

## ANALYSIS OF THE TEMAN BUS SERVICE (TRANS METRO DEWATA) AT THE DOMESTIC AND INTERNATIONAL ARRIVAL TERMINALS OF I GUSTI NGURAH RAI AIRPORT

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### Abstract

Public transportation or public transportation is one of the government's efforts to overcome the problem of congestion which often experiences obstacles and problems and is supported by the development of tourism in Bali so that it requires efforts in the field of transportation, especially in the area of I Gusti Ngurah Rai Airport. So the government implemented it in an application-based public transportation service called Teman Bus which in its implementation is still considered inefficient. This study uses a qualitative method using the Servqual theory) with 10 dimensions in determining service quality, namely: Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibles, Understanding / Knowing the Customer. The results of this study indicate that the quality of Teman Bus services at I Gusti Ngurah Rai Airport needs to be improved because it has not been running optimally. The factors that are obstacles in Teman Bus services at I Gusti Ngurah Rai Airport are the lack of participation and support from the central and regional governments, the lack of socialization of Teman Bus services to the community, and the lack of public interest in using Teman Bus public transportation.

**Keywords:** Service Quality, Public Transportation, Teman Bus, Efficiency, Application Based Services

### A. INTRODUCTION

Public transportation is one of the main indicators for assessing the quality of a country, city, or region. Today, service quality is a persistent issue, leading to innovation and improvements by service providers and quality to ensure consumer or public satisfaction (Mustofa & Zainal, 2023). Public services play a crucial role in development and public welfare, serving as the vanguard in delivering various services crucial to citizens' daily lives amidst social, economic, and political dynamics (Pakudu & Sos, 2024).

Congestion is a common problem in everyday life. Therefore, one government effort to reduce congestion is improving public services through the Buy the Service (BTS) scheme implemented by the Ministry of Transportation of the Republic of Indonesia, based on telematics and cashless technology, to enhance safety, security, and comfort while traveling (Pratama & Zulaika, 2025). To make it easy for the public to remember, the Buy the Service program is implemented in an application-based public transportation service called Teman Bus with the main goal of providing Economical, Easy, Reliable and Comfortable Transportation for the Indonesian people (Permini & Junaedi, 2023).

Bali is one of the most densely populated areas in Indonesia, so public transportation is deemed essential to address congestion, particularly in airport areas due to its growing tourism. The Teman Bus program is a government initiative to develop road-based public

transportation in urban areas (Pradana et al., 2025). However, over time, several obstacles and issues have emerged that cause inconvenience to the public, including congestion caused by the large fleet size and Teman Bus' perceived lack of punctuality (Setiawan et al., 2025).

This research aims to describe the performance of Teman Bus services at the Domestic and International Arrival Terminals of I Gusti Ngurah Rai Airport, providing a basis for consideration for relevant parties in improving service performance and quality.

The research problem will utilize the main theory, namely the service quality theory (SERVQUAL), which utilizes Parasuraman's theory, which explains ten dimensions of service quality: Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibles, and Understanding/Knowing the Customer.

## **B. LITERATURE REVIEW**

### **The Concept of Public Service in Public Transportation**

Public transportation services represent a government responsibility to meet the public's basic need for safe, comfortable, and affordable mobility. Good service must address the physical aspects of the vehicle, schedule reliability, rapid response to user needs, a sense of security during travel, and concern for vulnerable groups such as the elderly and people with disabilities (Senda, 2023). In public transportation, service quality is a key factor influencing public trust and interest in switching from private vehicles to mass transit. Therefore, analyzing Teman Bus services is crucial to assess the extent to which this service provides convenience, comfort, and satisfaction to users, particularly at strategic locations such as the arrival terminal at I Gusti Ngurah Rai Airport, which serves as the main entry point for both domestic and international tourists (Fadhilah & Amalia, 2021).

### **Integrated Transportation and Airport Connectivity**

Integrated transportation is key to creating an efficient mobility system, especially in high-traffic areas such as airports. Connectivity between airports and urban areas must be supported by well-coordinated public transportation to facilitate passenger movement to and from their destinations. In tourist areas like Bali, the presence of integrated public transportation also supports the smooth operation of the tourism sector by providing a practical and economical travel alternative for tourists (Jusman & Caroles, 2024). Teman Bus, which operates as part of the Trans Metro Dewata system, is expected to bridge the connectivity needs between the airport and the city center and other surrounding areas. Therefore, it is important to examine how the integration of Teman Bus services can facilitate passenger access at the Arrival Terminal of I Gusti Ngurah Rai Airport, both domestically and internationally, while contributing to reducing congestion and increasing travel time efficiency (Pradnyana, 2024).

