

THE SERVICE QUALITY OF TAXI IN SUPPORTING TOURISM INDUSTRY (CASE STUDY IN BANDUNG)

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Abstract—Transportation and tourism are the two things that cannot be separated particularly in a big city like Bandung. In the tourism sector, transportation plays an important function that involves the movement of people from their place of residence to a tourist place. Taxi as one of the public transport facilities with its own characteristics has a high market share, especially in large cities including Bandung. In reality, the taxi service is not optimal yet perceived by users and implies that the minimum standard service has not implemented completely. Thus, the purpose of the study is to analyze the quality of taxi services in Bandung which consider has an important part in the tourism industry. The research was conducted in July to September 2014, with respondents include official taxi company in the city of Bandung, taxi drivers, and taxi transport service users. The method used in this study is descriptive quantitative. Meanwhile, the technique of data collection is literature study, questionnaires, observations, and interviews.

Based on the result of observations and analysis, the data shows that not all taxi companies implement the minimum standard service which has been determined by the Department of Transportation which consists of six aspects: security, safety, convenience, affordability, equality, regularity. Those six aspects are already included in Sapta Pesona of tourism namely: security, orderliness, cleanliness, coolness, beauty, hospitality, and memories. According to the judgment of the taxi users in Bandung, they feel satisfied (45.2%) with the services provided by the taxi operator. Moreover, 41.2% of respondents rate the taxi service is in the category of moderate. The results of the study recommend several things include: disseminating the taxi minimum standard service to the taxi companies periodically, regulating non-authorized public service, and conducting periodic training or coaching to the drivers either held by the company or related agencies to create the driver as a tourism promoter.

Keywords: service quality of taxi, tourism industry, Bandung

I. INTRODUCTION

A. Transportation and Tourism

In the tourism sector, transportation plays an important function in the tourism value chain. According to

Westlake and Robbins (2005), there are some effective factors in choosing the transportation mode in tourism such as time limit, distance, status, comfort, security, benefit, price, geographical position, and competition [1]. Moreover, Leiper (1990) stated that the transportation is seen as a part of tourism system for bringing tourists to their destinations and leaving those destinations once the duration is over [2]. It can be seen in figure 1 below on tourism system.

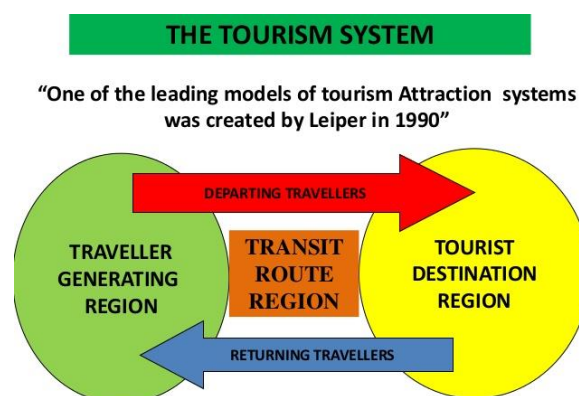


Figure 1: Leiper, N. (1990). Tourism systems: An interdisciplinary perspective

Bhatia (2004) also explains that transportation and tourism involve the movement of people from their place of residence to a tourist place and, in consequences, the relation between transport and tourism development is a vital area of tourism studies [3]. In another point of view, transportation is just as a part of a system. Another definition stated by Page and Lumsdon (2004) that transportation system of a tourist destination has an impact on the tourism experience which explains how people travel, their choice on forms of the holiday, destination and transport mode [4]. In addition, Bruce (2000) views on many tourism studies that the relationship between transport and tourism is defined in terms of accessibility; that is, transport is seen as a link between tourist generating regions and tourism destination regions [5].

As explained by Rizal and Asoka (2013), transport activities are also essential for tourism because they provide the link between generating and destination regions and the

ability for tourists to move around the latter [6]. Furthermore, the competitions among developing countries for tourism will be an integral of the improvement in the transport sector. Salim (2012) defines that transportation is the activity of transfer of goods (cargo) and passengers from one place to another [7]. A country with a good transport infrastructure will compete favorably with others and vice versa.

