

Public Intention on Bandung Tour on Bus

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Intisari— Bandung dikenal sebagai ibu kota Jawa Barat. Bandung berkembang juga sebagai kota kuliner. Sebagai bentuk tanggung jawab Pemerintah untuk memfasilitasi wisatawan yang datang ke Bandung, Pemerintah secara resmi mengumumkan Bus Pariwisata "Bandros" (Bandung Tour on Bus). Namun secara praktis, banyak masalah yang dihadapi oleh para pemangku kepentingan. Standarisasi harga di antara penumpang, batasan jumlah bus yang tidak dapat melayani penumpang, ketidakjelasan rute termasuk keberangkatan dan kedatangan, manajemen yang tidak sehat untuk faktor keselamatan dan meningkatnya jumlah penumpang yang memberikan dampak negatif karena kualitas layanan. Tujuan dari penelitian ini adalah untuk mendeskripsikan kualitas layanan, kepuasan masyarakat dan minat masyarakat untuk menggunakan kembali Bandros, dan juga untuk mendapatkan hasil analisis sejauh mana kualitas layanan berpengaruh terhadap kepuasan masyarakat serta dampaknya terhadap minat masyarakat untuk menggunakan kembali Bus Bandros. Dalam penelitian ini, peneliti menggunakan metode deskriptif-verifikasi. Metode ini digunakan untuk memverifikasi kualitas layanan persepsi, kepuasan masyarakat dan niat masyarakat untuk menggunakan kembali Bus Bandros dengan melibatkan 500 responden yang ingin menggunakan Bus Bandros. Penyebaran dan pemilihan responden dilakukan dengan menggunakan convenience sampling. Analisis jalur juga digunakan dalam penelitian ini. Berdasarkan hasil proses pengujian statistik ditemukan persepsi yang signifikan antara variabel kualitas layanan dan citra merek dengan minat masyarakat di Kota Bandung untuk menggunakan Bus Bandros. Untuk rekomendasi dalam penelitian ini, kejelasan informasi dapat meningkatkan niat publik untuk menggunakan Bus Bandros, karena informasi yang disampaikan akan memberikan kejelasan dalam rangka meningkatkan niat publik untuk naik Bus Bandros.

Kata kunci— pariwisata; kualitas layanan; kepuasan konsumen; minat masyarakat.

Abstract— Bandung is known as the capital of West Java. Bandung also develops as a culinary city. As a form of the Government's responsibility to facilitate tourists who come to Bandung, the Government has officially announced the "Bandros" Tourism Bus (Bandung Tour on Bus). But practically, there are many problems faced by stakeholders. Standardization of prices among passengers, limits on the number of buses that cannot serve passengers, unclear routes including departures and arrivals, unhealthy management for safety factors and an increase in the number of passengers that have a negative impact due to the quality of service. The purpose of this study is to describe service quality, community satisfaction and community interest in reusing Bandros, and also to obtain the results of an analysis of the extent to which service quality affects community satisfaction and its impact on community interest in reusing Bus Bandros. In this study, researchers used the descriptive-verification method. This method is used to verify the quality of service perception, community satisfaction and community intentions to reuse Bus Bandros by involving 500 respondents who wish to use Bus Bandros. The distribution and selection of respondents was carried out using convenience sampling. Path analysis is also used in this study. Based on the results of the statistical testing process found significant perceptions between service quality variables and brand image with public interest in the city of Bandung to use Bus Bandros. For recommendations in this study, clarity of information can increase the public's intention to use Bus Bandros, because the information submitted will provide clarity in order to increase public intention to ride Bus Bandros.

Keywords— Tourism; service quality; customer satisfaction; public intention.

I. INTRODUCTION

Bandung is known for its natural beauty. Bandung has also developed into a service city as well as a culinary city. This specialty makes Bandung as one of the main destinations of tourists, both domestic and foreign. During 2016, recorded 7 million tourists come to Bandung. The number of tourists coming to Bandung continues to be enhanced by the government by adding tourism agenda and infrastructure development.

