

ANALYSIS OF TRANS MEBIDANG BUS SERVICE QUALITY AND PUBLIC SATISFACTION LEVEL

Yusuf Aulia Lubis¹, Achmad Delianur Nasution², Amy Marisa³

^{1,2,3}Universitas Sumatera Utara, Medan, Indonesia

¹Email : yusuflubis@unimed.ac.id

Abstract

Government efforts in overcoming urban congestion provide solutions for providing busway transportation. In order to realize the efforts of the North Sumatra Province to make regulation No. 25 of 2008, concerning the mainstay areas, including Medan, Binjai, and Deli Serdang, abbreviated as Mebidang, from the regulation referred to in 2015 in the form of public transportation named Trans Mebidang Bus. Trans Mebidang Bus is a service that must pay attention to service so that people and the community like to use them. Therefore we must pay attention to the quality of service. The research objective was to analyze the level of community satisfaction with the quality of Transmebidang services and analyze how much influence the quality of Transmebidang Bus services on community satisfaction. The study uses a quantitative approach in determining the amount of sanitation used. Analysis of the data used multiple linear regression. Based on the findings, the conclusion was drawn that the public was satisfied with the quality of services provided by the Trans Mebidang Bus public transport services with a total average value of 4.1. The quality of service provided by Trans Mebidang Bus management affects or contributes to the level of user satisfaction of 87.1%, where this value is very high influence on the level of satisfaction.

Keywords : transportation, public transport, bus rapid transit, service quality, level of satisfaction

Introduction

The need for urban transportation is increasing due to the increasing number of individual trips. According to Tamin (2000) the increase is caused by increasing economic activities that are not served by public transportation, have not guaranteed a sense of security, punctuality, and lack of community participation in the management of public transportation starting from planning, implementation and supervision. This will have an impact on congestion. The government's efforts to anticipate urban congestion offer a solution to provide Busway transportation. In order to realize these efforts, the province of North Sumatra made regulation No. 26 of 2008, concerning the mainstay areas including Medan - Binjai - Deli Serdang abbreviated as Mebidang from the regulation in question in 2015 a public transportation called Bus Trans Mebidang was formed. Trans mebidang public transportation is organized in an effort to meet the needs of safe, comfortable, safe and affordable transportation for the community. According to Badaruddin (2013) the community using public transportation Bus way can be classified as primary needs, namely users of public transportation Buses are needed every day because they are safe, affordable and punctual. Secondary needs are the use of public transportation because there is no other transportation, so they are forced to use the Bus while the third public transportation users if there is a need, will use the Bus way (Riani et al., 2020). Researchers conducted pre-research on Trans Mebidang Bus transportation users who can be classified as users with primary needs due to workplaces and businesses. Pratomo (2019) in consumer service is the most important element. Consumers are users of goods or services. Consumers in this service are the community of Trans Mebidang Bus users so it is very important to involve consumers in evaluating services in order to obtain recommendations that need to be considered by service providers including aspects of safety, accuracy, regularity, comfort, speed, pleasure and user satisfaction by considering public perception. Panondan (2018) in this case for the operational performance of the Trans Mebidang Bus is still in the sufficient category. The overall quality of the Trans Mebidang Bus service has not met the expectations of passengers. Public transportation services are still lacking, both in terms of facilities, infrastructure, roadside and so on. As a big city, the government should be more responsive and care about public facilities, do not build but not function. On the other hand, due to the lack of public transportation services, both in terms of network, facilities, infrastructure and so on, people use private vehicles more often. Good service quality in terms of safety, comfort, feasibility, ease and efficiency of public transportation, provides satisfaction to users of public transportation services (Nasution, 2018). The better the service, the greater the desire of the community to use the Trans Mebidang Bus. If the quality of service is not considered, public transportation users will return to using private transportation. This results in traffic congestion and longer travel times, because there are many vehicles and the speed decreases/lowers. In essence, private vehicle users cause congestion, are inefficient in the use of road space, and reduce road capacity. AD Nasution (2018) improves the quality and quantity of public transportation is a major problem that can invite people to take more advantage of public transportation. Transportation is defined as a service for transporting people and goods from the place of origin of transportation activities, to the destination where transportation activities end. Special transportation for human transportation is called Bus, a service that must pay attention to service so that people and society are happy to use it. Therefore, it must pay attention to the quality of service so that people are happy and satisfied using the Bus transportation service (Hairulsyah, 2013). Trans Mebidang Bus as a public transportation service must improve the quality of service so that service users can increase their activities and desire to use the service. Realization in reducing congestion in the city of Medan, the Medan City Government collaborated with Deli Serdang Regency, Binjai City in overcoming congestion for which the Trans Mebidang Bus was formed. Trans Mebidang Bus has been serving the community for four years. In Taufikkurrahman (2016) that the quality of service can provide public satisfaction to assess the quality of service can be assessed from reliability, responsiveness, assurance, empathy and tangibles. From the background above, researchers will conduct research on the quality of service in the Trans Mebidang Bus so as to find out how much influence the quality of the Trans Mebidang Bus service has on the level of satisfaction.

