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Implementation of Service Quality, Infrastructure, and Accessibility for Light Rail Transit (LRT) Transportation: Study Literature Review

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Abstract: The article on the implementation of service quality, infrastructure and accessibility to light rail transit (LRT) transportation is an article within the scope of marketing management science. The purpose of this study is to build a hypothesis regarding the influence between variables that can later be used for further research within the scope of marketing management. The research method used is descriptive qualitative. The data collection technique uses literature studies/literature reviews. Data were obtained from previous studies that are relevant to this study and sourced from academic online media such as Publish or Perish, Google Scholar, Jurnal Sinta, DOAJ and Garuda. The results of this study are as follows: 1) Service quality plays a role in light rail transit (LRT) transportation; 2) Infrastructure plays a role in light rail transit (LRT) transportation; and 3) Accessibility plays a role in light rail transit (LRT) transportation.

Keywords: Light Rail Transit (LRT) Transportation, Service Quality, Infrastructure, Accessibility

INTRODUCTION

The need for efficient, safe, and environmentally friendly transportation systems has risen due to growing urbanization and urban population expansion in recent decades. The LRT, being a prominent mode of mass transportation, has emerged as the primary preference in numerous big cities worldwide owing to its capacity to alleviate traffic congestion, minimize carbon emissions, and lower transportation expenses. Various nations, Indonesia included, encounter the task of creating and executing LRT (Light Rail Transit) systems that can adequately cater to the increasing transportation demands of the populace (Riawan & Ahyudanari, 2020).

The level of service provided is a crucial element in both attracting and keeping passengers. Reliability, comfort, safety, and cleanliness are crucial factors in ensuring a great travel experience for LRT customers. Service reliability encompasses the timeliness and regularity of rail services, while comfort pertains to the physical elements such as pleasant

seating and suitable temperature within the train. Security include measures to prevent criminal activities and provide safety, while cleanliness pertains to the hygienic conditions of trains and stations. Nevertheless, the adoption of stringent service quality standards continues to pose difficulties in some LRT systems, particularly in developing nations, as a result of financial limitations and insufficient infrastructure (Ali et al., 2024).

An efficient LRT system relies heavily on a well-developed infrastructure. This include the standards of rails, station amenities, signaling and control systems, and maintenance facilities. High-quality rails and tracks guarantee a seamless and secure ride, while fully equipped and comfortable station amenities enhance the overall passenger experience. Efficient management of train movements and prevention of accidents require the use of sophisticated signaling and control systems. Having sufficient repair facilities is crucial for maintaining trains in optimal operational state. Nevertheless, numerous towns encounter limitations in constructing sufficient infrastructure, including financial, spatial, and technological constraints, which might impede the operational effectiveness and dependability of LRT systems (Anisah et al., 2020).

Accessibility is a crucial factor that influences the ease with which passengers can utilize LRT services. These factors encompass station accessibility, evaluation of disability accessibility, intermodality, and provision of passenger information. Station accessibility refers to the ease of reaching stations from different locations in the city, whereas disability accessibility assessment guarantees that all facilities are easily usable by individuals with disabilities. Intermodality encompasses the seamless transfer between Light Rail Transit (LRT) and other transportation modes, ensuring a hassle-free journey. Concise and readily available passenger information facilitates passengers in effectively planning their itineraries. Nevertheless, numerous LRT systems have failed to adequately address accessibility considerations, hence restricting their utilization by diverse demographics (Simarmata, Yuliantini, et al., 2017).

The difficulties in achieving high-quality service, infrastructure, and accessibility in LRT systems arise not only due to financial and technological limitations, but also due to issues such as inadequate planning, insufficient coordination among institutions, and opposition from the community and other stakeholders. Nevertheless, these obstacles also present prospects for creativity and enhanced policy formulation. Utilizing cutting-edge technology, such as automated control systems and digital platforms for passenger information, along with laws that encourage private investment in infrastructure development, can effectively address these challenges. This backdrop highlights the significance of incorporating high-quality service, infrastructure, and accessibility in LRT systems. Through comprehension and resolution of current obstacles, LRT systems have the potential to transform into highly functional, streamlined, and all-encompassing transportation solutions in metropolitan areas, offering substantial advantages to both society and the environment (Yuliantini et al., 2022).

