Increasing Community Satisfaction through the Free School Transport Subsidy Program

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ABSTRACT

One form of public service the community needs is transportation services. However, public transportation (city transportation) tends to be abandoned by the public due to the minimal service provided by city transportation operators. Seeing the low and uneven condition of city transportation services influences students who prefer private vehicles to go to school rather than city transportation. Many underprivileged school students need the means to use private vehicles. Besides that, the high use of private vehicles, especially motorbikes, causes increasingly high traffic violations and accidents. Responding to this phenomenon, the Pasuruan Regency Government and the Pasuruan Regency Transportation Service provided free school transportation facilities. In implementing the free school transportation service, its effectiveness needs to be measured using indicators from Law No. 22 of 2009 concerning Road Traffic and Transportation and Minister of Transportation Regulation No. 29 of 2015, which consist of security, safety, comfort, affordability, and equality. , and regularity. Therefore, this research raises a problem formulation regarding the effectiveness of free school transportation services by the Pasuruan Regency Transportation Service. This type of research is descriptive qualitative, and it was conducted at Free School Transport using questionnaire, observation, and interview data collection techniques. The sampling technique used in this research was incidental. The sample used was 201 free school transportation passengers. Data analysis techniques used in this research include qualitative and descriptive data analysis. From the results of this research, it was concluded that the free school transportation service by the Pasuruan Regency Transportation Service was running well. However, improvements were needed in several aspects that were deemed to be lacking in service.

Keywords: Effectiveness, Free School Transport, Service.

1. INTRODUCTION

Good and quality public services are citizens' rights and constitutional obligations of the state. Therefore, the government is obliged by law to provide the best possible public services to the community. In legal relations, the public and public service providers do not have an equal position and do not have access to good public service information. Transportation in modern life has become a vital basic need, especially for urban communities. In this case, the function of transportation in urban activities has an important role that influences the formation of the city, namely in terms of ease of accessibility for residents within it. Viewed from the context of the city transportation system, public transportation is an inseparable part of the city transportation system. It is a component whose role is very significant because poor conditions of the public transportation system will cause a decrease in the effectiveness and efficiency of the city transportation system as a whole. The main reason that can explain why the role of public transportation is vital in the city system is the fact that public transportation is a means needed by the majority of city residents. Throughout the history of current transportation development, various studies have shown that countries that are successful in achieving development goals have adequate transportation systems, especially in meeting the needs of their population. However, to achieve good transportation development and provide added value to other sectors, it is necessary to innovate transportation services that prioritize the effectiveness and efficiency of transportation services.

Good public transportation can positively impact society's social and economic life. This can reduce traffic congestion, greenhouse gas emissions, and the high personal costs of private car ownership. Additionally, adequate

public transportation can improve accessibility to education, employment, and health services. The strategic issue in the Pasuruan Regency RPJMD is the need to develop regional infrastructure to strengthen connectivity and accessibility. The Transportation Service, which has affairs in the Transportation Sector with the aim of Regional Apparatus Organizations that focus on Increasing Regional Connectivity, has strategic activities in improving transportation services, namely Free School Transportation Services. The Free School Transport Service is an acceleration program carried out by the Pasuruan Regency Transportation Service in response to the low level of transportation connectivity in the Pasuruan Regency area. Based on data from the Transport Division of the Pasuruan Regency Transportation Service, the output of public transport service achievements in the Pasuruan Regency area in 2022 with a target of 70 fleets, 57 fleets were able to operate, and of the total target area served, 48 villages in Pasuruan Regency were able to be served by 43 villages and the community and served as much as 33% of the population of Pasuruan Regency for one year.

The Pasuruan Regency Transportation Service reports the results of target achievements, which are the accumulation of the impact of program implementation. A significant increase occurred in 2020 and 2022 when the Free School Transport program was implemented, while in 2021, due to the COVID-19 pandemic, the Free School Transport program was temporarily stopped.

The Free School Transport Service Program was implemented to answer several strategic causes of the decline in transport connectivity in the Pasuruan Regency area. The low public interest in public transportation is due to the need for more effective and efficient transportation services. In addition, it is easy to use private transportation, and public transportation's comfort, safety, and security are relatively low. Several factors cause public transportation to be less popular than online or private transportation. Some of these factors include the age of public transport vehicles, which on average is more than ten years, and the need for fleet maintenance, a fleet considered outdated by young people. Several factors have driven the Transportation Department to improve public transportation services by providing free school transportation.