Literature Review

Trans Mebidang Bus: Trans Mebidang Bus is one of the urban transportation policies with the Bus Rapid Transit (BRT) system that operates in Medan City, Binjai City and Deli Serdang Regency. Trans Mebidang Bus can transport passengers with a large capacity in a short travel time and at a cost that is affordable for the community. Trans Mebidang is here to fulfill the government's obligation to provide public transportation in accordance with Article 138 of Law Number 22 of 2009 concerning Traffic and Road Transportation that public transportation is organized in an effort to meet the need for safe, secure, comfortable, and affordable transportation and its implementation is the responsibility of the government. Matters related to the Trans Mebidang Bus are detailed in the Regulation of the Governor of North Sumatra Number 31 of 2014 concerning Road-Based Mass Public Transportation Services in the Urban Areas of Medan, Binjai and Deli Serdang. Trans Mebidang Bus itself began operating in November 2015 with a fleet of 30 buses. As supporting facilities, there are 47 stops spread along the bus route, from Binjai City to Deli Serdang Regency. The condition inside the Trans Mebidang Bus is that there are 30 seats around the inside of the bus, and there are 52 handrails for passengers who are standing and do not get a seat. So if calculated, the total number of passengers that can be transported in one trip is 82 passengers. The Trans Mebidang Bus itself starts operating every six in the morning until nine at night with a departure interval of 15-20 minutes. The fare charged to passengers is classified as a cheap and affordable fare for the community, which is six thousand rupiah for the Medan-Binjai route and seven thousand rupiah for the Medan-Lubuk Pakam route far and near (Medan Transportation Agency, 2016).

Consumer Behavior: In this sub-chapter of consumer behavior, the definition and behavior of individual selection in transportation will be explained as well as the assumption of rational behavior related to individual selection behavior in transportation. Behavior is defined as human activity in the form of actions in order to provide a reaction to the stimulus received, which can come from outside (environment) or from within the human being itself. Engel (1997) argues that consumer behavior is defined as the actions of individuals who are directly involved in efforts to obtain decisions that determine these actions. Loudon and Bitta (1993) define consumer behavior as the decision-making process and individual activities physically involved in evaluating, obtaining, and using goods or services.

Public Satisfaction Index

Public satisfaction with service performance needs to be continuously measured and compared. One way to measure public satisfaction with a service is by using the Public Satisfaction Index. Decree of the Minister of State Apparatus Empowerment (KEPMENPAN) Number 25

of 2004 concerning General Guidelines for Compiling the Public Satisfaction Index of Government Agency Service Units states that the Public Satisfaction Index is "Data and information on the level of public satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs".

Furthermore, the Decree of the Minister of State Apparatus Empowerment (KEPMENPAN) Number 25 of 2004 concerning General Guidelines for Compiling the Public Satisfaction Index of Government Agency Service Units states, "The target of the Public Satisfaction Index is the level of achievement of the performance of government agency service units in providing services to the public". Still according to KEPMENPAN Number 25 of 2004 concerning General Guidelines for the Preparation of the Public Satisfaction Index, "The public satisfaction index is also intended as an arrangement of the system, mechanism and service procedures so that services can be implemented in a more qualified, efficient and effective manner". In addition, other targets of the Public Satisfaction Index are the growth of creativity, initiative and community participation in efforts to improve the quality of public services.

Methods

The research method used in this study is a quantitative approach research method using a questionnaire as a tool to obtain research results. The population is the entire group of people, events, or objects related to the research that are the focus of the research to be studied (Sudaryono, 2017). The population in this study is the entire community using the Trans Mebidang Bus on the Medan - Binjai - Deli Serdang route. From the pre-survey conducted in August 2018 to September 2018, the number of people using the Trans Mebidang Bus on the Medan - Binjai - Deli Serdang route was 347,446 people. The sample is part of the population that is considered to be able to represent the characteristics of the population (Sudaryono, 2017; 165). All populations were not used as respondents in this study due to time and cost constraints. To determine the sample size using the Slovin formula :

$$n = \frac{347.446}{1 + (347,446)(0,1)^2}$$

$$n = 99,97 = 100$$

Data obtained through direct research activities to the research location (field research) to find complete data related to the problem being studied, which is carried out through the questionnaire method. Often also called the questionnaire method or in English is called a questionnaire (questionnaire). The questionnaire method is a series or list of questions that are arranged systematically, then given to be filled in by respondents. After being filled in, the questionnaire is sent back or returned to the officer or to the researcher. In this study, researchers obtained data by distributing questionnaires with simple random sampling, namely by going into the field and looking for respondents who would be asked through the existing questionnaire. This questionnaire contains questions related to the level of satisfaction and quality of the Trans Mebidang Bus service. To obtain information from consumers using the service, a questionnaire is used that is arranged according to the information needed, so that relevant information is obtained in accordance with the research objectives with a high level of validity. The answer choices used in the questionnaire have been provided and determined in advance (closed interviews), so that it is not possible to obtain other answers and the scale used is a Likert scale of 1 to 5.

Result and Discussion

Result

Descriptive Statistics

The first stage before conducting research data analysis is to conduct descriptive analysis. In this study, it was carried out by using and calculating the maximum, minimum, average and standard deviation values of each questionnaire result per variable that had been obtained. The following is table 1 of the results of descriptive analysis based on variables:

Table 1. Descriptive Analysis

<i>Descriptive Statistics</i>	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Reliability	100	8	40	32.69	5.161
Responsiveness	100	8	40	32.91	5.129
Assurance	100	8	40	32.63	5.258
Empathy	100	8	40	33.05	4.889
Tangibles	100	8	40	32.44	4.791
Satisfaction Level	100	8	40	32.78	5.010
Valid N (listwise)	100				

Sources : Data Processing (2024).

