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The Influence of Marketing Management of Transportation Services on the Satisfaction of Public Services in Jakarta

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***Abstract*—The purpose of this study is to determine the effect of marketing management of transportation services to the satisfaction of public services in Jakarta. The research method used in this study is associative research method. It is a research that tries to find the relation of causality between one variable and another by using quantitative analysis techniques (statistics). To calculate the relationship and influence between the variables, the calculation of Rank Spearman Correlation Coefficient and Pearson Product Moment are used. The population of this study is the user community of online-based public transport services. The results of this study show that the variable of marketing management of transportation services significantly influence public satisfaction in Jakarta.**

Keywords—marketing management; public services; transportation

I. INTRODUCTION

The important role of public transport services in economic development relates to the process of labor, the distribution of goods and services, and the core of economic movement. The current technological developments facilitate communication and interaction and even provide social change in society. Therefore, it can be said that communication technology is an application of science to solve the problems related to communication [1].

The rapid development of recent technology makes us possible to get the information and facilities easily and quickly. Such as by using the internet and various applications make us easier to get an online-based public transportation services that suits our needs. The presence of an online-based public transportation certainly triggered various reactions from the positive and negative community layers that relied on the conventional public transportation services. This is what lies behind the Permenhub no. 32 year 2016 on the implementation of people transport and public motor vehicles not in the route.

The presence of the Regulation of the Minister of Transportation no. 32 years 2016 on the implementation of people transport and public motor vehicles not in the trajectory affects the marketing management of transportation services in order to keep providing the satisfactory public services. Maximum satisfaction of public servants will encourage loyalty so that people will continue to use these transportation services that affect the growth of the company. Consumer satisfaction is a major factor in the assessment of service quality. In this case, the consumers assess the service performance and feel directly the product of a service. The higher the perceived quality of service, the higher the level of customer satisfaction, and the more positive impact of one's intention to address the service [2].

Secretary General of the Ministry of Transportation, Sugihardjo, said that there are only 10% of public transportations based in Jakarta area who have registered and have an operational license. "From the data we get, for example: Grab Car application, managed by PT Solusi Transport Indonesia. There are 5,110 vehicles we identified. For DKI Jakarta area, there are only 347 vehicles that have been licensed. Thus, the 4,763 vehicles are unlicensed "said Sugihardjo in a press release [3]. He asserted, an application company that still provides online facilities to the public transport leases that do not have an operational license should be given sanctions. Therefore, he said, Kemenhub will provide input to the Ministers of Communications and Informatics who have an authority to make access termination or temporary blocking of the application provider. The existence of online-based transportation itself is much in demand by the society, although it causes a controversy among the existing transportation service providers.

II. RESEARCH METHOD

This research is a quantitative research which the data collection, the instrument used, and the analysis of the result involved the measures and figures of the statistical method. The approach of this study is descriptive verifikatif and using explanatory survey method. A descriptive approach is used to get an overview of the existing conditions of the marketing management of transportation services within the Jakarta network. A verifikatif approach is used to test the Marketing Management of Transport Service in Jakarta network and the influence of Marketing Management of Transportation Service on the Satisfaction of Public Service Transportation in Jakarta.

The data collected in this study is a primary data, that is a data obtained directly from the source, and a secondary data, which is obtained from the results of literacy studies. While the data collection techniques used are interviews, observations and questionnaires. The data analysis used in this study is a simple correlation analysis, that is an analysis used to see a relation between two variables, correlation coefficient that shows closeness relation between the two variables [4].

III. Result and Discussion

A. Research Instrumentation Test

In the process of quantitative research, to produce a quality research, it is used a test to the results of the questionnaire to test the validity and reliability of the instrument.

TABLE I. Validity Testing of Marketing Management Service Data

No	Instrument	r-count	r-table	Result
1	Instrument 1	0.521	0,300	Significance
2	Instrument 2	0.607	0,300	Significance
3	Instrument 3	0.661	0,300	Significance
4	Instrument 4	0.605	0,300	Significance
5	Instrument 5	0.610	0,300	Significance
6	Instrument 6	0.614	0,300	Significance
7	Instrument 7	0.470	0,300	Significance
8	Instrument 8	0.607	0,300	Significance
9	Instrument 9	0.480	0,300	Significance
10	Instrument 10	0.663	0,300	Significance
11	Instrument 11	0.627	0,300	Significance
12	Instrument 12	0.721	0,300	Significance
13	Instrument 13	0.466	0,300	Significance
14	Instrument 14	0.614	0,300	Significance
15	Instrument 15	0.498	0,300	Significance
16	Instrument 16	0.559	0,300	Significance
17	Instrument 17	0.687	0,300	Significance

Based on the table above, it was obtained that the results of the value of r-count is entirely above 0.300. The lowest validity value is found in the instrument 7 regarding the price charged in accordance with the service given with the r-count value of 0.470, while the highest validity value is found in the instrument 17 concerning the creation of a safe and comfortable atmosphere during the journey with an r-count value of 0.687. The conclusion is that the results of the validity test of the instrument for marketing service management variables entirely declared valid and can be further analyzed.