Based on the background of the problem that has been described above, the following problem formulations are determined: 1) Does Service Quality play a role in Light Rail Transit (LRT) Transportation?; 2) Does Infrastructure play a role in Light Rail Transit (LRT) Transportation?; and 3) Does Accessibility play a role in Light Rail Transit (LRT) Transportation?.

METHOD

The Literature Review essay is prepared through the utilization of Library Research and Systematic Literature Review (SLR) methodology. Evaluation of this approach is done using qualitative measures and can be accessed through academic websites such as Mendeley and Google Scholar. The methodology used in this study involves conducting a literature review to collect data. Qualitative data is obtained through a comprehensive examination of previously

published research that is relevant to the current investigation. A systematic literature review, often known as SLR, is a methodical process of finding, evaluating, and analyzing all available research data to answer a specific research question. For qualitative analysis, it is essential to consistently apply the literature review in accordance with methodological assumptions. The main reason for conducting a qualitative analysis is the investigative nature of the study, (Ali, H., & Limakrisna, 2013), (Susanto, Arini, et al., 2024).

RESULT AND DISCUSSION

Results

Light Rail Transit Transportation

The Light Rail Transit (LRT) is a kind of urban transportation that utilizes medium-capacity trains operating on dedicated rail tracks. Light rail transit (LRT) often operates on rails that are either completely separate from or mostly independent of road traffic, resulting in a more efficient and dependable service compared to buses. Light rail transit (LRT) is frequently employed in highly populated urban regions as a means to alleviate traffic congestion, mitigate pollution, and enhance transportation accessibility. Light rail systems are specifically built to have stations that are spaced closer together compared to heavy rail systems. This design facilitates convenient and rapid boarding and alighting for passengers (Putra, 2020).

The indicators or dimensions found in light rail transit transportation include: 1) Capacity: Refers to the maximum number of people that a train can transport in a single journey. Increased capacity enables efficient mass transit, hence decreasing the quantity of vehicles on the road; 2) Frequency: Indicates the regularity with which a train runs within a specific timeframe. Increasing the frequency of service minimizes the amount of time passengers have to wait and enhances the comfort of travel; 3) Operating Speed: This metric quantifies the mean velocity at which a train operates. High velocities accelerate trip durations and enhance effectiveness; and 4) Coverage: Demonstrates the extent to which the LRT network serves a given area. Greater service coverage enables a larger population to avail the service (Ramadianti & Widyaningsih, 2020).

Light rail transit transportation has been studied by several studies and is relevant to research conducted by: (Dwitasari & Priyanto, 2016), (Sianipar, 2019), (Royan et al., 2021).

Service Quality

Service quality in the realm of transportation pertains to the degree to which the service rendered satisfies the expectations and requirements of users. The quality of LRT service encompasses various crucial elements, including dependability, frequency, comfort, safety, cleanliness, and the amiability of the staff. Reliability refers to the trains' ability to operate punctually and in accordance with the predetermined timetable. Frequency is the measure of how frequently trains arrive, and it directly affects the amount of time passengers have to wait. Comfort includes elements such as ergonomic sitting, efficient air circulation, and reduced auditory disturbances. Safety includes measures used to safeguard passengers from both criminal activities and accidents. Maintaining cleanliness entails ensuring that trains and stations are kept in a hygienic and orderly condition. The level of friendliness exhibited by the workforce is directly correlated with the provision of excellent customer service, which encompasses tasks such as providing information and effectively addressing client complaints (Simarmata, Keke, et al., 2017).

The indicators or dimensions contained in the service quality variable include: 1) Reliability: Assesses the degree of consistency in providing service in accordance with the predetermined timetable. Reliable service refers to trains operating punctually with minimal interruptions or delays; 2) Comfort: Encompasses factors such as ergonomic seating, effective air circulation, and reduced noise levels within the train. Enhanced comfort enhances the user

experience; 3) Security: Encompasses measures aimed at safeguarding passengers against criminal activities and accidents, such as the installation of closed-circuit television (CCTV) cameras, deployment of security personnel, and implementation of emergency alert systems; and 4) Cleanliness: Reflects the degree of hygiene maintained within the train compartments and stations. Effective hygiene practices contribute to a favorable atmosphere for passengers (Jaya Sakti et al., 2021).