This research aims to describe and analyze the level of success and community satisfaction with the effectiveness of the Free School Transport Service in the Pasuruan Regency Area. The benefit of this research is that it can provide input and benefits for the government, especially in the field of subsidized (free) public transport services in the Regency Area. Pasuruan is beneficial for the community and related parties in evaluating public service policies, especially in subsidized transportation.

2. THEORETICAL BASIS

2.1 Public Policy Concept

According to Edward III and Sharkansky in Islam (1984), public policy is 'what the government says and does, or not to do. It is the goal or purpose of government programs". According to Anderson in Winarno (2014), policy is a direction of action with a purpose/objective set by a person or several people to overcome a problem or issue. Meanwhile, the public comes from English, namely the public, which means the general (society) and the people. According to Suharno (2013), public means society, companies, the state, the political system, and the administration. Public policy is whatever the government chooses to do or not do (Thomas et al., 1971 in Winarno, 2014). Meanwhile, according to Suharno (2013), public policy is a government decision to solve public problems. This decision can have implications for action or non-action. Public policy aims to absorb, distribute, regulate, liberate, and mobilize resources, break too-fast dynamics, strengthen the state, and strengthen the market (Nugroho, 2011).

Mutofadijaja in Joko Widodo (2009) stated that policy evaluation is an activity to assess or see the success and failure of implementing a public policy. Therefore, evaluation gives value to a phenomenon that contains certain value judgments. The phenomena assessed are related to "goals, policy targets, target groups that want to be influenced, various policy instruments used, responses from the policy environment, performance achieved, impacts that occur, and so on. According to Situmorang, policy evaluation is carried out to find the causes of policy failure and whether the policy has the desired impact. It is not surprising that evaluation is said to be a functional activity carried out at the end and at every stage of the policy. Evaluation activities consist of specification, measurement, analysis, and recommendations.

2.2 Public Service

Public services are activities to fulfill service needs per statutory regulations for every citizen and resident for goods, services, and administrative services provided by public service providers. Every government agency is formed to achieve the goal of providing satisfaction to the community. If the stated goals are achieved, it can be successful. Sound and quality service is needed to achieve the stated goals. Because good and quality services can help the government achieve these goals. Service is essential for every community because the higher the quality of service provided, the greater the trust the community will have in the government which operates in the service sector. According to Indri and Hayat Hayat (2015), "optimizing public services is providing professional and quality services which have positive implications for community satisfaction."Mukaron and Laksana (2016) say that: "Public service is the provision of services (serving) the needs of people or society who have an interest in the organization by the basic rules and procedures that have been determined." From the various opinions regarding the meaning of public service above, the definition of public service is a service activity carried out professionally, with quality, and with positive services that can help meet the community's needs by government regulations.

The increasing flow of information and society's high demands for public services require the government to be more concerned about providing excellent service to the public. Public services provided by the government are in the form of providing goods and services according to community needs based on applicable laws and regulations. Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2004 in Mukarom and Laksana (2016:97) states that in improving information, there are three patterns of public service, namely the functional technical service pattern is a pattern of public service provided by a government agency according to their fields and duties, functions and authorities, the integrated service pattern, is a public service pattern carried out by several agencies by their respective authorities, and the centralized service pattern, is a community service carried out by a government agency acting as coordinator of services of relevant government agencies in the field of community services concerned.

2.3 Public Transportation

According to the Law of the Republic of Indonesia Number 22 of 2009, transportation is the movement of people and goods from one place to another using vehicles in road traffic. Public transportation services aim to provide safe, fast, comfortable, and cheap services to people whose mobility is increasing, especially for workers carrying out their activities. For urban transportation, public transportation helps traffic management and road transportation because of its high-efficiency level. These facilities own them in the use of road infrastructure. Apart from that, public transportation aims to save costs; by using public transportation, you can indirectly reduce the transportation costs incurred or be cheaper than using private transportation.