B. Data Reliability Testing

Data Reliability Testing is intended to determine the level of consistency and reliability of research variables data (Marketing Management Services) obtained from the perception of respondents in the questionnaires of the research distributed to the respondents.

TABLE II. Reliability Testing of Research Data

No	Variable	*alpha cronbach*	Comparative Value	Conclusion
1	Marketing management service	0,753	0,700	Significant

Based on the above table, it was obtained that the value of alpha cronbach is above 0.700 which means that the reliability of the research variable data is reliable and can be further analyzed.

C. Descriptive Analysis of Transportation Services Marketing Management Variables

The result of the analysis which refers to the principles of service marketing that consisted of the 7P, namely: products, prices, places, promotions, people, processes, and physical facilities that can be seen in the description of the tables below

TABLE III. Vehicle Completeness Physical Facilities and in Good Condition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	13	6.5	6.5	7.0
	3.00	39	19.5	19.5	26.5
	4.00	88	44.0	44.0	70.5
	5.00	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents' perception, 88 respondents or 44.0%, of both the vehicle physical completeness and vehicle condition of the online transportation service providers are good, and other respondents who stated very good are 59 respondents or 29.5%, while those who perceive good enough are 39 respondents or 19.5%. While opinions that are stated less good up to very less good in the assessment of the completeness of physical facilities and vehicle conditions of the online providers are 14 people or 7.0%.

TABLE IV. Clothes Appearance of Driver (Neat and Polite)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	2.00	9	4.5	4.5	5.5
	3.00	43	21.5	21.5	27.0
	4.00	92	46.0	46.0	73.0
	5.00	54	27.0	27.0	100.0
	Total	200	100.0	100.0	

Based on the above data, the results of the analysis show that most of the respondents' perception of the drivers' clotting appearance of the online transportation service, as much as 92 respondents or 46.0%, is good. They perceive that the drivers' appearances are polite and neat. Other respondents who state the drivers' appearances are very neat are 54 or 27.0%, while the respondents who perceive neat enough are 43 respondents or 21.5%. While the respondents that state less tidy up to very less neat in the assessment of the drivers' appearances are 11 people or 5.5%.

TABLE V. INTERESTING ONLINE TRANSPORT BOOKING APPLICATION DESIGN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.5	.5	.5
	3.00	16	8.0	8.0	8.5
	4.00	117	58.5	58.5	67.0
	5.00	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

Based on the above data, the results of the analysis indicated that most of respondents perceive that the design of booking applications provided by online transport services is attractive, they are about 117 respondents or 58.5%, and other respondents who said very interested as much as 66 or 33.0% while they who perceive interested enough as much as 16 respondents or 8.0%. While the respondent that states less interest is 1 person or by 0.5%.

TABLE VI. ONLINE TRANSPORTATION BOOKING APPLICATION (EASY TO UNDERSTAND AND USE)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	19	9.5	9.5	11.5
	4.00	93	46.5	46.5	58.0
	5.00	84	42.0	42.0	100.0
	Total	200	100.0	100.0	

Based on the above table data, the results of the analysis show that most respondents perceive easy to understand the application of online transportation as much as 93 respondents or 46.5% and other respondents stated very easy as much as 84 or 42.0%, while that perceives easy enough as much as 19 respondents or 9,5%. While the respondents that state less understanding of the application online transportation services are 4 people or 2.0%.

TABLE VII. CLEAR SERVICE PRICE STANDARDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.0	1.0	1.0
	3.00	20	10.0	10.0	11.0
	4.00	97	48.5	48.5	59.5
	5.00	81	40.5	40.5	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 97 respondents or 48,5%, perceive that the standard of service price of online transportation service is clear. 81 or 40,5% respondents state that it is very clear, while 20 respondents or 10.0% perceive clear enough. While the respondents that state unclear related to the price of services provided by the online transport are 2 people or by 1.0%.

TABLE VIII. INTERESTING AND COMPETITIVE OFFERED PRICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.5	1.5	1.5
	3.00	20	10.0	10.0	11.5
	4.00	108	54.0	54.0	65.5
	5.00	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

Based on the above data, the results of the analysis indicated that most of respondents, 108 respondents or 54,0%, perceive that the standard price of services provided by online transportation services is attractive and competitive. 69 or 34.5% respondents state that it is very interesting and competitive, while 20 respondents or 10.0% perceive attractive and competitive enough. While the respondents that state less attractive and competitive related to the price of services provided by online transportation are 3 people or 1.5%.