Based on the results shown in the table above, several conclusions can be obtained as follows:

1. The minimum value of the reliability variable is 8 and the maximum value is 40. The average value is 32.69 and the standard deviation value is 5.161. This shows that the average value is > standard deviation, so descriptively it is concluded that the research data is not biased and shows normal data.
2. The minimum value of the responsiveness variable is 8 and the maximum value is 40. The average value is 32.91 and the standard deviation value is 5.129. This shows that the average value is > standard deviation, so descriptively it is concluded that the research data is not biased and shows normal data.
3. The minimum value of the assurance variable is 8 and the maximum value is 40. The average value is 32.63 and the standard deviation value is 5.258. This shows that the average value is > standard deviation, so descriptively it is concluded that the research data is not biased and shows normal data.
4. The minimum value of the empathy variable is 8 and the maximum value is 40. The average value is 32.44 and the standard deviation value is 4.889. This shows that the average value is > standard deviation, so descriptively it is concluded that the research data is not biased and shows normal data.
5. The minimum value of the satisfaction level variable is 8 and the maximum value is 40. The average value is 32.78 and the standard deviation value is 5.010. This shows that the average value is > standard deviation, so descriptively it is concluded that the research data is not biased and shows normal data.

After conducting a descriptive analysis, the respondents are described based on their respective characteristics. Referring to this study, the characteristics of the respondents used in this study are based on age, last education, occupation, and utilization of the Trans Mebidang Bus for one month. The following are the results of the description of each respondent based on their characteristics.

Respondent characteristics based on age

Respondent characteristics based on age can be seen as shown in the table:

Table 2.. Respondent Characteristics Based on Age

		Age			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	17 - 30 Years	20	20.0	20.0	20.0
	> 30 - 40 Years	22	22.0	22.0	42.0
	> 40 - 50 Years	33	33.0	33.0	75.0
	> 50 - 60 Years	16	16.0	16.0	91.0
	> 61 Years	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Sources : Data Processing (2024).

Looking at the results of the analysis of the characteristics of respondents in the table above, it can be concluded that respondents with the age group of 17-30 years are 20 people (20%), > 30-40 years are 22 people (22%), > 40-50 years are 33 people (33%), > 50-60 years are 16 people (16%) and > 61 years are 9 people (9%). Based on the results that have been obtained, it can be concluded that the respondents who dominate the characteristics based on age are the age group > 40-50 years with a total of 33 people or 33% of the total number of respondents.

Respondent characteristics based on education

Respondent characteristics based on education can be seen as shown in Table 3:

Table 3. Respondent Characteristics Based on Education

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior High School/Equivalent	High	9	9.0	9.0	9.0
	Senior High School/Equivalent	High	16	16.0	16.0	25.0
	Academy/Diploma		33	33.0	33.0	58.0
	Bachelor's Degree (S1)		26	26.0	26.0	84.0
	Master's Degree (S2)		8	8.0	8.0	92.0
	Doctorate Degree (S3)		8	8.0	8.0	100.0
	Total		100	100.0	100.0	

Sources : Data Processing (2024).

Looking at the results of the analysis of respondent characteristics based on education in the table above, it can be concluded that respondents with junior high school/equivalent education are 9 people (9%), high school/equivalent are 16 people (16%), Academy/Diploma are 33 people (33%), Bachelor (S1) are 26 people (26%), Masters (S2) are 8 people (9%) and Doctorate (S3) are 8 people (8%). Based on the results that have been obtained, it can be concluded that the respondents who dominate the characteristics based on education are academy/diploma with a total of 33 people or 33% of the total respondents.

Respondent characteristics based on occupation

Looking at the results of the analysis of respondent characteristics based on occupation in the Table above, it can be concluded that respondents with student/college jobs are 13 people (13%), private employees are 20 people (20%), self-employed are 35 people (35%), civil servants are 22 people (22%), TNI / POLRI are 5 people (9%) and others are 5 people (5%). Based on the results that have been obtained, it can be concluded that the respondents who dominate the characteristics based on occupation are self-employed with a total of 35 people or 35% of the total number of respondents.

Respondent characteristics based on the use of Trans Mebidang Bus per month

The characteristics of respondents based on occupation can be seen as shown in Table 4:

Table 4. Respondent Characteristics Based on Monthly Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twice	20	20.0	20.0	20.0
	Three Times	48	48.0	48.0	68.0
	More than 3 times	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Sources : Data Processing (2024).

Looking at the results of the analysis of the characteristics of respondents based on the use of the Trans Mebidang Bus for one month in the table above, it can be concluded that respondents with use of two (2) times as many as 20 people (20%), use of three (3) times as many as 48 people (48%) and use of more than three (>3) times as many as 32 people (32%). Based on the results that have been obtained, it can be concluded that the respondents who dominate the characteristics based on the use of the Trans Mebidang Bus for one month are three (3) times with the number of respondents as many as 48 people or 35% of the number of respondents.

Validity and Reliability Test

Validity Test

The validity test in this study was used to validate the questionnaires that had been collected. A questionnaire is declared to have passed validity if the significance value obtained is smaller than the sig. <0.05. When the significance value obtained is smaller than the sig. <0.05, a questionnaire is declared to have passed validity and is suitable for further testing. Referring to the results of the validity instrument test of each research variable with each questionnaire item, it can be concluded that the significance value obtained is at a sig value of 0.000 <0.05. This means that if it meets the requirements, the questionnaire item from a variable is declared valid. So that based on this, it can be stated that all research variables are declared to have passed the validity instrument.

