

Understanding Attitude to Public Transport and Private Vehicle: A Qualitative Study in South Tangerang City

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Abstract

This study presents the results of qualitative research on the use of public transportation with private cars to understand attitudes. Some of the problems identified include: (1) an increase in the number of private vehicles in 2012-2015 by an average of 20 percent when compared to the number of existing roads and causing social problems so that it is necessary to reduce the use of private cars and increase the use of public transportation as a solution; (2) improve public transportation services following the expectations of users of transportation services; and (3) travel demand management is developed that public transport facilities are in line with demand. This study uses a qualitative approach with descriptive analysis with data collection methods using in-depth interviews and focuses on group discussions with parties related to this research. The study's conclusion shows that people want convenience in using public transportation, namely comfort, security, low cost, and integration.

Keywords

Attitudes, Public Transportation, Private Vehicles

INTRODUCTION

One of the defiances faced by countries in an area is developing standard strength to utilize a leading role in global competition. Active collaboration is the mainly antecedent of forming a competitive community and achieving shared prosperity (Anggraeni, 2019). The era of globalization has sueded that all information be entranced practically and quickly. However, with the design of the information system excellent, quality information acquired too will be nice (Sani A. , Rahman, Subiyakto, & Wiliani, 2019). Furthermore, individuals or organizations were necessary a technique or method to process large-capacity computer data processed into information output, which is helpful for business decision-making as well as data used by Government agencies or District/City Offices.

Based on 2016-2021 from strategic plan review document, one of the focus goals is to realize mass transportation-based transportation (DISHUB Kota Tangerang Selatan, 2020, hal. V-9); this is motivated by the speedy increase in the number of private cars in South Tangerang city, which is forecasted to be in 2023 amounted to 500,000 with an increase of 20 percent.

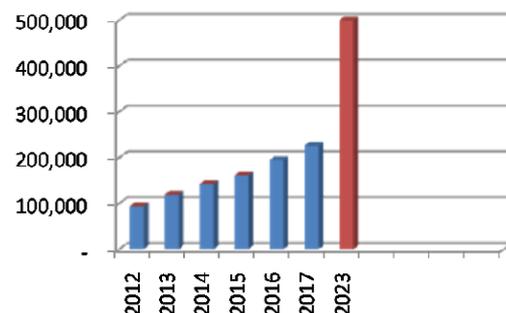


Figure 1: Private Cars amount in South Tangerang City

Source: Processed data from Samsat Kota Tangerang, 2018

Based on figure 1, the number of private cars in 2012 amounted to 93,886, 2013 amounted to 119,097, 2014 amounted to 142,729, 2015 amounted to 169,254, 2016 amounted to 195,024, and 2017 amounted to 225,850 taken from historical data Samsat Tangerang City.

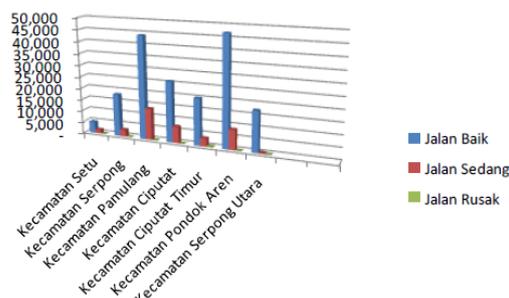


Figure 2: South Tangerang City Road
 Source: Processed data from (BPS Kota Tangerang Selatan, 2018)

Based on figure 2, the number of roads in 2015 was 227,138, around 227.2 km long. Compared to the number of vehicles in 2015, 169,254, the existing roads are not adequate, how in the next five years the streets may not increase. To overcome this, it is necessary to reduce the use of private cars; understanding travel behavior and what causes people to choose modes of transport is an important issue, but behavior in traveling or selecting a mode of transportation is complex.

In each trip, people will choose the transportation method to use; each preferred mode of transport has specific characteristics, advantages, disadvantages, and costs (Sitinjak & Sitindaon, 2019). Any use private cars and public transportation, to reduce the use of personal vehicles we must understand the basic pattern of attitude. We know private cars are the most attractive, easy, fast, convenient and accessible mode of transport for individuals. On that basis, public transportation must adapt its services so that it is beautiful, which can make people change from using private cars to public transportation.