Service quality has been studied by several studies and is relevant to research conducted by: (Susanto, Mahaputra, et al., 2024), (Yulihapsari et al., 2023), (Khaira et al., 2022).

Infrastructure

Transportation infrastructure encompasses the entirety of the tangible structures and facilities required for the functioning of a transportation system. The components of the LRT system encompass tracks, stations, signals, depots, and maintenance facilities. Tracks must be built and preserved in order to ensure their safety and functionality. Stations should be constructed to ensure convenient access for passengers, encompassing amenities such as seating, restrooms, waiting areas, and provisions for individuals with disabilities. Signals are essential for the regulation of rail traffic and the maintenance of safety. Depots serve as storage and maintenance facilities for trains during periods of non-operation. High-quality and properly maintained infrastructure is crucial for ensuring the secure and effective functioning of an LRT system (Maisharoh & Ali, 2020).

The indicators or dimensions contained in the infrastructure variable include: 1) Track and Track Quality: Assesses the structural integrity of the railway tracks and their suitability for train operations. Properly maintained rails minimize the likelihood of accidents and interruptions; 2) Station Facilities: Evaluates the accessibility and state of station amenities, including seating, restrooms, waiting areas, and travel information. High-quality amenities improve the comfort and convenience of passengers; 3) Signal and Control Systems: Evaluates the effectiveness and dependability of the signal and control systems that govern train traffic. Effective systems guarantee secure and seamless operations; and 4) Maintenance Facilities: Evaluates the caliber and capability of train maintenance facilities. Effective maintenance practices guarantee that trains are in optimal condition and minimize the likelihood of disruptions (Ali et al., 2024).

Infrastructure has been studied by several studies and is relevant to the research conducted by: (Adisasmita et al., 2017), (Maryaningsih et al., 2014), (Shobirin & Ali, 2019), (Erocomma, 2017).

Accessibility

Accessibility pertains to the level of convenience and usability that individuals have in accessing and utilizing transportation services. Accessibility for LRT encompasses the convenience of passengers in reaching a station from their residence or workplace, as well as the smoothness of transitioning between other modes of transportation. This encompasses the presence of amenities such as park and ride options, dedicated pedestrian pathways, and interconnected bike routes linked to Light Rail Transit (LRT) stations. Accessibility encompasses the idea of making the transportation system usable for all individuals, regardless of any handicap they may have. These accommodations may consist of elevators, ramps, auditory cues for individuals with visual impairments, and signs in Braille. Optimal accessibility guarantees that the LRT system may be utilized extensively and efficiently by individuals from all strata of society (Soehardi et al., 2021).

The indicators or dimensions contained in the accessibility variable include: 1) Station Accessibility: Assesses the level of convenience for passengers to access the station from their residences or workplaces. This include the accessibility of feeder transit options such as buses,

park and ride facilities, pedestrian pathways, and bicycle lanes; 2) Disabled Accessibility Assessment: Evaluates the presence and functionality of accommodations such as elevators, ramps, auditory cues, and Braille signage. These amenities guarantee that the transportation system is easily accessible to everyone; 3) Intermodality: Evaluates the level of convenience for passengers to transfer between other modes of transportation, such as transitioning from LRT to bus, train, or private vehicle. Effective integration enhances the efficiency and convenience of travel; and 4) Passenger Information: Evaluates the accessibility and comprehensibility of information regarding timetables, routes, fares, and additional amenities. Concise and readily available information aids passengers in effectively organizing their travel arrangements (Ramadhani & Ahyudanari, 2020).

Accessibility has been studied by several studies and is relevant to the research conducted by: (Tantriana & Widiartanto, 2019), (Prawira & Pranitasari, 2020), (Sumardi & Jumlad, 2022).