Reliability Test

The next test after the validity test is the reliability test. Reliability testing is carried out with the aim of measuring the questionnaire that has been validated can be relied on. Reliability testing is carried out by comparing the Cronbach's Alpha value > 0.60. When the Cronbach's

alpha value > 0.60 then a questionnaire is declared reliable. The reliability testing of each variable can be seen in Table 5.

Table 5. Results of Reliability Testing of Reliability Variables

Cronbach's Alpha	N of Items
.847	8

Sources : Data Processing (2024).

Based on the results of the reliability test in the table above, it can be seen that the Cronbrach's alpha value for each questionnaire item for the reliability variable is > 0.60. So it can be concluded that all questionnaire items for the reliability variable (X1) are reliable with a Cronbrach's alpha value > 0.60. The following are the results of the responsiveness variable reliability that can be seen:

Table 6. Results of Reliability Testing of Responsiveness Variables

Cronbach's Alpha	N of Items
.896	8

Sources : Data Processing (2024).

Based on the results of the reliability test in the table above, it can be seen that the Cronbrach's alpha value for each questionnaire item for the responsiveness variable is > 0.60. So it can be concluded that all questionnaire items for the responsiveness variable (X2) are reliable with a Cronbrach's alpha value > 0.60. The following are the reliability results of the assurance variable which can be seen in the Table

Table 7. Results of Reliability Testing of Assurance Variables

Cronbach's Alpha	N of Items
.916	8

Sources : Data Processing (2024).

Based on the results of the reliability test in the table above, it can be seen that the cronbrach's alpha value for each questionnaire item for the assurance variable is > 0.60. So it can be concluded that all questionnaire items for the assurance variable (X3) are reliable with a cronbrach's alpha value > 0.60. Based on the results of the reliability test in the table above, it can be seen that the cronbrach's alpha value for each questionnaire item for the empathy variable is > 0.60. So it can be concluded that all questionnaire items for the empathy variable (X4) are reliable with a cronbrach's alpha value > 0.60. The following are the results of the reliability of the tangibles variable:

Table 8. Results of the Tangibles Variable Reliability Test

Cronbach's Alpha	N of Items
.912	8

Sources : Data Processing (2024).

Based on the results of the reliability test in the table above, it can be seen that the Cronbrach's alpha value for each questionnaire item for the tangibles variable is > 0.60. So it can be concluded that all questionnaire items for the tangibles variable (X5) are reliable with a Cronbrach's alpha value > 0.60.

Level of Public Satisfaction with the Quality of Trans Mebidang Bus Services

Realibility

From the results of the data collected, the results of respondents' answers regarding the reliability of the Trans Mebidang Bus are obtained in Figure 1:

Sources : Data Processing (2024).

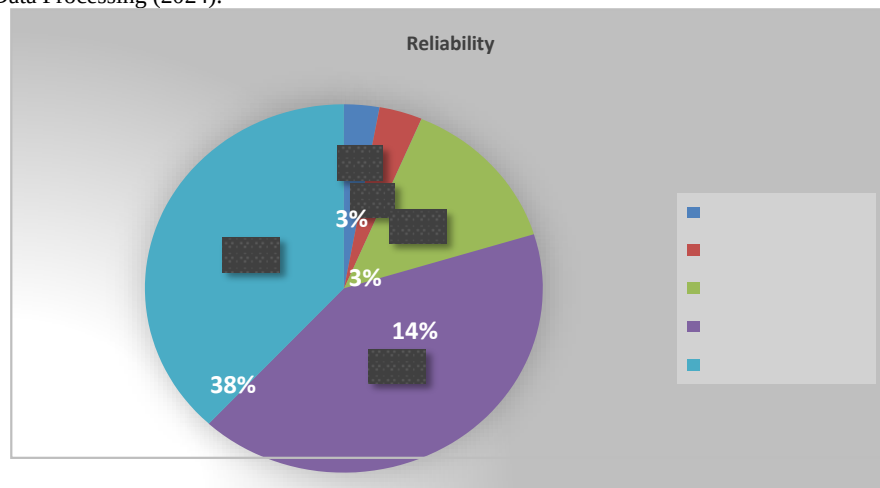
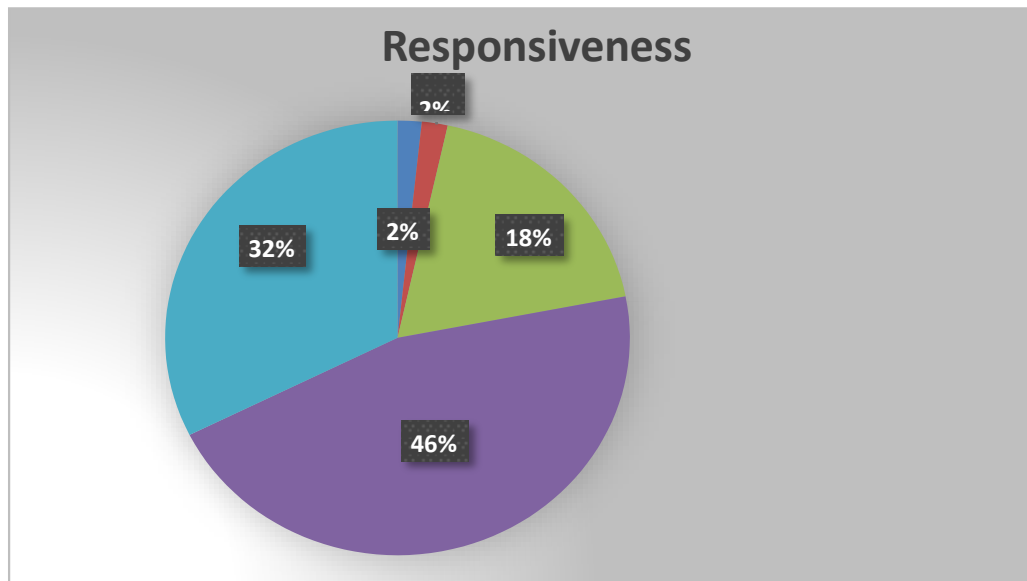