Transportation Services in the city of South Tangerang are still deficient, especially for city transportation; city transportation services in several areas of the city of South Tangerang, both the car, the service, the crew. According to Steward and Simmons (2010, hal.14), many studies argue that creativity will drive future business (Saragih & Husain, 2012). Therefore, the quality of service must be improved so that private car users will switch to public transportation. Another thing that can enhance the quality of service is the implementation of government policies to promote a sustainable transportation system. These policies can be in the form of a policy of rejuvenating the public transportation fleet, especially city transportation, limiting the age of roadworthy vehicles, building terminals (the

city of South Tangerang does not have a public transportation terminal), adding bus stops or city transportation, making timely travel schedules, collaborating with the private sector in dealing with public transportation problems.

According to Jensen (1999), Hagman (2003), and Anbel (2005), in general, the car is the most attractive mode of transport, easy, fast, comfortable, and has individual freedom, which is a well-known argument. Therefore, public transportation must adjust its services as attributes required by customers to be more attractive and can influence the shift from using private cars to public transit. Hensher and Reyes (2000) Hensher and Reyes (2000) add that service quality is considered an essential determinant of travel demand for users of transport modes (Beirão & Cabral, 2007). Parasuraman et al. (1985) stated that in considering public transportation, both the operator and the competent authority must understand how customers evaluate service quality. Still, customer evaluations of service quality are abstract and are concepts that are difficult to understand to measure (Beirão & Cabral, 2007).

Aside from the more aggressive level of business rivalry, the requirement for efficiency and effectiveness in company management necessitates that every firm is prepared for and accepts the usage of information technology (Sani A. , Rahman, Pusparini, Budiyantera, & Wiliani, 2021). Complications of developing the construct accuracy of good service quality. We will deal with something abstract and with non-measurable attributes, such as safety and comfort, which is not easy for Transportation Demand Management (TDM), or travel demand management with effective measurement should: (1) reduce the attractiveness of car use; (2) active TDM measurement to reduce car use, and the relevant parties must facilitate the achievement of this TDM measurement (Loukopoulos, 2007; Broaddus, Litman, & Menon, 2009).

This research aims to present the results of a qualitative study: (1) an increase in the number of private cars in 2012-2015 by an average of 20 percent, when compared to the number of existing roads, clearly creates social problems so that it is necessary to reduce the use of private cars and to increase the use of public transportation can be a solution; (2) improve public transportation services as expected by users of transportation services; and (3) Travel

Demand Management or travel demand management is developed so that public transport facilities are in line with demand.

LITERATURE REVIEW

Definition of Attitude

Attitude is interpreted as a response or reaction from a person to an object or closed stimulus (Notoatmodjo, 2012, hal. 124). Furthermore, attitude can also be understood as a forming factor for healthy behavior from internal stimuli (based on reinforcing elements), which are part of people's behavior (Azwar, 2017). In the context of human resource management, the attitude of the apparatus involved in organizational planning has an essential role in achieving the performance of public sector organizations and the influence of some other technical factors (Irianto, 2011). In the context of entrepreneurs, a positive work attitude can often be characterized by good individuals and achieved entrepreneurial success; the survival of a business can't detach from the characteristics possessed by entrepreneurs who run the business (Suroso, Anggraeni, & Andriyansah, 2017). In the context of consumers or customers, organizations with an online base must foster consumer/customer trust from their positive attitude (Husain & Sani, 2020). A positive attitude towards a value does not always manifest in a real action (Gasparski & Botham, 2017, hal. 152). This is based on the fact that matters in any society always apply the values that become the grip of everyone in carrying out social life. Social identity theory explains that the sustainability of an organization has unique deals that can utilize as a signal for individuals to improve their engagement (Anggraeni A. I., 2014).