Relevant Previous Research

Reviewing related publications as a basis for formulating research hypotheses by describing previous research findings, highlighting similarities and differences with the research proposal, as illustrated in table 1 below:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
1.	(Dwitasari & Priyanto, 2016)	Service quality plays a role in light rail transit transportation in Yogyakarta	The influence of service quality on LRT transportation	There are research objects which are carried out in Yogyakarta	H1
2.	(Hidayah & Masduqie, 2022)	Infrastructure plays a role in LRT transportation in Palembang City to overcome traffic jams	The impact of infrastructure on LRT transportation	The object of the research was carried out on the Palembang City LRT	H2
3.	(Rahmawati & Sari, 2023)	Accessibility plays a role in LRT transportation in Palembang City in the form of Community Empathy	The impact of accessibility on LRT transportation	The object of the research was carried out on the Palembang City LRT	H3

Discussion

Based on the formulation of the problem and relevant previous research, the discussion in this article is as follows:

1. The Role of Service Quality in Light Rail Transit Transportation

The quality of service is a vital factor in the operations of Light Rail Transit (LRT) that has a direct impact on the system's capacity, frequency, speed, and coverage. The user experience and overall success of the transportation system are heavily influenced by service quality, which encompasses reliability, comfort, safety, and cleanliness.

Reliability in LRT services refers to the trains consistently running punctually and adhering to the predetermined timetable. This is of utmost significance as it directly impacts the level of trust users have in the system. High reliability guarantees that travelers can effectively schedule their excursions and minimizes uncertainty regarding travel durations. By ensuring a high degree of dependability, the frequency of service may be consistently maintained at an ideal level, minimizing frequent interruptions. Additionally, this enables LRT to conduct a greater number of trips during a single day, hence enhancing the overall capacity

of the system. The operational speed of trains is directly linked to their reliability. Trains that consistently run on schedule are able to maintain the anticipated average speed, reduce any delays, and optimize travel time.

User perception of LRT is significantly influenced by the level of comfort. Comfort includes the attributes of seating, ventilation, and interior space within the train. Passengers who experience a sense of comfort are more inclined to select LRT as their main means of transportation, hence enhancing capacity through the attraction of additional passengers. Comfort also influences frequency; when passengers experience a sense of comfort, they are more inclined to patiently await the arrival of the subsequent train in the event that the current one is at maximum capacity. Furthermore, a high level of comfort can contribute to the maintenance of a consistent operating speed, as contented passengers are more likely to behave in an organized manner and limit disturbances. The level of comfort provided by the LRT system also influences its service coverage by attracting passengers from far areas, thereby extending the system's reach.

Ensuring security is of utmost importance in every transportation system. Within the framework of LRT, security encompasses measures to prevent criminal activities and provide safety from accidents. Effective security measures instill a feeling of safety among travelers, leading to a potential rise in user numbers and thus enhancing capacity. Increasing service frequency is possible when a safe system encounters fewer operational disruptions, such as criminal acts or accidents, that can lead to delays. Ensuring security guarantees a consistent operating speed by minimizing interruptions. Furthermore, the service coverage can be extended as passengers experience a sense of security when traveling to other places served by the LRT.

The level of cleanliness within trains and at stops directly impacts the comfort and perception of passengers. Sanitary trains and stations foster a pleasing and hygienic atmosphere, which is crucial for enticing and maintaining passengers. Effective hygiene practices can enhance the capacity of LRT systems by fostering greater regular usage among individuals. Optimizing service frequency is possible due to the reduced need for abrupt repair that can lead to delays, as clean trains tend to require less maintenance. Ensuring cleanliness is crucial for maintaining efficient operational speeds, as it enhances passenger comfort and safety, hence minimizing the likelihood of any disruptions. Ensuring consistent cleanliness throughout the LRT network can enhance service coverage by appealing to passengers from various regions, including those who might opt for alternative modes of transportation if cleanliness criteria are not upheld.

The LRT system's capacity, frequency, operational speed, and coverage are significantly influenced by the overall service quality, which encompasses reliability, comfort, safety, and cleanliness. Superior service quality not only enhances passenger contentment and allegiance but also enhances the operational effectiveness and durability of the entire transportation system. By consistently enhancing these factors, LRT can function as an efficient and dependable transportation option in a progressively intricate urban setting.

2. The Role of Infrastructure in Light Rail Transit Transportation

Infrastructure is an essential and fundamental component of Light Rail Transit (LRT) operations. It encompasses several elements such as tracks and their quality, station facilities, signal and control systems, as well as maintenance facilities. The capacity, frequency, operational speed, and service coverage of LRT are determined by these four components, which are crucial for guaranteeing efficiency and safety in urban transportation.

