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Analysis Of Facilities and Services of Pulogebang Integrated Terminal to Increase Passenger Interest

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Abstract: Abstract: Pulogebang Integrated Terminal is one of the largest bus terminals in Jakarta which has an important role in serving community mobility. However, in recent years, passenger interest in using this terminal has decreased. Pulogebang Integrated Terminal to increase passenger interest in 2023. Analysis of Integrated Terminal Facilities and Services to Increase Passenger Interest in 2023 is a research article within the scope of the field of marketing management. The purpose of this article is to build a hypothesis of the influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley, and other academic online media. This research method uses quantitative methods with surveys to obtain samples to be calculated, and then data tabulation and statistical calculations are carried out to test existing hypotheses. The results of this article: 1) Facilities affect increasing passenger interest, and 2) Integrated Terminal Services affect Increasing Passenger Interest.

Keywords: Facilities, Services, Integrated Terminal, Interest, Passengers

INTRODUCTION

Transportation or transportation is a very important field of activity in the lives of Indonesian people, especially in Jakarta. Transportation plays a major role in supporting the implementation of community activities in traveling to a place, so transportation service activities must be carried out effectively and efficiently through regulation, planning and government policies. The main components of transportation are roads, terminals and operating systems. Where the three have an attachment between one another. Of the three main components of transportation, Terminal is no less important. The terminal which functions as a temporary stop for public transportation to pick up and drop off passengers and goods to the final destination of the intended trip and also transfer transportation modes to other transportation. One of the terminals in DKI Jakarta is the Pulogebang Integrated Terminal, which is located on Jalan sejajar east toll side km 2 Pulogebang Sub-district cakung east

Jakarta. Pulo Gebang Integrated Terminal or also known as the Pulo Gebang East Sentra Integrated Bus Terminal is one of the largest type A bus terminals in Southeast Asia located in Cakung District, East Jakarta and was inaugurated on December 28, 2016. Pulo Gebang Integrated Terminal is the new face of type A terminals in Indonesia that uses the concept of modern terminals and is equipped with facilities that support the needs of the community. Fasilitas yang ada didalam Terminal Terpadu Pulogebang sudah sangat memadai bahkan fasilitas yang ada sudah seperti di bandara namun sampai saat ini pengguna terminal terpadu pulogebang masih belum optimal. Berdasarkan data penelitian sebelumnya menunjukkan adanya penurunan pengguna terminal terpadu pulogebang. Selain itu, menurut Dewan Transportasi Kota Jakarta (DTKJ), terdapat banyak terminal bayangan di sekitar Pulo Gebang. Hal ini muncul karena posisi terminal yang dinilai tidak strategis. Tata kelola Terminal Pulo Gebang harus diperbaiki, karena hingga saat ini, terminal terbesar di Jakarta itu, masih belum optimal. Walaupun terminal ini sudah memiliki fasilitas keamanan yang baik, namun masih banyak nya calo penumpang di dalam terminal tersebut sehingga mengganggu kenyamanan penumpang. Jika hal ini tidak segera dibenahi, bukan tidak mungkin Terminal bus Terpadu Pulo Gebang akan ditinggalkan oleh para Pengguna Jasa, melihat kondisi di atas, maka perlu dilakukan suatu upaya untuk menghidupkan kembali Terminal bus Terpadu Pulo Gebang yang sepi penumpang.

Regarding the existing problems, based on the identification that has been carried out by the author, it appears that the problem of facilities and services in the Pulogebang Integrated Terminal is still lacking attention. So, it can have a bad influence, one of which is a decrease in users of the Pulogebang terminal. Relevant articles are needed to strengthen the theory being researched, to see the relationship or influence between variables and to build hypotheses. This article discusses the effect of Integrated Terminal Facilities and Services on Increasing Passenger Interest, a Literature Review Study in the Field of Management Science.

Based on the background, the purpose of writing this article is to build hypotheses for further research, namely to formulate: 1) The effect of facilities on increasing passenger interest in 2023; and 2) The Effect of Integrated Terminal Services on Increasing Passenger Interest.

METHOD

This type of research uses quantitative methods with surveys to obtain samples to be calculated, then tabulate data and statistical calculations with the aim of testing existing hypotheses. According to (Zaluchu, 2020) quantitative methods emphasize the behavioral and empirical aspects derived from phenomena in the field or based on behavior in the field, which are then used as research benchmarks.

