ANALYSIS OF CIMAHI CITY TRANSPORT SERVICES "CIMAHI – PARONGPONG ROUTE"

Mufariza Cahya Indah[1*], Nurlaela Kumala Dewi[2], Teguh Tuhu Prasetyo[3]

[1]University of Logistics and International Business, Bandung, 40151, Indonesia, 13120032@std.ulbi.ac.id
[2]University of Logistics and International Business, Bandung, 40151, Indonesia, nurlaelakumala@ulbi.ac.id
[3]University of Logistics and International Business, Bandung, 40151, Indonesia, teguhtuhu@ulbi.ac.id

Abstract

This research aims to analyze the level of service satisfaction, attributes that are priority improvements as well as suggestions that can be implemented to increase satisfaction with the service received by passengers. The research was conducted on city transportation on the Cimahi - Parongpong route. The population in this study are passengers who use services on the Cimahi - Parongpong city transportation route where the population in the study is unknown. The sample in this study was selected using the Simple Random Sampling method, namely random users of city transportation services on the Cimahi - Parongpong route, totaling 384 respondents. In this research, data analysis uses the Service Quality (ServQual) and Important Performance Analysis (IPA) approaches. The results of the research show that: the level of satisfaction with city transportation services on the Cimahi - Parongpong route is not 100% in line with passengers' expectations, where the results obtained are 29%, there are still passengers who feel that the service they receive is not satisfactory. Apart from that, the attributes included in the main priorities that need to be improved and the proposals offered are also integrated into service quality and passenger satisfaction in this research.

Keywords: Customer satisfaction, Service Quality, Important Perfomance Analysis, City Transport Stops, Signs, Route Boards, Pictograms.

Introduction

Indonesia is a developing country that has various sectors, including the transportation sector. The transportation sector in Indonesia has an important role in economic activities, this also helps competitiveness and accelerates the country's economy and can overcome increasingly tighter and tougher global competition. Cimahi City is a city that has a fairly dense population, namely 575,235 people. Growth in this city continues to increase, such as an increase in population of 2% every year. This has a significant influence on the movement of the transportation sector in Cimahi City. As time goes by, transportation has become a mobility support that is very reliable for carrying out the activities of the wheel of life, with the number of population movements in Cimahi City amounting to 1,384,387 movements every day, making public transportation for the daily needs of residents, public transportation is often used by they are city transport.

Based on the Kompas Research and Development survey (2023), 13% of Cimahi City residents use city transportation every day, but over time the number of city transportation users has decreased by 35%. According to a statement from the Cimahi City Transportation Service, this could be because the service provided by passengers has not been optimal. for example, the feasibility of city transportation itself is not 100% suitable for use, there are 90 out of 320

city transportation in operation that do not carry out regular KIR tests, apart from that, city transportation operating in Cimahi City has a route of 15 routes with different destinations, which is wrong. the other is the Cimahi - Parongpong route. On the Cimahi - Parongpong route, the existing condition only has 1 stop, which provides complexity of challenges and facts regarding the satisfaction and importance of city transportation services. With the decline in the use of city transportation, it is necessary to carry out research that focuses on passenger preferences in experiencing services from Cimahi - Parongpong city transportation. This is done so that we can find out the reality and expectations of what passengers need byconsidering various factors. which can help identify passenger tendencies in handling servicesfrom the Cimahi - Parongpong city transportation route in the future.

Research Method

This research uses a survey method with a quantitative approach to obtain a comprehensive understanding of the level of quality of city transport services on the Cimahi - Parongpong route for users. This approach is carried out by collecting data and processing it to obtain integrated results. In this research, a questionnaire was created which aims to collect data from city transport users on the Cimahi - Parongpong route regarding perceptions and expectations. This questionnaire consists of various attributes grouped based on five dimensions. The questionnaire is designed to cover important aspects of service quality assessed by respondents, such as the physical condition of city transportation, on-time service, city transportation drivers responding to complaints and suggestions, passengers feeling safe when using city transportation, and city transportation drivers treat the elderly specially, and so on.

