do much in providing decent mass transportation for the people. This is done by increasing the number of city transport quotas and controlling the feasibility of public transport roads. In addition, the past few years have often seen Padang City transportation party conducting raids on public transportation. This is solely done to provide comfort for the people of Padang City. Including the latest policy, namely the procurement of integrated trans padang bus transportation.

The second factor is the efforts of public transport service providers. The people of Padang City can certainly be proud, Padang City transportation includes transportation with the most accessories so that it has its own uniqueness compared to public

transportation in other cities. Transport providers are competing to modify their transport in order to attract passengers. City transport trying to survive and continue the livelihood.

The third factor that is closely related to the mass condition in Padang City is the people of Padang City as users. In the past, the most common mode of transportation used by the public before city transport was the city bus. Then came the alternative transportation, namely public transportation. The high demand for these modes of public transportation and the feasibility of transportation encourage local governments to continue to make improvements. One of the efforts implemented is to present an alternative transportation that is becoming a trend in various cities in Indonesia. The alternative public transportation presented is the trans padang bus transportation, and also the presence of online application-based public transportation. Transportation at this time has become a basic need for community activities (Agussani, 2020).

The shift in the trend of the public's favorite mode of transportation is due to the fact that the old mode of transportation no longer provides safe and comfortable services and is easily accessible along with the times. Passengers in any place, driving at high speed, and other things that violate the rules. The firmness that has been carried out by the government is to revoke route permits so that bad city transport think twice before taking action. Furthermore, firmness by transportation service providers. Service providers must be firm in selecting drivers.

Firmness and commitment to providing comfortable and safe public transportation services have been carried out by many parties along with many complaints from the public about the state of urban transportation. However, until now there are still many service providers who turn a deaf ear and do not listen. The most important factor is the firmness by the community to demand a comfortable and safe mode of mass transportation. Society as users may not be able to do much. Reporting wrongdoers to the authorities without any follow-up will only make the complainant feel wasted.

Lastly, there is one idea for the government. Providing safe, comfortable and cheap mass transportation is an absolute thing that the Padang City Government must strive for. Therefore, it would be better for the government to increase the trans padang bus transportation fleet, with the integration method into every main city road. Trans padang fleet drivers can be selected from city transport drivers. Other city transportation is still allowed, but with routes that go to housing not towards the city center.

The availability of trans padang bus transportation, which is considered safe and comfortable, seems to have greatly helped the community to get the means of transportation they want. However, the development of trans padang bus transportation seems inseparable from the public perception as users of this transportation. Based on interviews in the field, various perceptions emerged from the community. There are people who think that the existence of the bus still does not satisfy the users of this transportation service. This condition occurs due to several things, including the arrival of the bus for too long, resulting in a buildup of passengers. In addition, seats for passengers waiting for the arrival of the bus are not available. Based on the observations, it can be seen that the passenger capacity is too crowded and crowded so that passengers feel less comfortable and safe. Mardalisa et al. (2015) in his research found that public perception of the trans padang bus service in Padang City to all passengers can be said to be good and effective. The second fact obtained from this research is that the public's perception of the trans padang infrastructure shows that the community still feels that the existing infrastructure is not yet effective because there are still many things that need to be added and updated, such as the number of the trans padang fleet. In addition, public perception also has a

positive perception regarding the convenience of the trans padang bus transportation in Padang City.

In the research mentioned above, the public views that the convenience of trans padang bus transportation can actually be said to be comfortable and good. This is because of the supporting facilities such as air conditioners as conditioning and closed circuit television cameras that will monitor all activities on the trans padang bus transportation. However, there are still complaints from the public about this convenience. Complaints related to the frequent accumulation of passengers in the bus so that the existing air conditioner is often not felt by passengers and the air temperature becomes hot. To overcome this problem, the government needs to immediately increase the number of trans padang bus transportation fleets in Padang City to make it more comfortable for the community.

Research conducted by Nursangki (2016) shows the results of the study that passengers perceive trans padang bus transportation facilities and services as being able to facilitate and assist passengers in using transportation services. Passenger perceptions of facilities are divided into two factors. These factors are passenger perceptions of adequate facilities because passengers compare taking the trans padang bus transportation to taking other public transportation, so that a positive perception emerges. Meanwhile, negative perceptions arise because of facilities that do not work, such as the air conditioner, which sometimes works, sometimes it does not and there is no place to sit to wait for the bus to arrive. To overcome this negative perception, it is hoped that the government will immediately increase the number of fleets and improve facilities at trans padang bus transportation stop, especially corridor I and carry out further government programs for the advancement of trans padang bus transportation.

The purpose of this research is to find out and analysis of public perception on the effectiveness of the existence of trans padang bus transportation.