Primary data is data obtained directly from the field or research site in oral or written form from the results of interviews or questionnaires related to the object under study. In this study, primary data was obtained directly by distributing questionnaires online using google form to passengers at Pulogebang Integrated Terminal.

Secondary data is research data obtained by the author indirectly through intermediary media (obtained and recorded by other parties). Secondary data is generally in the form of evidence, records or historical reports that have been arranged in published and unpublished archives (documentary data).

Secondary data in this study obtained from the Pulogebang Integrated Terminal Management Office is expressed in the form of question sentences.

RESULTS AND DISCUSSION

Result

Facilities are facilities measured by improving service quality and increasing service innovation. Measurement indicators for the application of smart mobility are increasing service capacity, applying technology, and improving operational facilities. (Ardiansyah & Ahyudanari, 2017) (Midiyanti, R., & Ramlan, J. S. (2020). Facilities are basic needs for human life. Facilities can be interpreted as facilities for life and facilities that are part of infrastructure. (Ardiansyah & Ahyudanari, 2017). Self check-in system facility is a facility / place that serves to complete various security and service procedures and requirements using a machine (Juniawan et al., 2018).

Service is related to service, there are two terms that need to be known, namely serving and service. According to the large Indonesian dictionary, the definition of serving is helping to prepare (take care of) what someone needs. Meanwhile, the definition of service is an effort to serve the needs of others. (Abisha, 2015) There are several opinions regarding the definition of service, Kotler defines service (service) as any action or performance that one party can offer to another party which is basically intangible and does not result in ownership of something. (Nurdin et al., 2017).

Integrated Terminal Services are Terminals are one component of the transportation system which has the main function as a temporary stop for public vehicles to raise and lower passengers and goods to the final destination of a trip, as well as a place of control, supervision, regulation and operation of the passenger and goods transportation flow system, besides that it also functions to smooth the flow of passenger or goods transportation (Abisha, 2015).

Relevant Research Results

Reviewing relevant articles as a basis for determining research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant previous studies such as table 1 below.

Tabel 1: Relevant Research Results

No	Author (Tahun)	Relevant Research Results	Similarities with this article	Differences with this article	H
1	(Abdul et al., 2020)	Facilities and Infrastructure have a positive and significant effect on Increasing Passenger Interest	Facilities affect increasing passenger interest	Infrastructure has an effect on increasing passenger interest H1	Infrastructure has an effect on increasing passenger interest H1
2	(Ilmu et al., 2015)	Supporting facilities and infrastructure have a positive and significant effect on increasing passenger interest.	Facilities have an effect on increasing passenger interest	Supporting infrastructure has an effect on increasing passenger interest	H1
3	(Chairunnisa, 2014)	Integrated Terminal Services and Digital services. have a positive and significant effect on Increasing Passenger Interest.	Integrated Terminal Services have an effect on Increasing Passenger Interest	Digital Services has an effect on Increasing Passenger Interest	H2
.4	(Dewi et al., 2022)	Integrated Terminal Services and Environmental atmosphere has a	Integrated Terminal Services have an effect on	Environmental atmosphere has an effect on	H2

positive and significant effect on Increasing Passenger Interest.	Increasing Passenger Interest	increasing passenger interest
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Discussion

Based on the results, the discussion of this article is to review relevant articles, analyze the influence between variables and make a conceptual thinking research plan:

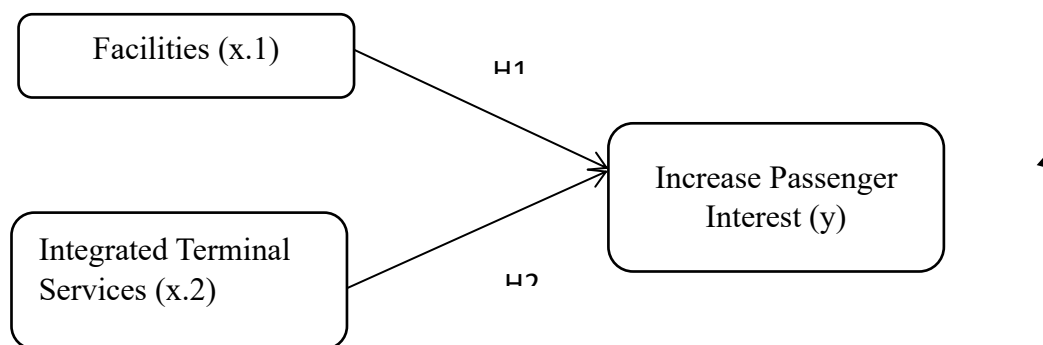
The Effect of Facilities on Increasing Passenger Interest in 2023. Providing the best facilities is an important step to increase passenger interest. By improving the quality of facilities and services, it is hoped that Pulogebang Integrated Terminal can become the first choice for people who want to travel by bus. Principles or concepts of Facilities Decent waiting room and adequate seats, clean and well-maintained waiting room conditions. Clean and well-maintained toilets, sufficient number of toilets compared to the number of passengers. Well-organized parking area, automatic parking payment system. So that facilities have an effect on increasing passenger interest in 2023, if the facility is perceived well, increasing passenger interest in 2023 will be perceived well and vice versa. That these conditions cause passengers to feel comfortable and satisfied with the services at Pulogebang Integrated Terminal. This results in increased passenger interest in using this terminal.

To increase passenger interest, it is necessary to improve the quality of facilities and services at the Pulogebang Integrated Terminal Impact of Improved Facilities and Services: Improved facilities and services at Pulogebang Integrated Terminal are expected to have a positive impact, including: Increase passenger comfort and satisfaction. Passengers will feel more comfortable and satisfied with the services at the terminal. This will increase the interest of passengers to use this terminal. Increase revenue for terminal managers. With the increase in the number of passengers, the income of the terminal manager will also increase.

Integrated Terminal Services are a series of activities and facilities provided by terminal managers to meet the needs and improve passenger comfort while at the terminal. Principles or Concepts of Integrated Terminal Services, 1) Efficiency: Services that are fast, precise, and easily accessible. 2) Effectiveness: Services that meet the needs and expectations of passengers. 3) Affordability: Services that can be accessed by all circles of society. 4) Security and Comfort: Services that provide a sense of security and comfort for passengers. 5) Friendliness and Skills: Officers who are friendly, alert, and have good skills in serving passengers. The relationship between Integrated Terminal Services and Increasing Passenger Interest Integrated Terminal Services affects Increasing Passenger Interest in 2023, if Integrated Terminal Services are perceived well then Increasing Passenger Interest will be perceived well too, and vice versa. This can be explained that: Passengers who are satisfied with the terminal service will prefer to use the terminal again. Passengers who are dissatisfied with terminal services will look for other alternatives for traveling. Factors that Affect Integrated Terminal Services Terminal facilities: Complete and modern facilities will increase passenger comfort. Quality of staff: Officers who are friendly, alert, and have good skills will give passengers a better experience.

Conceptual Framework

Berdasarkan rumusan masalah, pembahasan dan penelitian relevan, maka di perolah rerangka konseptual seperti gambar 1 di bawah ini.



Gambar 1: Conceptual Framework

Based on the conceptual framework above, then: Integrated Terminal Facilities and Services Affect Increasing Passenger Interest. Apart from the two variables that influence increasing passenger interest, there are still many other variables including:

- 1) X1: Facilities (M & Ali, 2017), (Ali & Mappesona, 2016), dan (Ali, Narulita, et al., 2018),
- 2) X2: Environmental Conditions (Ali et al., 2022) , (Novansa & Ali, 1926), dan (Ali et al., 2016),
- 3) Y1: Increase Passenger Interest (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), dan (Ali et al., 2022),

CONCLUSIONS

Based on the formulation and discussion, the conclusion of this article is to formulate a hypothesis for further research, namely: Integrated Terminal Services affect Increasing Passenger Interest in 2023, if Integrated Terminal Services are perceived well, Increasing Passenger Interest will be perceived well too, and vice versa. This can be explained that: Passengers who are satisfied with the terminal service will prefer to use the terminal again. Passengers who are dissatisfied with the terminal service will look for other alternatives to travel.

- 1) Facilities have an effect on increasing passenger interest; and
- 2) Integrated Terminal Services have an effect on Increasing Passenger Interest in 2023.

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