TABLE IX. THE PRICE GIVEN IN ACCORDANCE WITH THE SERVICES PROVIDED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.0	1.0	1.0
	3.00	30	15.0	15.0	16.0
	4.00	115	57.5	57.5	73.5
	5.00	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Based on the above data, the results of the analysis indicated that most of respondents, 115 respondents or 57,5%, perceive that the standard price of services provided by online transportation services and the services provided is appropriate. 53 respondents or 26,5% state that it is very appropriate, while 20 respondents or 10.0% perceive appropriate enough. While the respondents that state less appropriate related to the price of services provided by online transportation and the services provided are 2 people or 1.0%.

TABLE X. CLARITY AND ACCURACY OF PICK UP TIME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	11	5.5	5.5	6.0
	3.00	51	25.5	25.5	31.5
	4.00	81	40.5	40.5	72.0
	5.00	56	28.0	28.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 115 respondents or 57,5%, perceive that the price given in accordance with the Services provided is appropriate. 53 or 26,5% respondents state that it is very appropriate, while 30 respondents or 15.0% perceive appropriate enough. While the respondents that state less appropriate between the prices with the services provided by online transportation are 2 people or 1.0%.

TABLE XI. CLARITY AND ACCURACY OF TRAVEL TO DESTINATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.5	.5	.5
	1.00	1	.5	.5	1.0
	2.00	16	8.0	8.0	9.0
	3.00	62	31.0	31.0	40.0
	4.00	73	36.5	36.5	76.5
	5.00	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 73 respondents or 36.5%, perceive the travel time to the passenger destination of the online transportation service providers is clear and accurate. 47 respondents or 23.5% state that it is very clear and accurate, while 62 respondent or 31.0% perceive accurate enough. While the respondent that states the travel time provided by the online transportation is less clear and accurate is 1 person or 0.5%.

TABLE XII. DRIVERS' ADEQUATE DRIVING CAPABILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	3.0	3.0	3.0
	3.00	44	22.0	22.0	25.0
	4.00	97	48.5	48.5	73.5
	5.00	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 97 respondents or 48,5%, perceive that the drivers of online transportation service have an adequate driving ability. 53 respondents or 26,5% state that the drivers are very capable, while 44 respondents or 22,0% perceive neutral. While the respondents that state the drivers of transport online are not capable are 6 people or 3.0%.

TABLE XIII. FRIENDLY AND POLITE DRIVERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	52	26.0	26.0	28.0
	4.00	96	48.0	48.0	76.0
	5.00	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 96 respondents or 48,0%, perceive that the drivers of online transportation service are friendly and polite. 52 respondents or 26,0% state that the drivers are friendly and polite enough, while 48 respondents or 24,0% perceive very friendly and polite. While the respondents that state the drivers of transport online are not friendly and polite are 4 people or 2.0%.

TABLE XIV. THE DRIVERS COMPLETED THEIR DUTIES PROPERLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.5	.5	.5
	3.00	36	18.0	18.0	18.5
	4.00	118	59.0	59.0	77.5
	5.00	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 118 respondents or 59,0%, perceive that the drivers of online transportation are good in completing their duties. 45 respondents or 22,5% state that the drivers are very good, while 36 respondents or 18,0% perceive good enough. While the respondent that states the drivers of transport online are not good in completing their duties is 1 people or 0,5%.

TABLE XV. *CALL CENTER* TO ASK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.5	1.5	1.5
	3.00	22	11.0	11.0	12.5
	4.00	127	63.5	63.5	76.0
	5.00	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 127 respondents or 63,5%, perceive that call center facility owned by the provider of online transportation service is good. 48 respondents or 24,0% state that it is very good, while 22 respondents or 11,0% perceive good enough. While the respondents that state the call center facility is not good are 3 people or 1,5%.

TABLE XVI. SERVICE KNOWLEDGE OG CALL CENTER OFFICERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.0	1.0	1.0
	3.00	48	24.0	24.0	25.0
	4.00	110	55.0	55.0	80.0
	5.00	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 110 respondents or 55,0%, perceive that call center officers in providing online services to customers is good. 48 respondents or 24,0% state that they are good enough, while 40 respondents or 20,0% perceive very good. While the respondents that state the call center officers are not good are 2 people or 1,0%.

TABLE XVII. COMPETENCIES IN EXPLAINING SERVICES AND PROCESSES OF CALL CENTER OFFICERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	2.0	2.0	2.0
	3.00	46	23.0	23.0	25.0
	4.00	118	59.0	59.0	84.0
	5.00	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 118 respondents or 59,0%, perceive that the competencies of the call center officers in providing online services to customers is good. 46 respondents or 23,0% state that they are good enough, while 32 respondents or 16,0% perceive very good. While the respondents that state the competencies of the call center officers are not good are 4 people or 2,0%.