II. Review of Literature

2.1 Public Transportation

Public transportation is one of the transportation media used by the community together by paying tariffs. Transportation means the transfer of people and or goods from one point to another by using a vehicle. Public vehicle is any motorized vehicle provided for use by the public for a fee. The development of public transportation has a long history, starting from the creation of transportation facilities that are only used for short trips to the creation of transportation or vehicles with more capacity and can be used to cover long distances faster. The initial idea of providing public transportation, especially land transportation, actually started about 300 years ago, when Pascal (France) started operating carriages for horse-drawn passengers in Paris City in 1662. Initially, the provision of these trains was free of charge, but in development then began to be charged. According to Tjiptono (2013), means of transportation are used to facilitate the activities of passengers or the community for activities.

The means of transportation are divided into three namely land transportation, sea transportation and air transportation. Every transportation tries to provide the best service with adequate facilities to passengers so that they are satisfied with the services they feel and they want to become customers. The service provides its own value in the eyes of passengers to establish a strong relationship between service users and the company. The strategy for the long term allows the company to understand the expectations of passengers

and their needs. Urban public transport provides a degree of flexibility to the city's services itself.

Currently people prefer private vehicles and existing policies still tend to favor private vehicles. This is reflected in the increasing number of private vehicles and the decreasing number of public transport users in various cities in Indonesia (Nursangki, 2016). Arrangement of urban public transport routes has been regulated by a technical guideline. But in reality there are still problems with public transportation that arise. The condition of urban development is closely related to public transportation services. In the era of increasingly modern transportation development, the arrangement of public transportation does not depend on the generation and attraction potential approach alone, so that subjective travel patterns and regional characteristics have a major contribution to the performance of public transportation (Hermawan, 2009).

2.2 Public Perception

Walgito (2012) argues that through perception individuals can realize, can understand about the condition of the individual concerned. Perception is an activity that exists within the individual such as feelings, experiences, thinking abilities, framework of disorder and other aspects that exist in the individual community will play a role in the perception, the factors that influence perception are basically divided into 2 namely internal factors and external factors (Hadipranata et al., 2000). Based on this, it can be argued that even though the stimulus is the same, the experience is not the same, the ability to think is not the same, the frame of reference is not the same, there is a possibility that the results of perception between individuals and other individuals are not the same.

Perception is a process that is preceded by sensing. Sensing is a process of receiving the stimulus by the individual through the receiving device, namely the senses. In general, the stimulus is passed on by the nerves to the brain through the central nervous system and the next process is the perception process. The stimulus is received by the senses, then through the process of perceiving something in the senses it becomes something meaningful after being organized and interpreted.

Theories regarding perception there are several theories that discuss human perception of the environment in this case including signs, symbols and spatial contained in the environment, including the gestalt theory, ecological perception of the environment, brentano theory, brunswik's model, and transactional theory of perception.

2.3 Internal Factor

Internal factor that affect perception, namely the factors contained in the individual, which includes several things, including:

a. Physiological

Information enters through the senses, then the information obtained will influence and complement efforts to give meaning to the surrounding environment. The capacity of the senses to perceive in each person is different so that interpretations of the environment can also be different.

b. Attention

Individuals need a certain amount of energy expended to pay attention to or focus on the physical form and mental facilities that exist in an object. Each person's energy is different so that one's attention to objects is also different and this will affect the perception of an object.

c. Interest

Perception of an object varies depending on how much energy or perceptual vigilance is moved to perceive. Perceptual vigilance is a person's tendency to pay attention to a certain type of stimulus or can be said to be an interest.

d. Unidirectional Need

This factor can be seen from how strong an individual is looking for objects or messages that can provide answers according to him.

e. Experience and Memory

Experience can be said to depend on memory in the sense of the extent to which a person can remember past events to know a stimulus in a broad sense.

f. Mood

Emotional states affect a person's behavior, this mood shows how a person feels at the time which can affect how a person receives, reacts and remembers.

2.4 External Factor

External factors that affect perception, are characteristics of the environment and the objects involved in it. These elements can change one's perspective on the world around them and affect how one perceives it or perceives it. External factors that influence perception are:

a. The Size and Placement of the Object or Stimulus

This factor states that the greater the relationship between an object, the easier it is to understand. This shape will affect the individual's perception and by looking at the shape of the size of an individual object it will be easy for attention to in turn shape the perception.

b. Color of Object

Objects that have more light will be easier to understand than those with less light.

c. The Uniqueness and Contrast of the Stimulus

External stimuli whose appearance against the background and surroundings are completely beyond the expectations of other individuals will attract a lot of attention.

d. The Intensity and Strength of the Stimulus

Stimulus from the outside will give more meaning if it is seen more often than if it is only seen once. The strength of the stimulus is the power of an object that can affect perception.

e. Motion or Movement

Individuals will pay more attention to objects that provide movement within the range of view than objects that are still.