According to Warpani (1990), there are some benefits of transportation [8]:

a. Economic Benefits

The economic activity aims to meet human needs by creating benefits. Transport is one of the activities concerning the improvement of human needs by changing the geographical location of goods and people that will cause the transaction.

b. Social Benefits

Transport provides various facilities, including a) services for individuals or groups, b) the exchange or delivery of information, c) A trip to relax, d) shortening distances, e) disperse population.

c. Political Benefits

Transportation creates a national unity which is getting stronger and eliminates isolation.

In short, tourism and transportation are two important things in a system. Tourism will not run if it is not supported by the means of transport. This is in accordance with the components contained in the tourism development of a destination that includes a minimum of three components namely: attractions, amenity, and accessibility. This is in line with the thinking Holloway (1989: 13), in Davidson (1991) "The success of a tourist destination depends on the interrelationship of three factors: its Attractions; its amenities (or facilities); and its accessibility for tourist [9]

Goeldner and Ritchie (2012), explain that in a wide context, the modes of transportation are figured out as follow (figure 2: *Passenger transportation modes*) that consist of air, road, rail, water, and another kind of transportation [10].

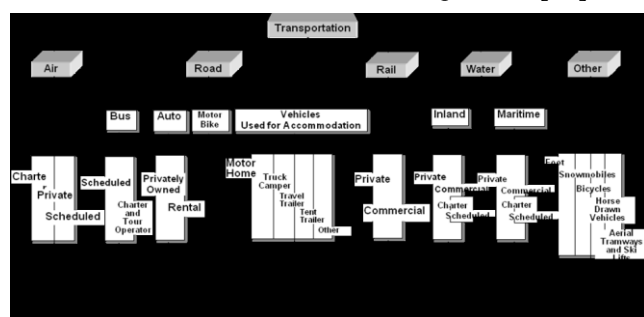


Figure2. Passenger transportation modes.
(Charles R. Goeldner and J. R. Brent Ritchie, *Tourism, Principles, Practices and Principles*, Wiley Publication, p 97, 2012)

In Indonesia, the regulation on public transportation is stated in Minister of Transportation, Decree No. 35 of 2003. Transports generally have a large impact on individuals, communities, economic development, and social policy of a country. With the availability of adequate transportation will certainly push the pace of economic. Taxi as one of the public transport facilities with its own characteristics has a fairly high market share, especially in large cities including Bandung. But in the reality, the taxi services are not optimal yet. This is due to the lack of implementation of minimum service standards taxi to the community. The quality of taxi service is important to build a positive image of Bandung tourism.

The ministry of transportation (3003), taxi is defined as a public transportation which specially marked and equipped by ergometer that serves from door to door in a limited area of operation [11]. According to the regulation No. 22, Year 2009 on public transportation, the public transportation is classified into two parts those are: in -route (trans boundary, between the province, in a province, urban, and rural) and out-route (taxi, certain destination, tourism, and specific area). Moreover, referring to Bandung regional regulation no. 16 The Year 2012 article 94, stated that the transport which is not in route consist of taxis, tourism transport, employees transport, and school transport [12]. In article 95, public transportation should comply with the standards minimum services which include: security, order, safety, comfort; affordability, equality, and regularity.

B. Bandung and Tourism

The determination Bandung as the world tourism destination by UNESCO in September 2013, has given a challenge. Referring to the determination, Bandung must make improvement in the sector of infrastructure, security and comfort in tourist destinations. Taxis as part of the public transport facilities become an important part in supporting Bandung as a world tourism destination. This is in line with the vision of Bandung Tourism and Cultural Board [13] that is "Making Bandung as a city of art and culture and international destination. Moreover, the missions are: (1) develop human resources and institutional tourism professional, characterized by Sudanese and global perspective, (2) Improve conservation, empowerment, development and utilization of culture and art; (3) Develop a tourism industry that is creative, innovative with regard stepping implementation; (4) Improve the city's tourism destination with high competitiveness both at the regional, national and international; 5. Improve marketing through partnerships and cooperation in culture and tourism with stakeholders and / or the district / city / country.