TABLE XVIII. CALL CENTER OFFICERS RESPOND TO CONSUMER PROBLEMS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	2.00	5	2.5	2.5	3.0
	3.00	83	41.5	41.5	44.5
	4.00	77	38.5	38.5	83.0
	5.00	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 83 respondents or 41,0%, perceive that the responsiveness of the call center officers to the problems experienced by consumers is good enough. 77 respondents or 38,5% state that they are good, while 34 respondents or 17,0% perceive very good. While the respondent that states the responsiveness of the call center officers to the problems experienced by consumers are not good is 1 people or 0,5%.

TABLE XIX. CREATING A SAFE AND COMFORTY ATMOSPHERE DURING THE TRAVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	2.00	6	3.0	3.0	4.0
	3.00	45	22.5	22.5	26.5
	4.00	85	42.5	42.5	69.0
	5.00	62	31.0	31.0	100.0
	Total	200	100.0	100.0	

Based on the above table, the result of the analysis shows that most of the respondents, 85 respondents or 42,5%, perceive that the provider of online transportation service is able to create a safe and comfortable atmosphere during the travel. 62 respondents or 31,0% state that it is very good, while 45 respondents or 22,5% perceive good enough. While the respondents that state the provider of online transportation service is able to create a safe and comfortable atmosphere during the travel are 2 people or 1,0%.

D. Verification Analysis

1) The Influence of Application of Transportation Service Marketing Management on the Satisfaction of Public Service in Jakarta

Analysis of the influence of marketing management of transportation services on the satisfaction of public services is intended to know the level of influence of marketing management of transportation services on the Satisfaction of Public Service through linear regression analysis.

a) Regression Coefficient Analysis

TABLE XX. REGRESSION COEFFICIENT OF THE VARIABLE OF MARKETING MANAGEMENT OF TRANSPORTATION SERVICE ON THE SATISFACTION OF PUBLIC SERVICE

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	*Std. Error*	*Beta*		
1	(constant)	13.033	2.960	.733	4.404	.000
	VAR_Y	.653	.043		15.141	.000

The price of 13,033 represents a constant value (a) which indicates that if there is no increase in marketing management of transportation services, then the satisfaction of public service will reach 13,033. The price of 0.653 is a regression coefficient which indicates that in every one addition point of marketing management of transportation service, there will be an increase in public service satisfaction of 0.653.

b) Correlation Analysis

TABLE XXI. CORRELATION COEFFICIENT

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.537	.534	4.82860

Based on the output, it can be seen that the correlation coefficient between independent and dependent variable is 0.537. Correlation coefficient that marked positive means correlation that happened between marketing service management variable with satisfaction of public services unidirectional, in which the higher independent variable, the higher the dependent variable. The value of 0.004 shows the correlation between independent variables (service marketing management) and the dependent variable (satisfaction of public service) is in the category of strong relation (0,400 - 0,599).

c) Hypothesis testing

TABLE XXII. HYPOTHETICAL TEST OF MARKETING SERVICE MANAGEMENT ON PUBLIC SERVICE SATISFACTION

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	*Std. Error*	*Beta*		
1	(constant)	13.033	2.960	.733	4.404	.000
	VAR_Y	.653	.043		15.141	.000

Based on the output, we can see that the value of t-table obtained by each variable. To make a conclusion accept or reject Ho, it must first be determined t-table values to be used. This value depends on the value of *degree of freedom* (df) and the level of significance used. Using a 5% significance level and a df value of n - k - 1 (200 - 1 - 1 = 198), it is obtained a t-table value of 1.972. Based on the output, it is known that the value of t-count is 15.141. When compared with the t-table

value of 1.972 then the t-count obtained is much greater than the value of t-table. So Ho is rejected. Thus it can be concluded that the variable of service marketing management implementation significantly influences the satisfaction of public services.

IV. Conclusion

The service marketing management has been well implemented by the providers of online transportation service in Jakarta. The highest assessment is on the design indicator of online transport booking application, clear price standards and call center to ask. As for the lowest assessment is the vehicle's physical facilities, the appearance of driver's clothing and capabilities. Users of online transportation services generally have sufficient satisfaction from online transport service providers. The highest assessments are in the presence of rapid response, security in transacting services on online transport services, feedback and rating from consumers on service and motivation to the public to continually improve their use. While the lowest value of public service satisfaction is in the flexible aspect to find alternative ways to avoid congestion on the road, so this becomes the cause of public satisfaction a little disturbed.

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