Figure 1. Proportion of respondents to reliability

Looking at the results of the analysis of respondents' answers based on the reliability of the Trans Mebidang Bus in the table above, it can be concluded that 32% of respondents stated that they were very satisfied, 42% stated that they were satisfied, 14% stated that they were less satisfied, and 3% stated that they were dissatisfied and very dissatisfied. From the results obtained, it can be concluded that respondents on average said that they were satisfied with the reliability service provided by the Trans Mebidang Bus.

Responsiveness

From the collected data, the results of respondents' answers regarding the responsiveness of the Trans Mebidang Bus were obtained in Figure 2:



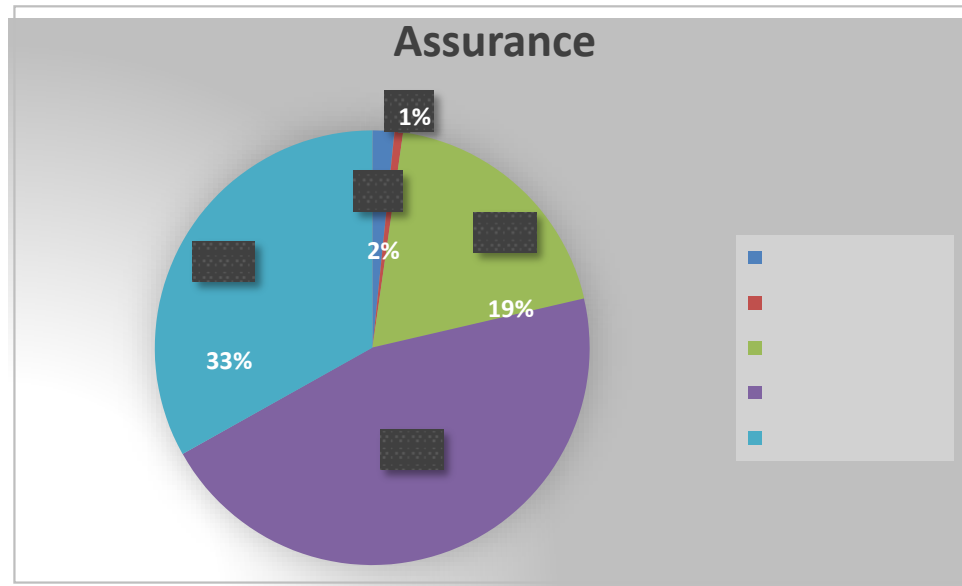
Sources : Data Processing (2024).

Figure 2. Proportion of respondents to responsiveness

Looking at the results of the analysis of respondents' answers based on the responsiveness of the Trans Mebidang Bus in the table above, it can be concluded that 32% of respondents stated that they were very satisfied, 46% stated that they were satisfied, 18% stated that they were less satisfied, and 2% stated that they were dissatisfied and very dissatisfied. From the results obtained, it can be concluded that respondents on average said that they were satisfied with the responsiveness services provided by the Trans Mebidang Bus.

Assurance

From the collected data, the results of respondents' answers regarding Trans Mebidang Bus assurance were obtained in Figure 3:



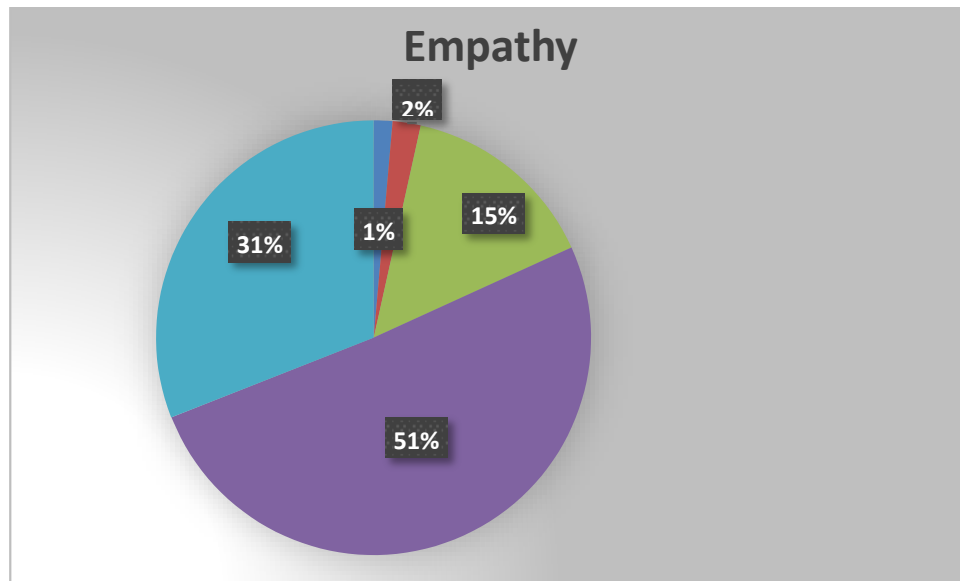
Sources : Data Processing (2024).