Apart from that, the questionnaire also contained questions regarding respondents' perceptions of city transport operators on the Cimahi - Parongpong route. The design of this questionnaire is based on related literature and previous research that has discussed service quality levels. Sampling was carried out randomly and representatively to ensure that the data obtained was sufficient and also reflected the variations that existed among city transport passengers on the Cimahi - Parongpong route. This research used 384 respondents, selected with the consideration of achieving a significant level of efficiency. After obtaining data from the survey method, processing and analysis is carried out using the Service Quality (ServQual) and Important Performance Analysis (IPA) methods, where the results of these methods will be integrated with each other and support the next stage, namely proposals offered to local governments and city transport operators. route Cimahi - Parongpong.

Results and Discussion

a. Discussion

This analysis was carried out using the ServQual and IPA methods. Before using these methods, researchers will look at the validity and reliability of the attributes used. Used to consist of 28 attributes including the physical condition of city transportation, timely service, city transportation drivers responding to complaints and suggestions, passengers feeling safe when using city transportation, and city transportation drivers treating the elderly specially, etc.

1. Validity Test

An indicator is declared valid and can be used as an indicator to measure satisfaction and importance variables if the indicator value of a variable has a calculated r value > r table. Testing is carried out using a two-way decision, namely 5%. Validity test results using the satisfaction and importance values of each attribute can be seen in the following table:

a. Satisfaction Variable

Satisfaction data was collected by researchers to measure the level of passenger satisfaction with attributes based on five dimensions. The following table of satisfaction variables is below:

Table 1 Customer Satisfaction Variabel

Variable	Indicators	Product Moment Correlation	r Table (0,05)	Information
Customer Satisfaction	P1	0,563	0,100	Valid
	P2	0,475	0,100	Valid
	P3	0,489	0,100	Valid
	P4	0,527	0,100	Valid
	P5	0,361	0,100	Valid
	P6	0,341	0,100	Valid
	P7	0,603	0,100	Valid
	P8	0,469	0,100	Valid
	P9	0,559	0,100	Valid
	P10	0,490	0,100	Valid
	P11	0,589	0,100	Valid
	P12	0,588	0,100	Valid
	P13	0,619	0,100	Valid
	P14	0,495	0,100	Valid
	P15	0,426	0,100	Valid
	P16	0,595	0,100	Valid
	P17	0,433	0,100	Valid
	P18	0,647	0,100	Valid
	P19	0,644	0,100	Valid
	P20	0,424	0,100	Valid
	P21	0,491	0,100	Valid
	P22	0,416	0,100	Valid
	P23	0,555	0,100	Valid
	P24	0,611	0,100	Valid
	P25	0,611	0,100	Valid
	P26	0,569	0,100	Valid
	P27	0,536	0,100	Valid
	P28	0,618	0,100	Valid

Source : Processing Results (2024)

Based on the validity test results table above, it can be seen that all indicators of the satisfaction variable are "valid", because it has a value of r count > r table.

b. Variables Of Interest

Interest data was collected by researchers to understand passengers' priority preferences regarding the services they receive. Respondents were asked to rate the relative importance of various attributes from five existing dimensions. The following is a table of interest variables below:

Table 2 Customer Interests Variable

Variable	Indicators	Product Moment Correlation	r Table (0,05)	Information
Customer Interests	P1	0,478	0,100	Valid
	P2	0,542	0,100	Valid
	P3	0,507	0,100	Valid
	P4	0,441	0,100	Valid
	P5	0,452	0,100	Valid
	P6	0,454	0,100	Valid
	P7	0,525	0,100	Valid
	P8	0,446	0,100	Valid
	P9	0,546	0,100	Valid
	P10	0,438	0,100	Valid
	P11	0,524	0,100	Valid
	P12	0,514	0,100	Valid
	P13	0,553	0,100	Valid
	P14	0,542	0,100	Valid
	P15	0,469	0,100	Valid
	P16	0,455	0,100	Valid
	P17	0,469	0,100	Valid
	P18	0,565	0,100	Valid
	P19	0,571	0,100	Valid
	P20	0,556	0,100	Valid
	P21	0,518	0,100	Valid
	P22	0,464	0,100	Valid
	P23	0,535	0,100	Valid
	P24	0,472	0,100	Valid
	P25	0,534	0,100	Valid
	P26	0,566	0,100	Valid
	P27	0,547	0,100	Valid
	P28	0,542	0,100	Valid

Source : Processing Results (2024)

Based on the validity test results table above, it can be seen that all indicators of the satisfaction variable are "valid", because it has a value of r count > r table.