Public Transportation and Private Vehicles

Transportation uses specific tools to carry out the activity of moving goods/people or moving from an initial location to a destination location which requires the existence of an area (origin and destination), equipment (technology), and a destination location for purposes such as social, economic and others (Miro, 2012, hal. 1). Furthermore, public transportation is all means of transportation in which passengers do not travel using their vehicles. Andreas Schafer (1998) states that the existence of the transportation system functions in meeting the

needs for socio-economic relations and the opportunities provided to the community in their activities and mobility. A sustainable public transportation system makes a positive contribution to the economic, socio-cultural, and environmental sustainability of the communities it serves (Sutandi, 2015).

Private vehicles used as public transportation by the owners are very much in each location, especially in remote areas. The community tends to choose a chartered private vehicle rather than waiting for a public transport car (Sjaifurrachman, 2014). The use of personal vehicles when it is not in line with the provision of transportation facilities and infrastructure such as road infrastructure will impact increasing transportation problems so that planning is needed in the management of public transportation (Sriastuti, 2017).

Research Framework

This research framework is poured into a schema or research structure that has a plot. Thus, the research structure becomes more specific: the few variables' outline, schema, and paradigm. This scheme will assist researchers in carrying out the operational completion of the designed research objectives (Nugrahani, 2014, hal. 42).

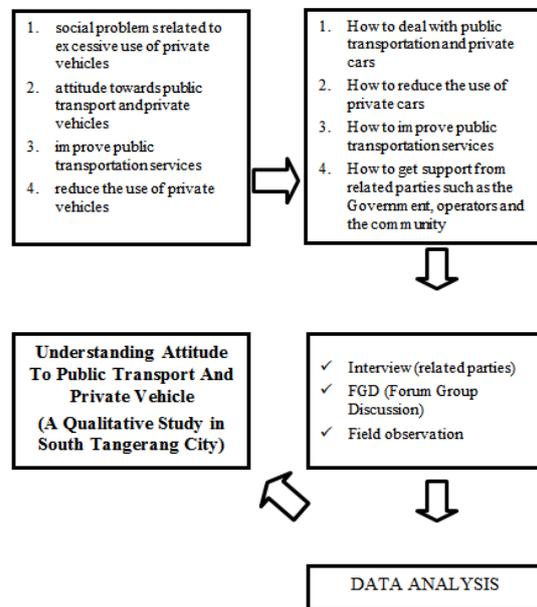


Figure 3: Flow Scheme of Research
Source: Developed this Research, 2021

METHODS

This study uses qualitative analysis methods combined with descriptive analysis. Although, according to Cligton and Handy (2001), the

qualitative approach is a potent tool to explore a complex, and it can improve understanding of the behavior and attitudes of individuals (Beirão & Cabral, 2007). In comparison, descriptive analysis is intended so that excavations can be made about the depiction of the object studied closely to be informed about the actual phenomena of the thing under study. This approach is directed at the background and individuals holistically (whole), not isolating individuals into variables or hypotheses but viewing them as part of the whole (Nugrahani, 2014, hal. 8). The study of the behavior of transportation users towards travel using this qualitative approach requires a deep understanding of the attitudes and behaviors of transportation users. To obtain data that is trustworthy and relevant to the

matter to be studied, including interviews with related parties, FGD (forum group discussion), and field observation. The final stage is data analysis to describe the research discussion and conclusions.

RESULTS AND DISCUSSION

The object of research is public transportation users and private car users, the respondents of this study amounted to 10 people.

Characteristics of Respondents

The distribution of categories on the characteristics of respondents is summarized as follows:

Table 1. Characteristics of Respondents Based on Age and Job Occupation

Age Vulnerable	Amount	Job Classification	Amount
15 – 21 Years Old	2	Student/ College Student	2
22 – 30 Years Old	3	Government/Private Employee	2
31 – 40 Years Old	3	Mistress	2
> 40 Years Old	2	Entrepreneurship	2
		Senior	2

Source: Data Processing (2020)