The smooth and safe operation of LRT relies heavily on the quality of its tracks. Trains can achieve optimal speeds and avoid accidents when they operate on well-maintained tracks that are of high quality and free from impediments. High track quality also facilitates greater

capacity, as unbroken rails enable the operation of a larger number of trains simultaneously. By ensuring the rails are dependable, it is possible to enhance train frequencies, resulting in more frequent services and shorter passenger waiting times. Furthermore, proficient tracks facilitate the expansion of networks, enabling the extension of service coverage to hitherto uncharted territories and accommodating a larger population.

The presence of satisfactory and convenient station amenities significantly impact the overall customer experience. Amenities like as ergonomic seating, sanitary restrooms, pristine waiting areas, and easily accessible travel information enhance passenger experience, hence bolstering service capacity when a greater number of individuals opt to utilize the LRT. Efficient station amenities facilitate seamless intermodal transfers, promoting integration and enhancing the frequency of utilization. By providing comprehensive amenities, the operational speed may be effectively maintained as passengers are able to embark and disembark efficiently. High-quality facilities enhance broader coverage by appealing to people from diverse backgrounds and geographies.

Sophisticated signaling and control systems play a crucial role in the management of rail traffic, guaranteeing both safety and efficiency in operations. These systems enable more efficient train scheduling, reducing the risk of collisions and improving the spacing between trains, so immediately increasing the capacity of the line. By implementing effective signaling systems, the frequency of rail operations can be enhanced, as trains can be scheduled to run more often without compromising safety. Effective control systems also facilitate consistent operational velocities, guaranteeing trains adhere to their schedules without any interruptions. Utilizing advanced signaling and control technology enables the safe and effective extension of the network, hence enhancing the reach of LRT services.

Effective maintenance facilities ensure that trains are in their best possible condition and minimize the likelihood of operational disruptions. Regular maintenance and prompt repairs ensure the smooth and safe operation of trains, hence enhancing capacity by ensuring a larger number of trains are available for service. Effective maintenance facilities also enable higher train frequencies as each train is dependable and prepared to operate punctually. By ensuring proper maintenance of trains, the likelihood of technical disruptions is minimized, allowing for consistent operational speeds. Effective maintenance facilities also contribute to broader coverage, since well-maintained trains can operate in larger areas without the possibility of malfunctions.

In order for LRT operations to be effective, it is crucial to have a well-maintained and high-quality infrastructure. Tracks and the quality of tracks, station facilities, signal and control systems, and maintenance facilities all play a role in enhancing capacity, frequency, operational speed, and service coverage. The presence of robust infrastructure enables the LRT system to function as a dependable and effective mode of transportation, effectively addressing the mobility requirements of metropolitan populations in an optimal and sustainable manner. High-quality infrastructure guarantees that the Light Rail Transit (LRT) system becomes the primary option for urban transportation, offering secure, pleasant, and efficient services to all commuters.

3. The Role of Accessibility in Light Rail Transit Transportation

Accessibility is a crucial factor in a Light Rail Transit (LRT) system, since it significantly influences capacity, frequency, operational speed, and service coverage. The success and inclusiveness of an LRT system are influenced by essential components such as station accessibility, disability accessibility evaluation, intermodality, and passenger information.

The accessibility of stations is a crucial determinant of the ease with which passengers may enter and utilize LRT stations. Stations that are conveniently located and equipped with facilities such as park-and-ride options, walking pathways, and bike lanes will draw more

customers, hence enhancing the system's capacity. Increased accessibility will lead to a greater number of individuals opting for the LRT as their preferred means of transportation, resulting in a higher demand and thus allowing for more frequent service. Efficient accessibility enhances operational speeds by facilitating rapid and smooth entry and exit of passengers at stations. Moreover, the presence of accessible stations enhances the reach of the transportation service by enticing commuters from a broader region, so rendering the LRT system a more appealing choice for the larger community.

Disability accessibility assessments guarantee that LRT systems are inclusive and accessible to all individuals, including those with impairments. Enhancements such as elevators, ramps, auditory cues, and Braille signs are a few instances of measures that guarantee accessibility for individuals with impairments. By catering to the requirements of individuals with impairments, LRT can enhance its passenger capacity as it becomes accessible to a larger population. By providing stations and trains that are accessible to disabled individuals, service frequency can be enhanced as it allows for efficient boarding and alighting for all passengers. The operational pace is preserved by ensuring excellent accessibility, since impaired travelers can transfer smoothly without impeding the movement of other passengers. Furthermore, the service coverage is extended as the LRT serves as an inclusive and dependable transit alternative for individuals from all social strata.