Bandung has great tourism potency. Besides natural and cultural potency, Bandung is dominated by the activities of shopping and culinary. As the capital city of West Java, Bandung offers the tourism product like MICE and tourism-based education as stated in RPJMB (*Rencana Pembangunan Jangka Menengah Daerah* or Medium Term Development

Plan) of Bandung [14]. It is supported by the data of tourist arrival to Bandung in the period of 2009-2011 increased significantly. Based on the data of Culture and Tourism Board City of Bandung, 2014, the biggest jump occurred in 2009-2010. If in 2009 the numbers of tourists were 3,096,869, tourists in 2010 rose sharply to 3,205,269. The increase in the number of tourists also occurred in 2011 but declined in 2012 to as many as 3,326,125 tourists. In 2013, the number of tourists went up from 2012 became 3.897.429

Table 1
Number of tourist arrivals to Bandung City
2009-2013

Year	Number of Visit		
	Domestic	Abroad	Total
2009	2.096.869	168.712	3.096.869
2010	3.024.666	180.603	3.205.269
2011	3.882.010	194.062	4.076.072
2012	3.175.662	150.363	3.326.125
2013	3.726.447	170.982	3.897.429

Source: Culture and Tourism Board Bandung City, 2014

Bandung as one of the major cities in Indonesia as well as a world tourist destination needs of adequate taxi service. But in fact, the taxi service in the city of Bandung is insufficient. The presence of a taxi operator in the city of Bandung has not been able to provide optimal service quality to its users. It can be seen from some of the testimony of taxi users who have not shown the level of satisfaction in using taxi and not in accordance with the user expectations.

Historically, the taxi meter system appears in Bandung roughly in the 1987-1988s. Previously, the taxi in the city of Bandung in the form of a black plate that the charge should be negotiable and general they operated in around the train station. Based on data from the Bandung Transportation Department (2013), there are 9 (nine) companies that operate legally by the number of units as follows:

Tabel 2
Legal taxi Company in city of Bandung

No.	Taxi Company	Number of Permits	Realization
1.	Gemah Ripah	472	472
2.	Kota Kembang	261	261
3.	Primkopau	136	136
4.	Blue Bird	211	211
5.	Putra	255	255
6.	Cipaganti	103	103
7.	Rina Rini	102	102
8.	AA Taksi	300	156
9.	Dama Raya	50	50
	Total	1.890	1.746

Source: Bandung Transportation Department (2013)

II. METHODOLOGY

The research was conducted in July to September 2014, with respondents include official taxi company in the city of Bandung, taxi drivers, and taxi users. The method used in this study is descriptive quantitative. Meanwhile, the technique of data collection is literature study, questionnaires, observations, and interviews.

The respondents were divided into three categories namely manual (user service taxi vehicles) and operator (taxi driver), and the official taxi companies in the city of Bandung. From the number of users to 5,000 people, the sample was about 10% which is about 500 respondents. Meanwhile, the number of drivers' were 1890 then acquired 10% of it which is about 189. To determine the number of respondents from each company used a technique of proportional probability. Nazir (2003) explains that through proportional probability, each group member has a probability that is proportional to the relative of the groups included in the sub-sample.[15]

The taxi company observed were all official taxi company in Bandung based on data from the Transportation Department of Bandung that as many as nine companies: Gemah Ripah, Kota Kembang, Primkopau, Blue Bird (Silver Bird), Putera, Cipaganti, Rina Rini, AA Taxi, Dama Raya (Bandung Metropolitan).

III. FINDINGS AND DISCUSSION

From the nine official taxi company in the city of Bandung, observations and interviews were conducted to eight taxi companies. As for the company Gemah Ripah, Kota Kembang, Primkopau, Silver Bird, Putera, Cipaganti, Aa, dan Bandung Metropolitan. The Data of Rina Rini was difficult to get, so the data was not obtained as a whole. However, of the eight observed cab companies have given a lot of information regarding the research study.