Figure 3. Proportion of respondents to assurance

Looking at the results of the analysis of respondents' answers based on the assurance of the Trans Mebidang Bus in the table above, it can be concluded that 33% of respondents stated that they were very good, 45% stated that they were satisfied, 19% stated that they were less satisfied, 1% stated that they were dissatisfied and 2% were very dissatisfied. From the results obtained, it can be concluded that respondents on average said they were satisfied with the assurance services provided by the Trans Mebidang Bus.

Empathy

From the results of the data collected, the results of respondents' answers regarding the empathy of the Trans Mebidang Bus were obtained in Figure 4:



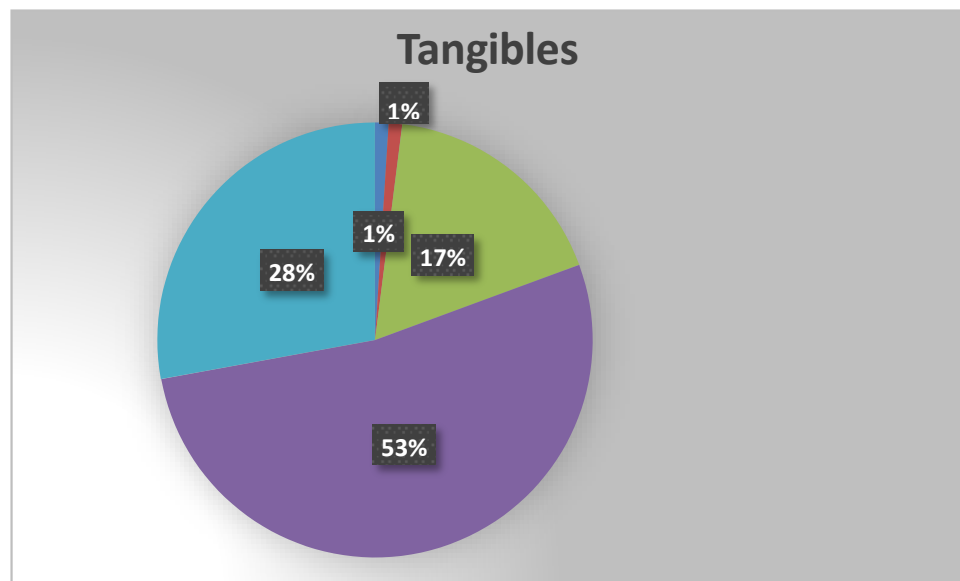
Sources : Data Processing (2024).

Figure 4. Proportion of respondents to empathy

Looking at the results of the analysis of respondents' answers based on the empathy of the Trans Mebidang Bus in the table above, it can be concluded that 31% of respondents stated that they were very satisfied, 51% stated that they were satisfied, 15% stated that they were less satisfied, 2% stated that they were dissatisfied and 1% stated that they were very dissatisfied. From the results obtained, it can be concluded that respondents on average said that they were satisfied with the empathy service provided by the Trans Mebidang Bus.

Tangibles

From the results of the data collected, the results of respondents' answers regarding the tangible of the Trans Mebidang Bus were obtained in Figure 5:



:Sources : Data Processing (2024).

Figure 5. Proportion of respondents to tangibles

Looking at the results of the analysis of respondents' answers based on the tangibles of the Trans Mebidang Bus in the table above, it can be concluded that 28% of respondents stated that they were very satisfied, 53% stated that they were satisfied, 17% stated that they were less satisfied, and 1% stated that they were dissatisfied and very dissatisfied. From the results obtained, it can be concluded that respondents on average said they were satisfied with the tangible services provided by the Trans Mebidang Bus. In this study, a Likert scale was used, which can answer the questionnaire assessment category which will later be used for further analysis with frequency and then scoring weighting by finding the average value.

Table 9. Level of Satisfaction with the Quality of Trans Mebidang Bus Services

Variable	Score	Range
Realibility	4.09	Satisfied
Responsivness	4.11	Satisfied
Assurance	4.08	Satisfied
Emphaty	4.13	Satisfied
Tangibles	4.06	Satisfied
Average Value	4.1	Satisfied

Sources : Data Processing (2024).

Looking at the results of the analysis above, the level of public satisfaction with the quality of the Trans Mebidang Bus service obtained an average value of 4.1. Based on the weighting table on page 38, the average value falls on a satisfactory result. In Taufikkurahman's research (2016) it was also concluded that the level of satisfaction with the quality of public transportation services in Malang City, on average, respondents said it was satisfactory. This can also be seen from the average value of 4.02, which means that respondent satisfaction with the quality of service is satisfactory..

Discussions

In practice, this can be seen on the basis that the Mebidang Bus in providing easy services in reading location instructions, smoothness and practicality in buying tickets does not affect the satisfaction of Mebidang Bus service users. In the study of Elfian and Prasetyo (2018) the influence of the responsiveness variable on the Transjakarta Bus at the Kampung Melayu Terminal was not significant. This is because the alertness and smoothness when purchasing tickets are still unable to provide satisfaction to customers. Assurance is a guarantee of the services provided to consumers. Assurance is a variable that includes knowledge, politeness of employees, comfort of service provided to consumers using the Mebidang Bus service. The results of the study showed that assurance was not significant. Based on this, it can be concluded that the service guarantee has not been felt optimally by consumers. In addition, the community using the Mebidang Bus service feels that the employees in the service have not shown good ethics. In the research of Maskan, M., Utaminingsih, A., & Soepeno, B. (2016) in terms of assurance, the importance of politeness of employees and leaders in a service can affect the quality of service in a transportation service. So that consumers can feel directly from the assurance variable.