2. Reability Test

The reliability test was carried out to determine the level of consistency and stability of the questionnaire results using the internal consistency method, namely the Cronbach's Alpha coefficient, where data is declared reliable if it is greater than the

test value, namely 0.50. Below is a table of reliability test results from the questionnaire.

Table 3 Reability Test

Variable	Cronbach's Alpha	significance level	Information
Customer Satisfaction	0,894	0,5	Reliabel
Customer Interests	0,903	0,5	Reliabel

Source : Processing Results (2024)

Based on the calculations above, it can be seen that the reliability of these two variables is stated "Reliable", because the Cronbach's alpha value is reliable because it is > 0.50.

3. Service Quality

After carrying out validity and reliability tests, the researcher processed the data using the ServQual method, where calculations were carried out to determine the Gap - PE of each attribute in each dimension, namely Tangible, Reliability, Responsiveness, Assurance, and Emphaty. The following results were obtained :

Table 4 Gap – PE Value

No	Service Indicators	Satisfaction	Hope	*Gap - PE*
1	The physical condition of the Cimahi – Parongpong City transportation is in good condition, well maintained and not noisy	2,99	3,51	-0,51
2	The condition of facilities in city transportation, such as seats, handrails and ventilation, is adequate and functioning well	2,90	3,48	-0,58
3	Maintaining the cleanliness of Cimahi – Parongpong City transportation	2,91	3,55	-0,64
4	Availability of route and fare information on city transportation that is clear and easy to read	2,75	3,58	-0,83
5	Availability of city transport stops as passenger gathering points	2,12	3,70	-1,58
6	Availability of signs regarding city transport stops	2,46	3,71	-1,25
7	Services provided to passengers are appropriate and timely	2,99	3,39	-0,40
8	Ease of passengers in using city transportation	3,26	3,54	-0,29
9	City transportation drivers stop and pick up in safe places for passengers	3,06	3,50	-0,44
10	Professional and trained city transport drivers.	3,20	3,67	-0,47
11	City transport drivers provide clear information regarding routes and fares to passengers	2,90	3,45	-0,55
12	City transport drivers respond to complaints and suggestions from passengers quickly and provide solutions.	3,05	3,35	-0,30
13	City transport drivers respond to passenger emergency situations quickly and effectively	3,02	3,37	-0,35

No	Service Indicators	Satisfaction	Hope	*Gap - PE*
14	City transport drivers provide friendly and fast service in responding to passenger questions or requests.	3,16	3,45	-0,28
15	City transport drivers respond quickly when passengers want to get on or off the transport	3,32	3,53	-0,21
16	City transport drivers help passengers if they experience difficulties	3,08	3,47	-0,39
17	Passengers feel safe when using city transportation on the Cimahi-Parongpong route	3,16	3,56	-0,40
18	City transport drivers are responsible if crimes occur such as pickpocketing etc. in transport	3,07	3,68	-0,62
19	City transport drivers are responsible if any passenger's belongings are left behind	2,97	3,61	-0,64
20	Ease of payment for passengers	3,31	3,48	-0,17
21	City transportation drivers provide information when approaching a stop	3,15	3,52	-0,37
22	Passengers can stop or get on anywhere without having to go to a public transportation stop	3,16	3,49	-0,33
23	City transport drivers are not reckless in their driving	3,23	3,64	-0,41
24	City transport drivers provide special treatment for the elderly, people with disabilities and children	3,15	3,52	-0,37
25	City transportation provides access facilities for passengers with limited mobility	3,10	3,41	-0,30
26	City transportation creates a safe and comfortable environment for passengers	3,20	3,47	-0,27
27	City transport drivers are friendly and polite to passengers	3,19	3,38	-0,18
28	City transport drivers accept criticism and suggestions from passengers	3,18	3,43	-0,25
Total		85,03	98,41	-13,39
Averange		3,0366	3,5148	-0,4781