In assessing public transport, it is necessary to carry out a comprehensive cost-benefit analysis, taking into account bus passengers and comparing costs and benefits for public transport companies. If only considering the company's profits, in operating a bus by one person, significant losses can be suffered by other users due to more tremendous slowdowns caused by longer stopping times. Comparative cost and benefit analysis compares the relative benefits of design alternatives and the effects of costs before and after vehicle operation, vehicle crew costs, and passenger costs. Coordination between transport companies, police, and traffic engineers is essential to achieve maximum societal benefit regarding management actions.

If services are government subsidized, it is essential that maximum benefits accrue to the users identified in the transport policy framework and that resources are directed efficiently towards achieving objectives. A reassessment of the physical issues relating to the suggested routes, elimination of services, and travel times was undertaken to show the impact on service levels of restructuring these services (overall costs), operating costs and revenues, and the effect caused explicitly by new route users (operational factors). Economic effects on existing services are essential if resources are to be made available to develop predetermined alternatives or new types of services. (Hobbs FD, 1995).

Public transportation services are good if they comply with the standards issued by the government. Public transport operation between cities within provinces (AKDP) currently does not have SPM (Minimum et al.). To determine whether the public transportation service is running well, it can be evaluated using indicators for public vehicles either from World Bank standards or standards set by the government.

In the service quality indicators from the World Bank, the required value limits regarding reliability/accuracy must be met have been given. However, they do not explicitly differentiate the conditions of the cities they serve. The condition or classification of city size is critical because service characteristics differ according to city size. Apart from that, the indicators from the World Bank only consist of services that can be received directly by transport passengers qualitatively and do not provide indicators of other services received by passengers quantitatively (Basuki, 2012).

To measure the level of success or performance of the transportation operating system, several indicators that can be seen are needed. There are two indicators: quantitative, expressed as service level, and qualitative, expressed as service quality. (Hendarto, 2001). The following is the calculation of Minimum Service Standards by carrying out quantitative and qualitative calculations. Quantitative quantities consist of walking distance, headway, speed, operating time, and vehicle replacement. Qualitatively measuring services include stopping places, tickets, tariffs, subsidies, information, and facilities for people with disabilities. In the Minimum Service Standards for Public Transport in Law 22 of 2009, article 141, Public Transport Companies are required to meet minimum service standards, including Security, Safety, Order, Smoothness, Equality, and Regularity.

3. RESEARCH METHOD

3.1 Research design

This research uses qualitative methods because it was carried out in natural conditions. According to Moleong (2014: 248), qualitative research aims to understand phenomena regarding what is experienced by research subjects, for example, behavior, perception, motivation, and action. Meanwhile, the approach used in this research is inductive. So, the qualitative descriptive research method with an inductive approach is a method that describes problems or cases presented based on existing facts based on specific facts and then researched to solve the problem and draw general conclusions.

3.2 Research sites

The research location is in Pasuruan Regency, with the consideration that Pasuruan Regency is trying to implement free school transportation innovation, which started in 2019 but was stopped due to the pandemic and will be active again in 2022 to increase regional accessibility and connectivity, increase community interest in using transportation and as a form of responsibility The government in providing the best public services.

3.3 Data Types and Sources

The types and data sources used in this research are primary and secondary. Primary data was obtained from field research, namely direct observation of the objects to be studied through data collection techniques in the form of questionnaires and observations. Secondary data is obtained from library research by studying literature and other sources that are related and relevant to the problem and topic being researched.

3.4 Sample and Data Collection Techniques

The sampling technique in this research used a purposive sampling technique with the Slovin formula, and a sample of 201 people was obtained. Data was collected in several steps: interviews, field observations, and documentation.

3.5 Data analysis technique

The data analysis technique used is a Likert scale, which will be analyzed using scoring and tabulation methods to make the data obtained easier to present. The data that has been analyzed is then explained and given meaning in the form of words to describe facts in the field or answer research questions, from which only the essence is taken. The stages in analyzing power are determining the quality of answers, coding, tabulating, and analyzing data.