Interview Descriptive Results

Script of interview results with a student respondent: (1) Amir, 16 years old, is a student in Senior High School. Amir stated that the distance between his house and The SMA Negeri 2 Muncul in the city of South Tangerang (his school) was 4 km. Every day, he took city transportation to go to school and went home, went to school at 7.00 and had to leave at 6.00, to go home was not in a hurry because it was not restricted time. However, Amir had to go down and take public transportation in different directions to get to school because there was no direct city transportation from home to school. Every time you take city transportation, the cost is IDR3,000, so two trips are IDR 12,000 per day. According to Amir, city transportation sometimes takes a long time to wait, so Amir is often late. Besides, he has to go up and down public transportation twice, so Amir sometimes takes an 'ojek online' using the application on his smartphone; just by pressing within 1 minute to 3 minutes, he already gets his online 'ojek online' at the cost of IDR 9,000 to IDR 12,000. Using city transportation, the travel time to school is 45 minutes to 55 minutes by online motorcycle taxi, and it takes only 20 minutes to 25

minutes. Amir hopes that there will be public transportation that goes directly from home to his school or a school bus from the government. (2) Reza, 24 years old, is a College Student studying in Pamulang has been semester 6, residing in Griyaloka, using a motorbike to go to college, and doing other activities. According to Reza, public transportation is not reliable for daily activities because the cost is more expensive than using a motorbike, besides the travel time using public transport is very long. For example, utilizing a motorbike from BSD to Pamulang only takes 25 minutes to 30 minutes. Using public transportation takes 1 hour to 1 hour to 20 minutes at the cost of IDR 10,000 to IDR 15,000 with two times to 3 times up and down transportation general. Moreover, the condition of public transportation is dirty. It takes too long to "hang" (waiting for passengers to be full of uncertain times). In addition, the driver smokes; according to Reza, if public transportation has good, cheap, and fast facilities, he will use public transit.

Mr. Kabul works at ASABRI (Asuransi Abri) in Cawang; East Jakarta has worked for more than 30 years, has lived in BSD for more than 25 years. Public transportation is this father's

mainstay to get to Cawang, East Jakarta, even though he has a private car. Pak Kabul has to take city transportation and city buses to get to his office from home take city transportation to the front of Cilenggang street which is 1 km away at IDR 4,000, then take the Patas AC bus to Pulogadung at the cost of IDR 25,000 and get off opposite his office, in Cawang. According to Mr. Kabul, this method is the cheapest even though it is tiring, going to work at 7.30 am Mr. Kabul must leave at 6 am and arrive at the office at around 7.30, if leaving more than 6 am the trip can take 1.5 hours to 2 hours. According to Mr. Kabul, going to and from work by car will cost more than IDR 50,000 plus a total petrol cost of around IDR 75,000 to IDR 80,000 (toll + gasoline), not to mention being tired because you have to drive yourself while on the bus you can rest. Pak Kabul hopes that public transportation services can be improved and can be reached cheaply to be more comfortable too and from work. Irwan Suhartono, 54 years old, a businessman who lives in the Batan Indah Serpong complex, South Tangerang, Pak Irwan used to often use public transportation back and forth from Serpong to Jakarta now prefers a private car because it is more comfortable and can predict the time. According to Mr. Irwan, if public transportation is well organized, the facilities are repaired or replaced, such as public transportation that is no longer feasible, dirty, reckless drivers, and more explicit routes and schedules. According to him, the most urgent thing is the control of urban transportation on the highway. The institutions that organize public transportation is managed following Jakarta's city, which is already very good. The government must also be serious in dealing with this public transportation problem.

Moh. Khoiri, 30 years old, is a teacher. Although according to Mr. Khoiri, the poor service of public transportation makes the community's attitude not interested in using public transport, the district has an easy and affordable mode of transportation. In contrast, the public transportation routes are not adapted to the area's development, so that many changes have not been reached by public transport. Instead, people choose online transportation that is easy, cheap, and fast. Regarding the use of private cars, Mr. Khoiri believes that private cars determine one's social status, not just a necessity, so people tend to use personal vehicles even though they are jammed and tiring. Mrs. Ani, 38 years old, an entrepreneur living in Ciater,

a housewife, and a small shop entrepreneur, uses city transportation for shopping and daily activities. She goes to the Ciputat market every day using city transportation to the BSD - Ciputat route. Suppose you wait a long time because the fleet has decreased. In that case, the city transportation is ancient, cramped, and dirty, and the driver smokes in the city transportation, which is very uncomfortable. Even though the fare is only IDR 7,000, there is no other alternative because your groceries will not fit on the motorbike if you ride a motorbike. Mrs. Ani hopes that the city vehicle will be rejuvenated to be comfortable and has a schedule.