Conclusions

Based on the findings of the field data analysis that has been presented, it can be concluded that the public is satisfied with the quality of service provided by the Trans Mebidang Bus public transportation service with a total average value of 4.1 which is included in the category that is in the range of 3.4 - 4.2 Likert scale. This means that the quality of service provided by the management or management of the Trans Mebidang Bus has provided satisfaction for the public using the Trans Mebidang Bus. These results provide evidence that the services provided by the Trans Mebidang Bus service provider in the form of rates and officer services can increase the satisfaction of the public using the Trans Mebidang Bus.

Suggestions

Referring to the conclusions that have been obtained, several suggestions can be given to the Trans Mebidang Bus management to improve services related to reliability, namely the ability to provide promised services that are reliable and accurate. This can be done by installing GPS devices on each bus fleet to provide accurate locations and arrival times for the bus fleet. In addition, in terms of responsiveness, namely the willingness to help and provide appropriate, fast, and responsive services. The need to rearrange location instructions so that they are easy for consumers to read. Then in terms of assurance, namely the knowledge or friendliness and politeness of employees and their ability to be able to arouse a sense of trust and confidence. The need for training for human resources in order to serve consumers more optimally. This suggestion is given to improve the services provided to consumers and users of the Trans Mebidang Bus service in Medan City. In addition, in terms of tangibles and empathy, managers should be able to maintain the services provided as a potential for managers to increase the number of Trans Mebidang Bus users. For further research in the future, research can be conducted using other independent variables outside the independent variables in this study. Such as using the independent variables of service efficiency and service effectiveness which may also influence the level of satisfaction of consumers or users of this public transportation mode so that the results of this study will be better..

REFERENCE

- Albrecht, K dan L.J. Bradford. 2000. *Kegunaan Pelayanan: Bagaimana Mengidentifikasi dan Memenuhi Kebutuhan Konsumen*, diterjemahkan oleh A. Wulandari. Jakarta: Gramedia.
- Arikunto, Suharsini. 2006. *Prosedur Penelitian Suatu Pendekatan Praktik*. Rinela Cipta. Jakarta.
- Astuti, H. J. (2007). *Analisis Kepuasan Konsumen (Servqual Model dan Important Performance Analysis Model)*. Media Ekonomi Universitas Muhammadiyah Purwokerto, 7(1).
- Atsatalada, N., & Mudiantono, M. (2012). *Analisis Pengaruh Kualitas Pelayanan terhadap Kepuasan. Konsumen dan Dampaknya pada Loyalitas Konsumen dalam Menggunakan Jasa Transportasi PO Sumber Alam (Studi kasus pada penumpang bus Sumber Alam jurusan Yogyakarta-Jakarta)* (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).
- Elfian, E., & Ariwibowo, P. (2018). *Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen Bis Transjakarta di Terminal Kampung Melayu*. Jurnal Dinamika Manajemen dan Bisnis, 1(2).
- Evers, H. D., & Korff, R. (2010). *Urbanisme di Asia Tenggara: Makna dan kekuasaan dalam ruang-ruang sosial*. Yayasan Pustaka Obor Indonesia
- Gallion, Arthur B dan Simon Eisner. 1996. *The Urban Pattern: City Planning and Design*
- Gustina, Salwa B. 2016. *Persepsi Masyarakat terhadap Transportasi Umum di Jababodetabek*, Temu analisis Persepsi Masyarakat Terhadap Pelayanan Angkutan Umum Di Kota Malang Ilmiah Iplbi.
- Hairulsyah, *The Influence Of Public Participation On Sustainable Transportation And Regional Development In Medan*, ISSN 0024-9521 IJG Vol. 45, No.1, June 2013 (62 - 79)
- Hairulsyah. 2013. *Analisis Pengaruh Partisipasi Masyarakat Terhadap Transportasi Berkelanjutan dan Pembangunan Wilayah di Kota Medan*. Pascasarjana USU.Kota Medan
- Herman, *Indikator Partisipasi Masyarakat Dalam Sistem Transportasi Berkelanjutan*, JurnalTransportasi Vol. 11 No. 1 April 2011: 39-50 Jakarta.
- Janie, D. N. A. (2012). *Statistik Deskriptif & Regresi Linier Berganda dengan SPSS*. Jurnal, April.
- Kholil, S. (2006). *Metodologi Penelitian Komunikasi*. Bandung: Citapustaka Media, 18.
- Kusbiantoro, B.S. 1994. "Transportasi dan Pembangunan Berkelanjutan". Jurnal PWK.
- M Taufik, dkk, *Persepsi Masyarakat Tentang Alternatif Pemecahan Masalah Transportasi*, ISSN 2407-733X E-ISSN 2407-9200 pp. 1-12
- Marisa, A. "Analysis of architect's performance indicators in project delivery process." IOP Conference Series: Earth and Environmental Science. Vol. 126. No. 1. IOP Publishing, 2018.
- Maskan, M., Utaminingsih, A., & Soepeno, B. (2016). *Persepsi Masyarakat terhadap Kualitas Pelayanan di Terminal Arjosari Kota Malang*. JBMP (Jurnal Bisnis, Manajemen dan Perbankan), 1(1), 23-42.
- MHM, M. A., Agustin, T., & Hastuti, S. (2006). *Analisis Variabel Layanan Angkutan Umum Bus Kota Menurut Persepsi Penumpang dengan Teknik Stated Preference (Studi Kasus Angkutan Umum Bus di Kota Surakarta)*. Media Teknik Sipil, 6(1).
- Narimawati, U. (2008). *Metodologi Penelitian Kualitatif dan Kuantitatif. Teori dan Aplikasi*, Bandung: Agung Media.