4. RESEARCH RESULT

In this research, the author used a questionnaire divided into 18 (eighteen) questions divided into 6 (six) indicators, including security, safety, comfort, affordability, equality, and order. Based on the results of supporting interviews, implementing free school transportation services effectively increases students' interest in using transportation as the primary mode of transportation. Apart from that, the school is beneficial with free school transportation, which helps discipline students when they arrive at school and makes parents feel safe about their children's safety when they go to school. There is hope from the school to increase the number of fleets due to the high interest of parents in using free school transportation for school students. The statement that supports the effectiveness of free school transport services is supported by the responses of junior high school students who are satisfied with the existing service standards. Only some improvements are needed regarding affordability and regularity so that it can increase public interest in using free school transport, and in the future, it is hoped that it can be adopted to increase public interest in using public transport services.

4.1 Presentation of Informant Answer Results

The recapitulation of answers to the questionnaire can be seen in the total number of each question as follows:
1) Total number of Very Effective answers = 1101
2) Total Number of Effective Answers = 1458
3) Total number of less effective answers = 969
4) Total Number of Ineffective Answers = 84
5) Total Number of Very Ineffective Answers = 6
6) Total number = 3618

With the data above, it can be seen that the N value is 3618. Next, the N value is multiplied by five because the number of alternative answers consists of 5 options (SE, E, kE, TE, STE). The result of N x 5 is 18,090. The following is the F = frequency value calculation for each option choice.
1) Very Effective Answer = 5
2) Effective Answer= 4
3) Less Effective Answer = 3
4) Answer Ineffective = 2
5) Answer Very ineffective = 1
   F calculation:
1) Very effective answer= 1101 x 5= 5505
2) Effective Answer= 1458 x 4=5832
3) Answer Less effective = 969 x 3 = 2907
4) Answer Ineffective = 84 x 2 = 168
5) Answer Very ineffective= 6 x 1= 6
   Total = 14,418

The F and N values have been found from the data above. From this data, the P value can be calculated using the following formula calculation:

$$P = \frac{F}{N} \ x \ 100$$

$$P = \frac{14.615}{18.090} \ x \ 100$$

$$P = \ 79.7\%$$

From the calculations above, it can be concluded that the evaluation percentage of the effectiveness of free school transport subsidy services in Pasuruan Regency is 80.8% in the "Effective" category.
Based on the percentage formula above, the following can be calculated for the percentage of each indicator.

1) Security Indicator

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2557}{3015} \, x \, 100$$

$$P = \, 84.8\%$$

2) Safety Indicator

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2459}{3015} \, x \, 100$$

$$P = \, 81.6\%$$

3) Affordability Indicators

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2260}{3015} \, x \, 100$$

$$P = \, 74.96\%$$

4) Comfort Indicator

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2455}{3015} \, x \, 100$$

$$P = \, 81.43\%$$

5) Regularity Indicator

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2421}{3015} \, x \, 100$$

$$P = \, 80.3\%$$

6) Equality Indicator

$$P = \frac{F}{N} \, x \, 100$$

$$P = \frac{2266}{3015} \, x \, 100$$

$$P = \, 75.16\%$$

5. RESEARCH RESULT

5.1 Level of Effectiveness of Free School Transport Services in the Pasuruan Regency Area

The effectiveness of transportation services refers to the extent to which the service achieves the stated objectives, provides added value, and meets the needs of users or consumers. Free school transportation services by Regent Regulation number 104 of 2019 concerning the Implementation of Free School Transportation have several objectives in avoiding the use of motorized vehicles by users under 17 years of age. To assess effectiveness, implementing free school transportation requires evaluation activities regarding free school transportation. Several indicators or aspects can assess the effectiveness of transportation services. These indicators are based on lawnumber22 of 2009 concerning Road Traffic and Transportation article 141 paragraph (1), which states that Public Transport Companies are required to meet minimum service standards, which include security, safety, comfort, affordability, equality, and regularity.

Security includes steps taken to protect service users from the risk of crime or other dangers while using transport. Security evaluation may involve crime incident statistics, the presence of security systems, and users' feelings of security. Based on the results of the Likert scale data analysis, which shows that the level of security effectiveness of free school transport services in Pasuruan Regency is 84.8%, this is a relatively high level of security according to respondents' perceptions of service school transport. This shows that the majority of respondents have a perception towards the level of free school transport services. Positive perceptions can be generated by certain aspects of free school transport services that ensure security effectiveness. A high level of security is correlated with a level of satisfaction with user service.