2.5 Effectiveness

According to Sondang in Othenk (2008), effectiveness is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of goods for the services it carries out. Effectiveness shows success in terms of achieving the goals that have been set. If the results of the activity are closer to the target, it means the higher the effectiveness. In line with this opinion, Abdurahmat in Othenk (2008) states that effectiveness is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of jobs on time. It can be concluded that effectiveness is related to the implementation of all main tasks, achievement of goals, timeliness, and active participation of members and is the link between stated goals and results, and shows the degree of

conformity between stated goals and the results achieved. Effectiveness is basically a level of success in achieving goals.

III. Research Method

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Octiva, 2018; Pandiangan, 2015). The population of this research is the people of Padang City who have used trans padang bus transportation services. The sample is part of the number and characteristics possessed by the population (Octiva et al., 2018; Pandiangan et al., 2018). Sampling in this study is conducted by accidental sampling method. Accidental sampling method is the method used based on sample selection by selecting elements for sample members, where the subject is the easiest to find by chance meeting the researcher (Asyraini et al., 2022; Octiva et al., 2021; Pandia et al., 2018). Based on the results of the above calculations, the number of samples that will be used in this study is 96 respondents.

Data collection is an indispensable step in research. This is because data analysis can only be done after the researcher has obtained research data, so that it can fulfill the research objectives (Pandiangan, 2018; Pandiangan et al., 2021; Pandiangan et al., 2022). The data collection method use in the study is using a questionnaire.

The analysis used in this study is multiple linear regression. Multiple linear regression analysis was used to test statistically the effect of the independent variable on the dependent variable (Pandiangan, 2022; Tobing et al., 2018). Multiple linear regression consists of partial test (t), simultaneous test (F), and coefficient of determination test (R^2).

IV. Results and Discussion

4.1 Multiple Linear Regression Results

Table 1. Multiple Linear Regression Results

Statistic	Unstandardized Coefficients		Standardized Coefficients	t Count	Sig.	t Table
	B	Std. Error	Beta			
(Constant)	15.178	1.439		10.546	0.000	1.99
Internal Factor	0.339	0.078	0.405	4.370	0.000	1.99
External Factor	0.389	0.068	0.532	5.747	0.000	1.99
F Count = 224.165; Sig. F = 0.000						
F Table = 3.09						
$R^2 = 0.828$						

Source: Processed Data (2019)

4.2 Partial Test (t) Results

Based on Table 1, the results show in partial test (t) that internal factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation. External factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation.

4.3 Simultaneous Test (F) Results

Based on Table 1, simultaneous test (F), internal and external factor simultaneously effect on the effectiveness of the existence of trans padang bus transportation.

4.4 Coefficient of Determination Test (R^2) Results

Based on Table 1, the results of coefficient of determination test (R^2) show that value of r square is 0.828. This means that 82.8% of the effectiveness of the existence of trans padang bus transportation is influenced by internal and external factors. Of this amount, there is a remainder of 17.2% (100%-82.8%) influenced by other factors. As for what is meant by these other factors are factors that are not estimated or not taken into account in this study.

V. Conclusion

The results show in partial test (t) that internal factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation. External factor has a positive and significant effect on the effectiveness of the existence of trans padang bus transportation. Based on simultaneous test (F), internal and external factor simultaneously effect on the effectiveness of the existence of trans padang bus transportation. The results of coefficient of determination test (R^2) show that value of r square is 0.828. This means that 82.8% of the effectiveness of the existence of trans padang bus transportation is influenced by internal and external factors. Of this amount, there is a remainder of 17.2% (100%-82.8%) influenced by other factors. As for what is meant by these other factors are factors that are not estimated or not taken into account in this study.

From the research results that have been obtained from this study, the researchers can provide some suggestions as follows:

1. For trans padang bus transportation managers, it is hoped that they can improve the quality of various marketing aspects, especially those related to internal factors and external factors from public perceptions which have proven to have an effect on the effectiveness of the existence of trans padang bus transportation in Padang City. Aspects that need to be improved are external factors and socialization that can affect the internal perception of the community as well as the uniqueness and facilities and design of the bus that affect external factors from people's perceptions.
2. For the public, it is hoped that they will remain loyal to the trans padang bus transportation because this mode of transportation is quite good as an alternative to public transportation in Padang City.
3. For further researchers, they can develop this research. Development can be done by increasing the number of respondents. In addition, further researchers can also measure other factors that also affect the effectiveness of the existence of the trans padang bus transportation in Padang City. Thus, it is hoped that future researchers can obtain better research results.

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