- Nasution, B.; Purba, R. (2018). Design of Reliability Applications Online Transportation in the Medan City Community with Perspective as Users. In Proceedings of the International Conference of Science, Technology, Engineering, Environmental and Ramification Researches - Volume 1: ISBN. 9789897584497 . ICOSTEERR, pages 951-956. DOI: 10.5220/0010067409510956. <https://www.scitepress.org/PublicationsDetail.aspx?ID=RUI7TaJC960=&t=1>
- Panondang, C. N. (2018). Studi Kinerja Operasional dan Kualitas Kepuasan Layanan Bus Trans Mebidang Koridor 1 dan Koridor 2 Menggunakan Persepsi Penumpang.
- Perhubungan, B. L. D. (2004). Kajian Penyelenggaraan Busway. Warta Penelitian Perhubungan Jakarta.
- Pratomo, Y. (2019). Pengaruh Kualitas Produk, Kualitas Layanan, Dan Harga Produk Terhadap Kepuasan Konsumen Pengguna Bear Pomade (Survei Pada Konsumen Bear Pomade) (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Raditya, D. (2012). Kualitas Pelayanan Terhadap Kepuasan Konsumen Pengguna Jasa Transportasi PO. Wisata Komodo, Denpasar. Jurnal Ilmiah Mahasiswa FEB, 1(2).
- Riani, M., Muda, I., & Rini, E. S. (2020). The Analysis of the Influence of financial performance on stock prices with earning growth as a moderating variable in infrastructure, utility and transportation sector companies listed on the Indonesia Stock Exchange. *International Journal of Innovative Science and Research Technology*, 5(5), 18. <https://www.ijisrt.com/assets/upload/files/IJISRT20AUG371.pdf>
- Rini, I. N. P. (2007). Analisis Persepsi Penumpang Terhadap Tingkat Pelayanan Bus Way (Studi Kasus Bus Way Trans Jakarta Koridor I) (Doctoral dissertation, Program Pascasarjana Universitas Diponegoro).
- Riyadi. 2002. *Pengembangan Wilayah, Teori dan Konsep Dasar Dalam Pengembangan Wilayah dan Otonomi Daerah*. Penerbit Pusat Pengkajian Kebijakan, Teknologi Pengembangan Wilayah. Badan Pengkajian dan Penerapan Teknologi. Jakarta.
- Robed, Made Diah Lisnawati, *Analisi Tingkat Kepuasan Pengguna Jasa Transportasi Armada Perum Damri Divis Denpasar Terhadap Kualitas Pelatanan (Studi Kasus Trans Sarbagita, Trayek Batu Bulan – Nusa Dua*. Diss. UAJY, 2012.
- Singarimbun, M., & Effendi, S. (1985). Metode Pengambilan Contoh. LP3ES. Jakarta.
- Sudaryono. 2017. *Metodologi Penelitian*. Rajawali Press. Jakarta
- Tamin, O. 2000. *Perencanaan dan Pemodelan Transportasi*. Penerbit Institut Teknologi Bandung. Bandung.
- Taufikurrahman, *Analisis Persepsi Masyarakat Terhadap Pelayanan Angkutan Umum Di Kota Malang*, Lembaga Penelitian Dan Pemberdayaan Masyarakat (Lppm) Unmas Denpasar.
- Teraik Kogoya, Dkk. 2015. *Partisipasi Masyarakat Terhadap Pembangunan Infrastruktur Jalan Desa Di Kabupaten Lanny Jaya-Papua*. Jurnal Berkala Ilmiah Efisiensi Volume 15 no. 2 – Juni 2015
- Tiro, M. 1996. *Study Penentuan Pilihan Moda Transportasi, Tujuan Perjalanan Kerja oleh Penduduk Jakarta Selatan*. Pascasarjana Institut Pertanian Bogor. Bogor.
- Transportation Research Board, "Bus Rapid Transit", Transit Cooperative Research Program, Washington DC, 2003
- Trisnawati, Y., & Sunaryo, B. (2014). Keberadaan Moda Transportasi Umum Tidak Bermotor Dalam Mendukung Aktivitas Pariwisata Di Kawasan Malioboro, YOGYAKARTA. *Teknik PWK (Perencanaan Wilayah Kota)*, 3(4), 1013-1024.
- Zahrah, W., A. J. O. Mandai, and A. D. Nasution. "Walking behavior on Lapangan Merdeka district in Medan city." IOP Conference Series: Earth and Environmental Science. Vol. 126. No. 1. IOP Publishing, 2018.
- Zahrof, Markus. 2006. *Perencanaan Kota Secara Terpadu*. PT. Kanisius. Bandung.
- Zeithaml, C., Parasuraman, dan Berry. 2000. *Melaksanakan Kualitas Pelayanan*, diterjemahkan oleh Mohammad Musa. Yogyakarta: Pustaka Pelajar