Increasing users' satisfaction with free school transportation services regarding the effectiveness of service safety can be a consideration in developing transportation services in school district areas. Effectivenesssecurity: This high level must also be considered when considering free school transportation and developing other transportation services. The factors determining the effectiveness of transportation service security can be seen from the side of road conditions, vehicle conditions, and the environment or routes served by transportation services. Match results with established safety standards or targets. Looking at the type of sample at the age of junior high school students with a mindset close to adulthood and social needs at a medium level, can the results of data analysis be generalized to a larger population, or are these results more specific to Pasuruan Regency.

Safety relates to the steps taken to protect users from accidents or physical risks during travel. Safety evaluation involves fleet inspections, technical and safety standards compliance, and accident statistics. Scale data analysis evaluation results show that the effectiveness of free school transportation services in Pasuruan Regency has reached 81.6%. This indicates that the level of safety of free school transportation services is very effective, thus influencing the use of public transportation services as the primary mode of choice. High level of safety in transportation services in Pasuruan Regencysupportedfactors from the vehicle side, driver qualifications, and road infrastructure. Enforcement of requirements permission routes, which include fleets that have passed the test, then standards for driver's license ownership and availability socialization transportation drivers are factors in the high level of safety of transportation services. To support interests from a safety perspective, transportation services need to be improved in terms of routine evaluation of the condition of the transportation fleet as well as checking the implementation of safety procedures because it is based on the results of questionnaires and interviews conducted, there is still a lack of understanding by both students using free school transportation services and transportation drivers regarding the safety standards of transportation services.

In general, the government has created programs aimed at improving safety in transportation, one of which is the General Plan for Traffic Safety program, which focuses on improvements in transportation to reduce the number of traffic accidents. Research on evaluating free school transportation services that focus on safety can be done, as there is the management of a transportation service safety improvement program. There is a role in government or other institutions that support the implementation of transportation service safety improvement programs as well as regular evaluations of the management of free school transportation services from a safety perspective. Evaluation theory by William Dunn (1999) is based on effectiveness criteria, which have the aim that the alternatives implemented can achieve good resultsexpectedcan illustrate that free school transportation services that meet safety standards can achieve the goal of avoiding the use of motorized vehicles by users under the age limit by Law Number

22 of 2009 concerning Road Traffic and Transportation by increasing public interest in making public transportation their mode of choice. Main.

Affordability includes financial and geographic accessibility for service users. Affordability evaluation can involve reasonable fares, ease of payment, and availability of routes that cover a wide range of areas. Based on research results, the affordability of free school transportation services in Pasuruan district reached 74.96% or is at the practical level. This explains that several aspects of transportation services are not yet accessible according to respondents who use transportation services, especially free school transportation. Based on the results of supporting interviews, more route availability must be available to meet people's travel needs. The lack of routes can be seen from the data which shows that the regional connectivity achievement was 39%, or out of 341 villages, only 41 villages were served by transportation. This matter causes people to need help achieving goals when public transport transportation services. To increase public interest in using public transportation services, especially free school transportation, it is necessary to add routes according to needs by studying transportation route needs. The effectiveness of free school transport subsidy services can be increased by fulfilling the affordability of transport routes.

Comfort involves physical and psychological comfort during travel. Comfort evaluation can include fleet quality, facility conditions, travel time, and cleanliness. Based on the results of the research analysis, the effectiveness of service transportation in terms of comfort reached 81.43%. This explains the comfort level in a very effective way in influencing the level of transportation services. Based on the results of supporting interviews, several aspects are considered. Respondents are the highest influencing factor for comfort transportation services. These factors include vehicle quality, supporting facilities in the vehicle, vehicle operational management, and capabilities organization in providing information related to transportation services. Respondents hope the government will pay attention to improving transportation services. This aims to ensure that transportation selection, special free school transport, and significant societal issues can increase.

Comfort in providing transportation services for users can also influence psychological and emotional aspects. People prefer to pay more for online transportation services because of the inner comfort of using public transport.ComfortThis impacts the implementation of activities that the community will carry out. In this case, the free school transportation service means students do not worry about arriving on time, making the teaching and learning process more effective.