Source : Processing Results (2024)

After carrying out calculations to find out the Gap - PE value, it is continued with data processing per dimension with the aim of getting the results of the ranking order in each Gap for each dimension. After obtaining the Gap ServQual value, each variable will be added up and the average per dimension and value calculated. which will be used for ranking. The following is a table of ranking results based on the dimension gap values:

Table 5 Service Quality Ranking Data

No	Dimensions	Average Satisfaction	Average Interests	Gap	Rank
1	*Tangible*	2,69	3,59	-0,90	1
2	*Reliability*	3,08	3,51	-0,43	2

No	Dimensions	Average Satisfaction	Average Interests	Gap	Rank
3	*Responsiveness*	3,13	3,43	-0,31	4
4	*Assurance*	3,15	3,57	-0,42	3
5	*Emphaty*	3,16	3,44	-0,28	5

From the results of the Servqual Gap ranking per dimension above, we can see that the dimension that is in first place is the Tangible dimension with a gap value of -0.90.

4. Important Perfomance Analysis (IPA)

This method aims to identify attributes that will be prioritized in improvement and development. After collecting data through distributing questionnaires, the data was calculated and grouped on a Cartesian diagram consisting of four quadrants, namely concentration here (high importance, low performance), maintain achievement (high importance, high performance), low priority (low importance, low performance), and possible overkill (low importance, high performance). What the researchers did was as follows:

a. Calculation Of The Level Of Conformity

In calculating the level of conformity between satisfaction and interests, the following formula can be used:

$$\boldsymbol{TKi = \frac{Xi}{Yi}\ x\ 100\%} \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$

Information:

TKi = Conformity Level
Xi = Performance Level Research Score
Yi = Research Importance Score
So that the suitability level values are obtained as in the following table:

Table 6 Comformity Level (Tki)

Attribute	Level of satisfaction (Xi)	Level of importance (Yi)	Level of conformity (Tki)	%
P1	1150	1347	0,853749072	85%
P2	1114	1336	0,833832335	83%
P3	1118	1363	0,82024945	82%
P4	1057	1376	0,768168605	77%
P5	814	1422	0,572433193	57%
P6	946	1425	0,663859649	66%
P7	1147	1300	0,882307692	88%
P8	1250	1360	0,919117647	92%
P9	1175	1345	0,873605948	87%
P10	1228	1408	0,872159091	87%
P11	1112	1324	0,839879154	84%
P12	1171	1287	0,90986791	91%
P13	1159	1294	0,895672334	90%
P14	1215	1323	0,918367347	92%

Attribute	Level of satisfaction (Xi)	Level of importance (Yi)	Level of conformity (Tki)	%
P15	1275	1355	0,94095941	94%
P16	1181	1332	0,886636637	89%
P17	1214	1367	0,888076079	89%
P18	1178	1415	0,832508834	83%
P19	1140	1385	0,823104693	82%
P20	1271	1336	0,951347305	95%
P21	1209	1350	0,895555556	90%
P22	1215	1340	0,906716418	91%
P23	1239	1397	0,886900501	89%
P24	1208	1351	0,89415248	89%
P25	1192	1309	0,910618793	91%
P26	1227	1332	0,921171171	92%
P27	1225	1296	0,945216049	95%
P28	1220	1316	0,927051672	93%

Source : Processing Results (2024)

Based on the table above, it can be seen that for the value of each attribute, there is a percentage of the lowest level of conformity or below 80% in three attributes, namely (P.5), (P.6), and (P.4).

b. Calculation Of Average Value

When calculating the average value, you can use the following formula:

$$\overline{X} = \frac{\sum Xi}{n} \ldots\ldots\ldots\ldots\ldots\ldots\ldots (2)$$

$$\overline{Y} = \frac{\sum Yi}{n} \ldots\ldots\ldots\ldots\ldots\ldots\ldots (3)$$

Information:

$\overline{X}$= Average Performance Level Score
$\overline{Y}$= Average Score of Importance Level
n = Number of Passenger Data
So the average value calculation is obtained as in the following table:

Table 7 Average Value of Each Attribute

Attribute	∑X	∑Y	n	Average X	Average Y
P1	1150	1347	384	2,99	3,51
P2	1114	1336	384	2,90	3,48
P3	1118	1363	384	2,91	3,55
P4	1057	1376	384	2,75	3,58
P5	814	1422	384	2,12	3,70
P6	946	1425	384	2,46	3,71
P7	1147	1300	384	2,99	3,39
P8	1250	1360	384	3,26	3,54
P9	1175	1345	384	3,06	3,50

P10	1228	1408	384	3,20	3,67

Attribute	∑X	∑Y	n	Average X	Average Y
P11	1112	1324	384	2,90	3,45
P12	1171	1287	384	3,05	3,35
P13	1159	1294	384	3,02	3,37
P14	1215	1323	384	3,16	3,45
P15	1275	1355	384	3,32	3,53
P16	1181	1332	384	3,08	3,47
P17	1214	1367	384	3,16	3,56
P18	1178	1415	384	3,07	3,68
P19	1140	1385	384	2,97	3,61
P20	1271	1336	384	3,31	3,48
P21	1209	1350	384	3,15	3,52
P22	1215	1340	384	3,16	3,49
P23	1239	1397	384	3,23	3,64
P24	1208	1351	384	3,15	3,52
P25	1192	1309	384	3,10	3,41
P26	1227	1332	384	3,20	3,47
P27	1225	1296	384	3,19	3,38
P28	1220	1316	384	3,18	3,43
Total				85,03	98,41
Overall Average				3,04	3,51

Source : Processing Results (2024)

Based on the table above, we can see the average value for each attribute, this will later become the value input into the Cartesian diagram.

c. Cartesian Diagram

Based on the calculation of the average value table, the average value for $\overline{X}$ is 3.04 and $\overline{Y}$ is 3.51. The average value is obtained from the sum of the average values $\overline{X}$ and $\overline{Y}$ divided by 28 service attributes. This value is used as a barrier between the average values of $\overline{X}$ and $\overline{Y}$ which intersect to form four parts. Next, the results from the table of average values are visualized on a Cartesian diagram as follows:

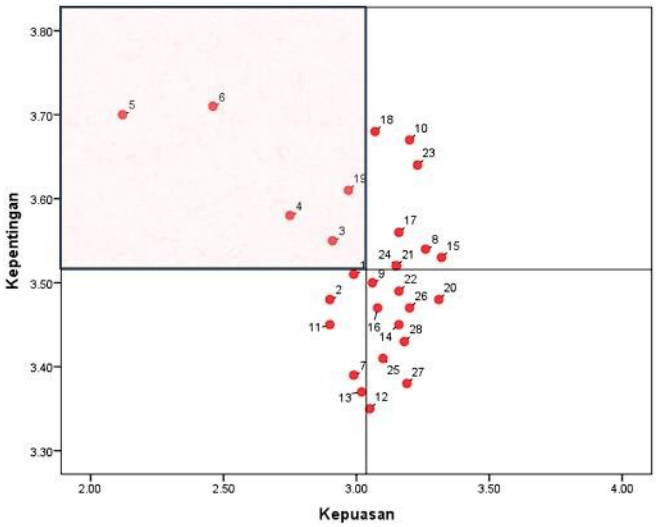

Figure 1 Cartesian Diagram

Based on the Cartesian diagram which is divided into four quadrants, namely main priorities (Quadrant A) including (P.5) (P.6) (P.4) (P.3) and (P.19), maintain (Quadrant B) including (P.18) (P.17) (P.21) (P.24) a(P.10) (P.23) (P.8) and (P.15), low priority (Quadrant C) including (P.11) (P.2) (P.1) (P.7) and (P.13), and excessive (Quadrant D) including (P.12) (P.9) (P.16) (P.25) (P.14) (P.22) (P.27) (P.28) (P.26) and (P.20).

b. Result

1. Passenger Satisfaction Level

Analysis of each service attribute whether it is in accordance with passenger expectations, where the service attributes obtained are very less than the passengers' expectations because the satisfaction value is still below adequate according to the passengers. The attribute that has the lowest satisfaction value is an attribute that really needs improvement, likewise the highest satisfaction value indicates a relatively good service attribute for users. The table regarding attributes that have a small satisfaction value is:

Table 8 Customer Satisfaction Level

Dimensions	Attribute	Satisfaction	Percentage
Tangible	P5	2,12	2%
Tangible	P6	2,46	3%
Tangible	P4	2,75	3%
Reability	P11	2,90	3%
Tangible	P2	2,90	3%
Tangible	P3	2,91	3%
Assurance	P19	2,97	3%
Reability	P7	2,99	4%
Tangible	P1	2,99	4%
Total		**24,99**	**29%**
Average		**2,78**	**3%**

Source : Processing Results (2024)

Based on the table above, the attribute with the lowest satisfaction value has an overall average value of 2.78 or the equivalent of 29%, where this value indicates that there is still dissatisfaction felt by users of the Cimahi - Parongpong city transportation route. Currently, the level of satisfaction felt by passengers is not yet completely 100%, if you look at 71% of the attributes included in the satisfaction variable are already close to passenger expectations. The following attributes fall into categories that have low satisfaction scores, including (P.5), (P.6), (P.4), (P.11), (P.2), (P.3), (P.19), (P.7), and (P.1).

It was concluded that although there were passengers who were quite satisfied, the service provided still did not meet the expectations of some users. Therefore, this could affect the level of city transport users on the Cimahi - Parongpong route. So to overcome this, it is necessary to improve the quality of service attributes which according to passengers still do not meet their expectations.

2. Priority Attribute

The attribute that has the greatest potential for improvement or that has the highest

Gap PE value. There are five attributes that are included in quadrant A or attributes that

are highly expected by passengers but do not have good enough satisfaction. Of these five attributes, researchers grouped them based on physical services and city transportation in order to make analysis easier, namely:

a. Groups Based on Physical Services

1. P5) Availability of City transport stops as passenger gathering points, with a PE Gap value of -1.58
2. P6) Availability of signage regarding city transport stops, with a PE Gap value of -1.25
3. P4) Availability of route and fare information in city transportation that is clear and easy to read, with a PE Gap value of -0.83

b. Groups Based on City Transport Services

1. P3) Maintaining the cleanliness of Cimahi – Parongpong City transportation, with a PE Gap value of -0.64
2. P19) City transport drivers are responsible if a passenger's goods are left behind, with a PE Gap value of -0.64

Judging from the gap values between the five attributes, it indicates that the main priority attributes need immediate improvement in accordance with their grouping, this aims to improve the quality of service that can meet the expectations of city transport users on the Cimahi – Parongpong route.

3. Proposed Improvements

From the results of data processing using the IPA method, it was obtained that the main priority attributes needed to be improved by the local government and city transport operators on the Cimahi - Parongpong route, researchers carried out an analysis of proposals for improving service quality that could be implemented. These proposals were considered based on data obtained from Transportation Service sources, as well as researchers' analysis based on the provisions on the location of city transportation stopping places according to Direktur Jenderal Perhubungan Darat Number 271 Year 1996.

Table 9 Distance To Bus Stops & Bus / Public Transport Stops

Zone	Land Use	Location	Stopping Distance (m)
1	The activity center is very busy, markets and shops	Central Business District (CBD), City	200 – 300
2	A busy activity center for offices, schools and services	City	300 – 400
3	Settlement	City	300 – 400
4	A mix of dense housing and schools	Fringe	300 – 500
5	A sparse mix of housing, fields, paddy fields and empty land	Fringe	500 – 1.000

Source : According To Dirjen Perhubungan Darat No 271 Year 1996

The suggestions offered by the researchers were based on the considerations and calculations carried out, resulting in suggestions that can be applied to the handling of main priority attributes which have been grouped into 2 parts. The following proposals relate to groups based on physical services including (P5), (P6) and (P4), namely:

Table 10 Proposals Offered

Dinas Perhubungan Cimahi City (2023)	Researcher
Coordinate Point	
1. (-6.86417, 107.562855) & (-6.864164, 107.562859) 2. (-6.86654, 107.561378) & (-6.866624, 107.561358) 3. (-6.868286, 107.559751) & (-6.868335, 107.55971) 4. (-6.870168, 107.558182) 5. (-6.872501, 107.556171) & (-6.872486, 107.556197) 6. (-6.872741, 107.553376) 7. (-6.873546, 107.55236) & (-6.873546, 107.55236) 8. (-6.875627, 107.550828) 9. (-6.877515, 107. 549817)	1. (9668839348) 2. (3470022239) 3. (1858790063) 4. (1858790171) 5. (3468354451) 6. (1858814868), 7. (3470022235) 8. (1679237616) 9. (3470310970) 10. (634455271) 11. (-6.86113, 107.56484) 12. (-6.85901, 107.56617) 13. (-6.85689, 107.56743) 14. (-6.85466, 107.56854) 15. (-6.85145, 107.56919) 16. (-6.84909, 107.56966) 17. (-6.84551, 107.57130) 18. (-6.84298, 107.57223) 19. (-6.83959, 107.57349) 20. (-6.83269, 107.57439) 21. (-6.82911, 107.57448) 22. (-6.81237, 107.57658) 23. (-6.80958, 107.57732) 24. (-6.80648, 107.57816) 25. (-6.80454, 107.57866) 26. (-6.80303, 107.58031) 27. (-6.80296, 107.58269)

Source : Processing Results (2024)

Based on the table above, these coordinate points are quite effective locations for procurement in the form of bus stops, transport stop signs and route boards, where the location determination is based on data from the Transportation Service as well as research analysis taking into account the Director General's Decree and other provisions. There are 9 locations from the Dinas Perhubungan, and 27 points from researchers' analysis.

The next suggestions offered by researchers to the local government and city transport operators on the Cimahi – Parongpong route in handling the attributesincluded in groups based on city transport services include (P3), and (P19), among others:

Improvement by providing pictograms regarding warnings and prohibitions that need to be obeyed by passengers while using city transportation, the procurement of these pictograms has already been implemented by KOPAMAS management, however based on field observations conducted by researchers, the application of these pictograms is not all in every transportation city, so the researchers offered a proposal to provide these pictograms to be further emphasized by ensuring that all city transportation has installed pictograms on their vehicles.

Conclusion

Based on the research conducted, researchers can draw the following conclusions.

1. The level of passenger satisfaction with city transport services on the Cimahi - Parongpong route can be said to be not completely satisfied, this is because from the results of data processing there are 29% of 100% of attributes that have a low level of satisfaction but have high importance, attributes with low satisfaction values. is in quadrant A, where these attributes are the expectations of passengers to be immediately improved, so that the level of satisfaction with city transportation services on the Cimahi - Parongpong route can increase.
   Apart from that, it is also known that there are 71% or 19 attributes that provide service that is close to or adequate to passenger expectations. So it can be concluded that not all passengers on the Cimahi - Parongpong route are satisfied with the service they receive, the passengers hope for quality improvements that can be made by the local government and the Cimahi - Parongpong city transportation operator to overcome passenger dissatisfaction.

2. Based on the gap value currently obtained, there are service attributes that do not meet the expectations of city transport passengers on the Cimahi - Parongpong route. These attributes are divided into several priorities which have been visualized from the results of IPA processing. The attributes obtained in quadrant A or main priorities are (P5), (P6), (P4), (P3) and (P19). Of the five existing attributes, researchers grouped the five attributes into 2 different groups, namely 1) based on physical services, and 2) based on city transportation services. The following are service attributes that need to be improved based on the groups.
   a. Based on physical services :
      (P5 / Tangible), (P6 / Tangible), and (P4 / Tangible)
   b. Based on city transportation services :
      (P3 / Tangible), and (P19 / Assurance)

3. The proposal recommended by the researcher is to increase or improve the five attributes that have the largest Gap value or are in quadrant A. Based on physical services, the researcher proposes to procure bus stops, transport stop signs and route boards for city transport, at the procurement point This consists of 9 points from the Transportation Service, and 27 points from researcher analysis. In addition to the proposal based on city transportation services, the researcher proposes providing comprehensive pictograms on all city transportation on the Cimahi - Parongpong route, and adding the contents of the pictograms regarding the prohibition of throwing rubbish/maintaining cleanliness when using city transportation.

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