A. Taxi Companies' Perspective

- a. From the 8 (eight) of the taxi company observed, they have completed with maintenance. While, the three taxi companies: Primkopau, Cipaganti, and Bandung Metropolitan were no rejuvenation, while five other companies had. To provide superior service, the vehicle maintenance and upgrade should be conducted periodically to keep the safety factor. Safety is one of the minimum standard services. Based on the result of interviews, treatment and rejuvenation of the vehicle depend on the policy of each company.
- b. From the standard amenities, not all taxi companies have a complete standard facility. Only three taxi companies such as Silver Bird, AA, and Bandung Metropolitan which have complete standard facilities, while five other companies do not have a GPS (Global Position System). GPS can serve as a

tracking device or information seekers place so speed and accuracy can be implemented in providing services to users of taxi transportation services. The use of GPS in Indonesia is seen as not a priority yet, though the function of this tool will assist in searching process the address quickly and accurately.

- c. From the convenience of consumers, not all taxi companies have facilities that support unless the Silver Bird who already has it all. The facility includes calling call, online, Short Message Service (SMS), Social Media, and fuel. Along with the times and technology is growing rapidly, the complete facilities will ease the consumers.
- d. Based on the assessment of other aspects such as uniforms, work patterns, driver's ID, the implementation of SOP, SOP socialization show different results from each company. From the eight taxi companies observed, only taxi company AA that already has a complete facilities. Meanwhile, seven other companies still mainly on aspects of conformity between driver ID and Door number.

B. Taxi drivers' perspective

Based on the findings, there are still some things that have not fulfilled the minimum standards taxi transportation such as not all taxi drivers have completed by ID card, tools to anticipate constraints or interruption in driving and communication tools. Moreover, from the aspect of speed and accuracy, not all drivers carry out their duties properly. In fact one of the main reasons why the use of taxis is because of the time factor and speed.

Other equipment also like GPS, nearly 64% of drivers said the taxi was carrying did not have it. The function of this tool has an important function to provide information or a specific destination. By determining Bandung as a world tourist destination, it is necessary to have some preparations in various ways, including the setting up of human resources with a taxi driver given the ability to communicate in a foreign language (English is preferred). This is very important because it will give effect to the image of tourism services in Bandung.

C. Taxi users' perspective

The users expect the excellent service from every taxi company. From the eight taxi companies observed, the users found that the services given have not been in accordance with minimum service standard, including incomplete ID driver, no tool air, no standard amenities, lack of tourism knowledge, and lack of communication skills. Another judgment of the user is about the taxi rates including for information on the basic tariff, waiting tariff, and distance tariff. The costumers (users) need to be informed about the tariff; hence, they will not get complain.

IV. CONCLUSION AND SUGGESTION

From the result of this study, it can be concluded that transportation, particularly taxi, has an important role in supporting the tourism industry in Bandung. Since Bandung has been determined as world tourism destination by UNESCO in 2013, public transportation is inseparable part in tourism system because it provides the link between generating and destination regions and the ability for tourists to move around.

Based on observations, not all taxi companies implement the minimum service standards which have been determined by Bandung Transportation Department Bandung. It can be seen from the incomplete driver's identity card, communication tools, and other amenities. Meanwhile, the taxi driver is still lacking in several aspects regarding tourism activity such as lack of destination knowledge, sense of hospitality, and communication skill.

According to the assessment of taxi users in Bandung, they were satisfied (45.2%) with the services provided by the taxi operator. While 41.2% of respondents rate the taxi services in the category of moderate. This result is becoming an input for businesses in the transport sector as well as the driver to give further improve service. The Efforts to improve the quality of services would have the support of various stakeholders like tourism and cultural board, and Transportation Department.

Based on the results of the above conclusions, there are some suggestion and recommendations that can be implemented as steps or efforts to achieve the optimum public services, such as:

- a. Disseminating the minimum standard service to the taxi companies regularly. Through these activities are expected to be able to provide optimum service to the community as well as the visitors who come to Bandung.
- b. Conducting periodic training or coaching to the drivers either held by the company or related agencies to create the driver as a tourism promoter. If the driver is able to serve (to provide information, capable of being friendly and promoting values of stepping) then it will give a positive impact on the tourism image of Bandung.
- c. Giving the training to the drivers on tourism on a practical level. For instance, how to make the ticket reservations and flight schedules, hotel booking process, etc.
- d. Socializing the local values as part of promotional activities.

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