Ajeng is 26 years old, a private employee. South Tangerang resident lives in Nusa Loka BSD. Every day Ajeng rides a motorbike to her office pick-up car in Melati Mas to go to Karawang; if she takes an old 'angkot' to arrive and take public transportation twice, the fare becomes expensive. The distance from my house to Melati Mas is about 3 km, but there is no direct public transportation; you have to take public transportation twice, once the city transportation costs IDR 4,000, twice to IDR 8,000 and round trip, IDR 16,000. The price became prohibitive; finally, Ajeng decided to take a motorbike and park near the car he picked up at the cost of IDR 5,000 a day. Ajeng hopes that city transportation will be directly from her house to Melati Mas so that she doesn't have to ride a motorbike anymore. Joni is 25 years old, a private employee working in a private company in the Sudirman area of Jakarta. Living in Serpong, you have to take public transportation to Rawabuntu station every day, even though Serpong station is closer to where he lives. Still, because near Serpong station, there is a market that is always jam, causing it to take a long time to arrive at the station, Rawabuntu station is further away but not stopped. Joni hopes that public transportation to the station can be faster and the fleet will be more comfortable. The problem is not on the commuter line, which is already excellent and fast and comfortable.

Mrs. Sri is 40 years old, a housewife who never uses public transportation for her daily activities, whether shopping, dropping off school children, and other activities, because according to Mrs. Sri, the city transportation is uncomfortable, dirty, has no schedule, and is 'crazy' long. With a private car, quickly according to your plan, comfortable, and the cost is cheaper; going to the market with a distance of 3 km can be fast and on time, safe

and comfortable. Ibu Sri said that if the transportation were comfortable, clean, and on time, she would take public transit, and the fare was cheap. Zulkarnaen, 32 years old, is a private employee who works as a marketing manager at a private company in Jakarta living in Lengkung Gudang, Serpong district, who uses a private car to work in Jakarta. With a personal car as a salesperson with a working vehicle, it is easier to go to several offices, customers, meetings, and several locations in one day. This activity cannot carry out using public transportation because the time is unpredictable. According to Mr. Zulkarnaen, if there is a proper, safe and fast schedule for public transit, he will use it in his daily activities.

FGD Descriptive Results

The group discussion forum was conducted with relevant agencies, resource persons, public transport users, and actors. The FGD participants were: (1) Mrs. Martha Lena SSi.t. M.T., Head of the Transportation Development and Service Section of the South Tangerang City Transportation Service. (2) Mr. Hendra Kurniawan, Amd., LLAJ, ST, M.M, Section Head of Public Transportation Development, Facilities and Infrastructure of the South Tangerang City Transportation Service. (3) Faturohman, 28 years old, the crew of the Orchid bus vehicle and (4) Mr. Adnan, 38 years old, Trans BSD bus crew.

According to Ms. Martha, the increase in the number of vehicles usually coincides with population growth or the development of an area. For the city of South Tangerang, population growth is also due to the growing number of residential housing or residential areas in South Tangerang City. No research or study states that the increase in the number of private vehicles, primarily cars in the city of South Tangerang, is caused by poor public transportation services, even though in reality, public transportation services in South Tangerang City, especially urban transportation, have not been good or even evil. The problems faced in the city of South Tangerang are that many of the city transportation (angkot) are no longer feasible but are still used, Kier permits that are no longer valid, driving licenses from vehicle crews that are also no longer valid or even do not have a driving license, and most importantly is a route that has not been adapted to the development of city roads and housing developments in the city of South Tangerang.

