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The effect of public transport services on quality of life in Medan city

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Abstract

City citizens need the availability of public transportation to support their daily activities. The purposes of this research are to know the level of public transport services in Medan and how is the expectation on it and how is the effect of public transport services on quality of life in Medan city. Research methods using primary data from surveys of people who use public transport. The analysis technique used was descriptive analysis and simple linear regression. The results shows that the public perception of public transport services with indicators insurance, empathy, reliability, responsiveness, tangible and comfort were are low. The public transport service effect significantly to the quality of life.

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1. Introduction

Medan is the center of economic growth in the province of North Sumatera that needs facilities and urban infrastructure to provide convenience in carrying out the activities of citizens. With an area of 26,510 hectares (265,10 km²), Medan city inhabited by 2.19114 million inhabitants in 2014 (CBS, 2015).

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Every day the citizens working to fill the sector employment opportunities and generate income to live better and more comfortable in the city, one of that is transport facilities. The transport system that concerns the whole society is public transport. The development of public transport is expected to make the people easier to travel with good service ((Bohari et al., 2014), the transport system (Bachok et al., 2014), operational quality (Sham et al, 2013) and performance (Amiril et al, 2013).

Public transport services can be measured through indicators of insurance (Ojo et al., 2014), empathy (Pakdil and Feride, 2014; Verma M et al., 2013), reliability (Horsu and Solomon, 2015), responsive (Nutsugbodo, 2013), tangible (Randheer et al., 2011) and comfort (Das et al., 2013; Horsu and Solomon, 2015).

The quality of public transport services also effect the quality of life (Ismail et al., 2012) and provide comfort to reduce stress for the passengers during the journey (Le-Klähn et al., 2014; Dahalan et al., 2015), spatial distribution (Eusuf et al, 2014) and environment (Mohit, 2013). Based on the background above, this study seeks to answer this research question are how people's perceptions and expectations of quality of public transport service and the effect on quality of life in Medan city.

2. Methodology

This research was conducted in Medan, 2015. To answer the problem of research, it needs the data. In this study, the research methods that was used is primary data that was obtained through the survey of public transport users in Medan city as a respondent by using samples, this method also was used by Ona et al (2014). Sample number was 400 respondents drawn at random based on passenger movement zone, passenger as a sample (Miranda et al.,2014). This research uses the questionnaire as a guide for the interview respondents to obtain a perception that can reveal the assessment of quality service (Mikušová & Hrkút, 2014), (Khalid et al., 2014), quality and satisfaction (Noor et al., 2014). Indicators of quality of life as measured by this research was feeling happy in making travel by using public transport. The survey data in the form of qualitative transformed in the form of quantitative data to be processed by the statistical analysis techniques. The analysis technique used in this research is descriptive analysis and simple linear regression. In data processing for simple regression analysis using SPSS software. SPSS processing results are interpreted to answer the problem of research.

3. Result

This analysis was done to see the extent attributes are offered to meet the expectations of respondents. If the perception of interviewees is lower than expected from these attributes, it can be said that the service provided is not enough. Services can also be said to be mediocre when respondents felt the services offered sufficient to meet the expected. It would be better if the performance exceeds that expected by the respondents. To measure this gap will be determined by the difference of the ratio of perception on the ratio of expectations of respondents to the dimensions of Public Transport services in Medan city.

Analysis of the six dimensions of Public Transport services in Medan city that has an attribute/indicator of each dimension, namely:

- Insurance dimensions

Based on analysis of respondents' answers to the insurance dimension attributes, public transport services in Medan city can be calculated the mean scores and gaps in each dimension are:

Table 1. Mean score calculation and dimension insurance gap

No	Insurance	Mean Score Expectation	Perception	Gap	Average Expectation	Perception
1	The driver courtesy	3.86	2.71	1.16		
2	Security at station / stop	4.16	2.46	1.71		
3	Security in public transport	4.19	2.57	1.63	4.03	2.68
4	The drivers' knowledge	3.89	2.99	0.89		
Total Gap				5.38		

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