Regularity includes consistency and certainty of service times. Evaluation of regularity may involve adherence to schedules, timeliness, and service reliability. Based on the results of the research analysis, the effectiveness of the regularity of free school transportation services reached 80.3%, which explains that the regularity of services is at a practical level. The level of regularity is caused by several aspects, including regularity in waiting times, departure schedules, and regularity in routes passed. Based on questionnaire resultssupportedBased on the interview results, there are several aspects of order that respondents hope always to maintain applied to transportation services, especially free school transportation. The timeliness aspect, both waiting and travel times, helps respondents implement daily activity schedules so that activities can run effectively and efficiently. Timing is also why the people of Pasuruan Regency prefer to use private vehicles compared to public transportation, which is considered a frequent meeting up, so it happens obscurity waiting time and travel time. Therefore, the regularity factor in transportation services, especially free school transportation, can be achieved maintained and more improved return.

Equality concerns providing fair and equal services to all society groups without discrimination. Equality evaluations can involve the availability of services to all levels of society without discrimination. According to respondents ' views, one of the aspects highlighted in the equality indicators is the ease of all groups in using transportation services, particularly transport-free schools. Based on research results, the effectiveness of free school transport services in the Pasuruan Regency area is 75.16%, which means the level of effective equality. This is because there are several aspects of equality that respondents consider to be lacking in transportation services, especially free school transportation. One aspect of service still lacking is equality of service for people with disabilities and the elderly. Several infrastructure developments have been carried out to improve convenience for people with disabilities and the elderly; however, overall transportation services in the Pasuruan Regency area still do not focus on equal service for people with disabilities and the elderly. Some indicators need to be improved, including bus stops that are friendly to disability and transportation infrastructure that makes it easier for people with disabilities

and the elderly to ride vehicles. Therefore, in the future, transportation services, especially free school transportation, will be better equality in improving services.

5.2 The dominant factor in the effectiveness of the Free School Transport Service

Based on the analysis of service standard indicators for free school transportation, safety is the factor that best supports the effectiveness of free school transportation services, with a percentage of 84.8% or in the very effective category. Several aspects that are considered to support good communication between drivers, net attendants, the school, and parents, as well as the ease of parents communicating directly with the driver regarding information about their sons and daughters are also factors that support the high sense of security of the community in using school transportation services. Free. Therefore, the convenience of schools and parents in accessing information about free school transportation services must be improved and adopted in existing transportation services in the Pasuruan Regency area. Ease of access to vehicle information, drivers, schedule information, and the existence of a call center number that is easy to contact can increase the sense of security for service users, which in turn increases people's interest in using public transportation services.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusion

The conclusion from this research based on the results and discussion of the research presented is that the effectiveness of free school transportation services in the Pasuruan Regency area based on a measuring scale reaches 79.7%. This percentage shows that the effectiveness of free school transportation services in Pasuruan Regency is at a practical level. Based on the questionnaire results, we were supported by interviews with respondents. Two indicators are deemed necessary to improve service standards to increase the effectiveness of free school transportation services. These indicators are affordability and equality. Several aspects of service that need to be improved and improved include the lack of transport service routes, especially free school transport in Pasuruan Regency, which are by the needs of community movement and equality of supporting infrastructure to facilitate services for people with disabilities, for example, there are handrails for boarding transport, there are priority seats and disability facilities. At bus stops, waiting for transport, especially for free school transport.

6.2 Suggestions

Based on the conclusions from the research results stated above, suggestions can be given, including the need to study transport route needs to increase the affordability of transport services, especially free school transport in the Pasuruan Regency area, improving the quality of human resources, in this case, the service providers. (driver/kernel) for free school transport, although it can be said to have carried out its duties well, it needs to be improved further through guidance or training for all free school transport crew, increasing the number of accessible school fleets considering the high enthusiasm for using free school transport by students, the existence of providing priority seats near the door to make it easier for disabled facility users as well as the elderly and pregnant women. So it is hoped that fair service will be created for recipients of free school transportation services, and it is necessary to supervise the running of free school transportation services by the Pasuruan Regency Transportation Service for consistency in the service standards applied to the implementation of free school transportation, including monitoring and evaluation of the fleet.

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