According to Mr. Hendra, as stated by Mrs. Martha, public transportation services must be improved to overcome existing problems; for sure, the community is innovative in determining what mode of transportation is needed, namely public transportation that is comfortable, timely, and safe. With online transit, everything is done "door to door," and people are also lazy to walk, even though a good city is a city that has excellent and integrated public transportation instead of relying on online transit. The Trans Anggrek bus BRT (Bus Rapi Transit) program in South Tangerang city has been running for three years, but the public's interest is still lacking due to a lack of socialization. The community must be invited to use public transportation and invite the public to reduce private cars, hoping that this will reduce congestion and air pollution.

Faturohman, as the crew of the Bus Anggrek, stated that he had served as a driver on the Trans Orchid bus for five years since 2016 until now. According to him, people's attitudes towards public transportation are still not good; they still prefer to use private cars or motorbikes; this happens because of unclear schedules, angkots are crazy, angkot drivers are reckless, smoking in angkots, and dirty angkots. The Trans Anggrek bus is provided to solve the public transportation problem; the Anggrek bus is comfortable because it already uses a 'cooler,' there is a schedule, but information to the public is still lacking, and the fleet is only five buses. What Faturohman has experienced during these three years is that passengers are still quiet, sometimes empty, even though the operating costs of this bus are pretty high.

In addition to the local government, the private sector is also trying to overcome the problem of public transportation in the city of South Tangerang. Through CSR (Corporate Social Responsibility), Sinar Mas Group provides 17 free buses called BSD Link operating in the South Tangerang area and the border with Tangerang district around the BSD area. Although, according to Mr. Zainal, the driver of the BSD Link, this free bus has been operating for two years until now; the passengers are also quiet, there are still many people who don't know and or don't care because the BSD area has an excellent socio-economic level. Hence, people tend to use private cars.

Discussions

This study aims to understand the attitude of the people of South Tangerang city towards public transportation and private cars, based on interviews and FGDs with the user community, the government, and all stakeholders of the opinion that public transportation facilities and services in South Tangerang city are still poor, things that need to be improved are facilities from urban public transportation or angkot which are still very concerning, such as an old and inadequate fleet, routes that must be evaluated, schedules, vehicle crews who have to improve their service as well as security in using the angkot itself. There are still many people who choose to use private vehicles, both cars and motorbikes. However, the government and the private sector have tried to facilitate free buses to help people use public transportation comfortably, especially 'angkot.'

This study indicates that there is a desire for people to use public transportation and improve facilities and services so that people's attitudes that have been negative about public transit can change by trying to use it and start reducing the use of private vehicles. The South Tangerang city government can also use the 'Travel Demand Management' system to find out the community's travel attitude, and it can be predicted how much the community needs for public transportation, especially city transportation. An accurate survey must be carried out on all elements of the South Tangerang city community.

CONCLUSION

Based on the results of the interviews, FGD and observation result above, the conclusions of this study are: (1) the public's attitude towards public transportation, especially city transportation is not good because the facilities are not excellent and inadequate, such as dirty, hot, cramped, reckless vehicle crew, extended stops, and routes that are still using the old road; (2) people still rely on private vehicles such as cars and motorbikes because they are more able to manage the time they want, are comfortable and safe; also public transportation has good facilities, people will want to use public transportation; (3) the growth of private vehicles is directly proportional to population growth in the city of South Tangerang, this happens because the economic level of the city of South Tangerang is relatively high and public transportation services, especially city transportation, are not yet good; (4) The government has made efforts to overcome public transportation

problems in South Tangerang, such as providing free Trans Orchid buses. However still, not many people know, and not many are willing to use this Trans Orchid bus. People's attitudes still assume that using a private car has a higher social status than using public transportation, and (5) The private sector also tries to solve the problem of public transportation by providing the BSD Link bus for free. However, like the Trans Anggrek BSD Link bus, it is still empty of passengers even though it has been operating for five years.

The South Tangerang city government's suggestions for regulators should make a new urban transportation plan, both from facilities, routes, and operating systems, so that people are interested in using public transportation. Then, the South Tangerang city government can see and imitate the city transportation system in Jakarta, which is getting better now. The government must also conduct a survey on the needs of the people of South Tangerang city for public transportation. The survey must be comprehensive, detailed, and involve all levels of society to make a modern, integrated, and affordable transportation system available.

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