One of the efforts made by the Government of Bandung is by presenting Bus Bandros (Bandung Tour On Bus). This bus aims to support the tourism of Bandung by serving the tourists who want to get around the city, where one of the indicators of the world-scale tourist city is the presence of transportation facilities that become the tourist attraction of tourists. This bus is built multilevel or double deck with unique design, artistic, and open roof to attract visitors. Bandros are 747 cm long, 315 cm tall, and 210 cm wide. Passenger capacity: a) for the bottom: twelve seats and stands maximum 20 passengers; b) top: available seat for 24 passengers. And for the driver and co-driver was given clothes with a special design.

Behind the support of Bandung Government to present Bus Bandros, Bus Bandros management seems to not be able to provide services with maximum service. Some services such as: ticket prices outside the provisions; unspecified routes of departure and dismissal; and the limited number of Bus fleets became a matter oftentimes complained about by passengers. In addition, the image of Bus Bandros is also bad when there is one passenger who fell from the top of the vehicle while on the way. However, people's interest to try Bus Bandros is still high. This can be proved by the increasing number of Bus Bandros passengers per day and long queue at Bus Bandros ticket purchase location.

High consumer interest should be followed by good service quality, because the quality of services as a measure of how good the level of service that can be given in accordance with consumer expectations [1]. Characteristics of service companies is the attraction to attract consumers where the stronger the image, the higher the level of attraction to stimulate consumer interest [2]. Therefore this may explain that the relationship of service quality and image has a close relationship with consumer interest, but in this study actually showed the opposite.

The purpose of this study describes the service quality, kepuasan masyarakat and public intention in re-using Bandros, and also to get the results of analysis how far the service quality influence public satisfaction and it's impact on public intention to re-use Bandros.

II. LITERATURE REVIEW

A. Service Quality

Parasuraman et al. [3] built up the SERVQUAL commendable five measurements that are assurance, reliability, tangible and responsiveness and sympathy to degree administration quality. This model has consisted of pensive detailed theoretiral and solid extension. Alternately, numerous specialists have inspected about the theoretical foundation and limit procedure of this model. As indicated by Parasuraman et al. [4] and Zeithaml et al [5], SERVPERF is more immaculate than SERVQUAL in measuring service quality, and SERVQUAL can convey enhanced expository data. Landrum and Prybutok [6] and Zeithaml et al. [7] contended that in data business related conclusions have been recommended that it is not important to measure the service quality cellular telephone.

An expanded measure of support great quality is important to keep purchasers from withdrawing their most recent standard portable [8]. Since the prior 1980s when study started to focus connected with customer mind inside system section, numerous investigative tests have examined the web connection including customer mind in addition to service quality. In short, most of the researcher dedicated the customer care So, the dominant part of investigates gave to customer mind in addition with the quality inside creating portion, fork confident consciousness of program groups [9]. Service magnificence is frequently a consumer's all round impact of the practically identical inferiority or superiority of an enterprise and its consequences [10]. Mackay and Crompton [11] characterize service magnificence by the relationship between what customer actually wishes from the service in addition to what exactly customer receive. Parasuraman et al. [3] contended that service quality is characterized as the complete valuation of a specific service that results from associating company's execution with the customer all inclusive prospects of how firms in that industry should complete.

Service quality considered in one of those factors that play a important role in customer satisfaction; components of customer satisfaction are measured. The distinction between customer satisfaction and service quality is extremely vital Looy et al. [12]. The end of customer satisfaction is the consequence of customer differentiation of the service quality perceived in a given service meeting, with the apparent service quality. Moreover the contrast between customer satisfaction and service quality is that real experience of the customer is the premise of evaluation when measuring customer satisfaction while in estimation of administration quality client experience is not required. Satisfaction and dissatisfaction measure the capacity of

the product or service to address customer problems and expectations.