Intermodality pertains to the seamless transition between several transportation modes, such as moving from Light Rail Transit (LRT) to buses, trains, or private vehicles. Efficient intermodality facilitates smooth integration between LRT and other transportation modes, enhancing system capacity by enabling more passengers to utilize various modes of transportation effectively. Enhancing intermodality can effectively boost the frequency of LRT service by facilitating seamless mode transfers for passengers, hence avoiding congestion and delays. Efficient integration minimizes transfer times and enhances journey smoothness, hence ensuring the maintenance of operational speed. Effective intermodality enhances service coverage by integrating LRT with the broader transportation network, facilitating convenient access to a wider range of destinations for passengers.

Having clear and easily understandable passenger information is an essential component in guaranteeing a positive travel experience. Multiple media, including as station information boards, mobile apps, and websites, should provide access to schedules, routes, fares, and other services. High-quality information enhances system capacity by enabling passengers to effectively strategize their trips, minimizing ambiguity, and augmenting user contentment. Increasing service frequency can be achieved by ensuring that passengers are well-informed, since this enables them to be more prepared and effective in utilizing the services. Consequently, this reduces the waiting periods at stations. The maintenance of operational speed is achieved through the effective management of travel time by well-informed passengers, resulting in less congestion and delays. Effective passenger information enhances service coverage by improving the accessibility and usability of the LRT system for various demographics, such as tourists and new residents.

In summary, factors such as station accessibility, disability accessibility assessments, intermodality, and passenger information are crucial in enhancing the capacity, frequency, operating speed, and service coverage of LRT systems. By prioritizing the accessibility and seamless integration of the LRT system with other transportation modes, it may serve as an efficient, inclusive, and dependable transportation solution in metropolitan settings. Effective accessibility is crucial for the LRT system to efficiently address the transportation requirements of the community, promote sustainable urban development, and enhance people' quality of life.

Conceptual Framework

Based on the formulation of the problem, relevant previous research and the results and discussion of the research above, including:

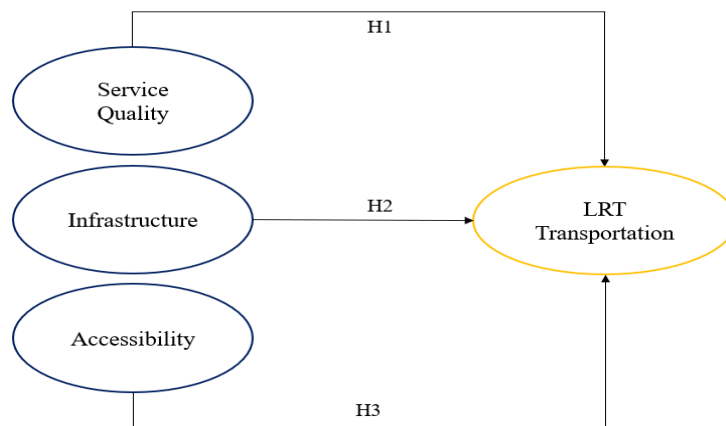


Figure 1. Conceptual Framework

Based on Figure 1 above, service quality, infrastructure and accessibility play a role in light rail transit transportation. In addition to the independent variables (service quality, infrastructure and accessibility) above which affect the dependent variable (light rail transit transportation), there are other variables that affect light rail transit transportation, including:

- 1) Price: (Susanto, Mahaputra, et al., 2024), (Simarmata et al., 2019), (Saputra & Mahaputra, 2022).
- 2) Punctuality: (Anisah et al., 2020), (Sumantri et al., 2022), (Christiani & Fatmayati, 2022).
- 3) Facility: (Sari et al., 2018), (Sitio & Ali, 2019), (Gultom et al., 2020).

CONCLUSION

Based on the problem background, problem formulation, previous research, results and discussion above, the following research conclusions were obtained:

1. Service Quality plays a role in Light Rail Transit Transportation;
2. Infrastructure plays a role in Light Rail Transit Transportation; and
3. Accessibility plays a role in Light Rail Transit Transportation.

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