B. Customer Satisfaction

Satisfaction is defined as new capacities or numerous qualities could finish now and again need or want of any consumer all through for better means when compared with rivalry. Argue with the fact that it's sort of full fulfillment characterized through different diverse research workers in different way. According to customer need and wants if firm gives a product or service, then we can say it will completely full fill the consumer wants. The more prominent or may be decreases full fulfillment of any customer will rely on the standers organization qualities which are accessible from an organization. Meanwhile, Oliver [13] describes satisfaction as a "Complete Customer Response". In fact, satisfaction is the outcome of the customer's judgment regarding this issue that to which extent features of a product or a service are able to satisfy customer's desirable expectations. This definition highlights the assessing nature of the satisfaction that through it the customer specifies whether a product, a brand or a store meets the expectations or not. Because of the complexity of the satisfaction's structure many ways are available to evaluate it.

Consumer happiness, which is said to be a customer satisfaction as a sign and always considered the most important element of any organization. Author defined customer satisfaction as "After the consumption of good or service by the customer and the customer response toward the evaluation of the estimated discrepancy between past expectation and actual expectation" [14] therefore satisfaction is considered as a complete post-purchase assessment by the customer" [15].

Paurav [16] argued that according to him customer satisfaction is psychological reaction for product performance and result from customer expectations. Consumer satisfaction level described by the different attributes and performance of the product. If the customer is satisfied from the product or service its satisfaction level leads toward brand loyalty and a positive attitude toward the product. The result comes from customer as the repeat of its purchasing behavior [17].

Therefore, Hypothesis 2 is suggested as follows: "Perceived quality affects public satisfaction".

C. Purchase Intention

Hellier, et.al. [18] mentioned that re-purchase intention is the repeated process of buying goods and services from a particular store and the main reason is in the experiences after shopping. Companies instead of attracting new customers can retain the previous customers with less cost [5].

In marketing literature, several studies can be noted that primarily studied the relationship between re-purchase intention and perceived quality ([19]; [20]). In other words, perceived quality has had a positive effect on Re-purchase intention [21].

In other words, by increasing customer satisfaction the likelihood of a brand re-purchase also would increase.

Current studies conducted in e-retailing and online shopping has had similar results ([22]; [23]). Thus, hypothesis three is recommended as follows: "Public satisfaction affects public re-purchase intention in using Bandros Bandung."

III. METHODOLOGY

A. Design

This study is a descriptive study which has been conducted through a survey. The conceptual model of the research is shown in the figure below. This model consider the impact of service quality to public intention through public satisfaction.



Fig. 1. Research Paradigm

B. Data Gathering Tool

The pilot study was did to first 30 respondents and the result showed that the questionnaire was reliable based on the Cronbach's Alpha value that is more than 0.5 [24]. It means that the questionnaire is understandable and targeted the right audience. For the data collection, random sampling was done. It means that people who meets the criteria have the same chance to participate in the study.

C. Statistical Population, Samples, and Sampling

The population of this study included all people who have used Bandros-Bandung and wish to use it again. There is no data related to the number of population, because those who use Bus Bandros not only the people of Bandung but also other tourists who visit Bandung. Therefore, iteration method is used to obtain a minimum sample of 115 people. In Implementation, the questionnaire was distributed to 500 respondents.

IV. RESULT AND DISCUSSION

After the questionnaire data is processed and calculated, descriptive analysis can be described as follows:

Table 1. Descriptive Analysis Results

Variables	Score	Indicator
Service quality	71,00	Good quality
Public Satisfaction	74,75	Satisfy
Public intention	67,05	Less intention

The quality of services from Bus Bandros is considered good quality by the public, although the location of Bus Bandros shelter is less strategic to be reached by the people of Bandung due to lack of public transportation. Public actually feel satisfied with Bus Bandros service. However, understanding of the rules to be able to enjoy Bus Bandros

less attention by consumers. Bus Bandros, which is caused by the lack of information or promotion of the use and reservation of Bus Bandros tickets.

After calculation for path analysis using Lisrell 9.30 (student version), then the result of path diagram as follows:

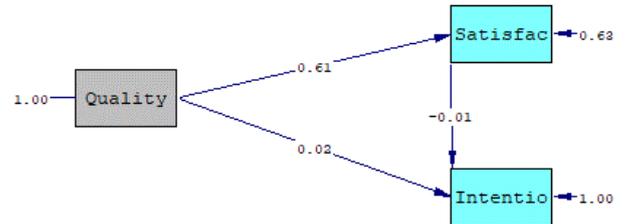


Fig. 2. Path Diagram

In addition to the path diagram, also generated structural equations as follows:

$$\text{Satisfac} = 0.612 * \text{Quality}, \text{Errorvar.} = 0.625, R^2 = 0.375$$

Standerr (0.0725)	(0.0811)
Z-values 8.442	7.714
P-values 0.000	0.000

And :

$$\text{Intention} = -0.0127 * \text{Satisfac} + 0.0208 * \text{Quality}, \text{Errorvar.} = 1.00, R^2 = 0.000270$$

Standerr (0.116)	(0.116)	(0.130)
Z-values -0.110	0.179	7.714
P-values 0.913	0.858	0.000

From the above structural equations, the hypothesis test is as follows:

Table 2. Result of Influence Test

Hypothesis	P _{value}	Result	Meaning
Service quality has no effect on public intention	0.858	Not Significant	The quality of service does not affects the public intention
Public satisfaction does not affect the public intention	0.913	Not Significant	Public satisfaction does not affects the public intention
Service quality does not affect the public satisfaction	0.000	Significant	Service quality affects the public satisfaction

From the above table it can be seen that only service quality has a significant effect on public satisfaction. Meanwhile, service quality and customer satisfaction have no significant effect on public intention. This shows that there are other factors that affect public intention but not examined in this study.

Therefore, the influence of the variable can be seen in the following table:

Table 3. Impact of Variable

Correlations	Coefficient	Impact	Residual Factor
Service quality to public satisfaction	0.612	37.5%	62.5%

Service quality has a considerable impact on public satisfaction. Improved service quality will always increase public satisfaction. Adding Bandros Bus shelter to a more strategic place can be one of the strategies to improve public satisfaction. Shelter that is less likely to be a complaint that is often disclosed by the public. Shelter is currently located in one of the city parks that are not passed by public transport. This is an obstacle for the public who want to use Bus Bandros. In addition, the access road to the shelter is also less.

Mechanism and place to buy tickets from Bus Bandros also considered still less practical for the public. The process of purchasing tickets that must be booked in advance through the hotline number is still considered difficult for the public who want to use Bus Bandros. Therefore, the purchase of tickets in shelter can be another strategy to increase public satisfaction in addition to improving public intention.

Information related to it is also considered less because it is only published on the website of Bandung City Government and posted on the shelter announcement board. Therefore, a more vigorous promotion can be done to increase public satisfaction and ultimately can improve public intention.

V. CONCLUSION

Service quality is closely related to public satisfaction. Improved service quality will always increase public satisfaction. Meanwhile, service quality and public satisfaction have no significant impact on public intention. This suggests that further research is needed to examine public intention. Shelter location and promotion can be used in subsequent research to examine public intention. Adding shelter in a more strategic place like a mall can increase public satisfaction. Cihampelas Walk and Bandung Beautiful Plaza can be an alternative shelter for Bus Bandros because both are malls are located in the middle of the city and easily accessible by the public.

In addition, the strengthening of the image of Bandros as the latest icon of Bandung City can be done by displaying Bandros in every promotion of Bandung both on-line and off-line. During this time, the promotion of the city of Bandung only displays Gedung Sate and Pasupati Bridge, then placing Bandros in the promotion can improve the image of Bandros as an icon of Bandung.

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