### **Buy The Service (BTS) Program and Transportation Modernization**

The Buy the Service (BTS) program is one of the government's efforts to improve the quality of public transportation services by providing operational subsidies to bus operators to provide high-standard services. This program aims to provide comfortable, timely, and affordable public transportation for all levels of society (Wahyuningsih et al., 2023). In its implementation, BTS encourages the modernization of public transportation through the use of environmentally friendly fleets, cashless payment systems, digital vehicle tracking, and training bus crews to provide professional service. The Teman Bus service in Bali, which is part of the Trans Metro Dewata system, is part of the BTS implementation and serves as a concrete example of modernizing public transportation services in tourist areas (Yunus et al., 2024). Assessing the quality of Teman Bus services at airport arrival terminals is important to determine the extent to which the BTS program is able to create services that meet community expectations and support sustainable mobility (Monde, 2024).

## **User Perception and Satisfaction of Teman Bus Services**

User perception and satisfaction are key indicators in evaluating the success of public transportation services. Users form judgments based on their experience using the service, including ease of access, staff friendliness, bus comfort, clarity of information, and punctuality of arrival and departure times (Purnadika & Septiana, 2023). In an airport environment with diverse user characteristics, ranging from local residents and domestic to international tourists, expectations regarding service quality will naturally vary. Therefore, it is important to identify user perceptions of the Teman Bus service available at the arrival terminal of I Gusti Ngurah Rai Airport (Eddyono, 2021). The results of this study on perceptions and satisfaction levels can serve as evaluation material for service providers and the government in formulating future service improvement strategies to be more adaptive to community needs and able to encourage wider use of public transportation (Amalia, 2024).

### **C. RESEARCH METHODOLOGY**

This study uses qualitative methods to explore data and understand social phenomena in depth. According to Creswell (2013), qualitative research aims to describe and understand social meaning from an individual or group perspective, through inductive data collection and flexible interpretation. This method was chosen to understand the behavior of Teman Bus public transportation users at I Gusti Ngurah Rai Airport in a natural context. The research location in the domestic and international arrivals area of I Gusti Ngurah Rai Airport was chosen because of the high use of Teman Bus compared to other modes of transportation, although the level of public interest is still low, and because this location is close to the researcher's workplace. The data collected is qualitative data, in the form of words and actions derived from primary sources, namely direct interviews with informants, and secondary sources in the form of related documents.

### **D. HASIL DAN PEMBAHASAN**

Service quality is closely linked to customer satisfaction, thus encouraging customers to forge strong bonds with the company. To determine customer satisfaction, it's important to understand the quality of service a manufacturer provides to its customers. Customer satisfaction arises after an individual experiences the quality of service provided by the service provider.

#### **The Quality of Teman Bus (Trans Metro Dewata) Services at the Domestic and International Arrival Terminals of I Gusti Ngurah Rai Airport**

The theory was analyzed using the SERVQUAL Theory by Parasuraman, Zeithaml and Berry (1988) which is explained as follows:

a. Access

The ease of obtaining services is supported by the Teman Bus application and social media, but there are still obstacles such as traffic jams, inadequate bus stops, and lack of information at the airport.

b. Communication

Bus Friends actively conducts outreach and provides information through various media, but there are obstacles for the elderly and a lack of information in the airport area.

c. Competence

Experienced drivers are routinely provided with training and evaluation to maintain service quality in accordance with Minimum Service Standards (SPM).

d. Courtesy

Drivers are considered polite and friendly, demonstrating professionalism and commitment to excellent service.

e. Credibility

Teman Bus maintains public trust by expanding routes, providing new facilities, and responding to complaints.

f. Reliability

The service refers to SPM, but there are problems with the accuracy of bus arrival and departure schedules.

g. Responsiveness

Workers are trained regularly and are required to maintain cleanliness and safety of services during operations.

h. Security

Safety is guaranteed through SPM regulations, facilities such as CCTV, and experienced drivers who are provided with regular training.

i. Tangibles

The bus is equipped with modern facilities (AC, CCTV, QRIS, APAR, priority seats) to support passenger comfort and safety.

j. Understanding/Knowing the Customer

Teman Bus is responsive to criticism and suggestions, but improvements to bus stop facilities are still uneven, impacting customer satisfaction.

The complaints above were handled very well by Teman Bus. However, complaints about the availability of bus stops remain unresolved, with only a few bus stops in good condition. This has impacted the quality of service and public satisfaction with Teman Bus services.

### **Factors that Constrain Teman Bus Services at the Domestic and International Arrival Terminals of I Gusti Ngurah Rai Airport**

The quality of public service is a key factor in building a government agency or other institution. The better the quality of public service, the greater the public's trust in that agency. Conversely, the lower the quality of public service, the lower the level of public trust, which can lead to a crisis of public trust. The level of public satisfaction with the services provided can be one measure of whether the service quality is good or not. Some people consider the implementation of the Teman Bus (Trans Metro Dewata) public transportation service to be less than optimal due to several factors that hinder its service, namely:

#### **Lack of Participation and Support from Central/Regional Government:**

Local governments have not provided sufficient support for the maintenance of bus stop facilities necessary for Teman Bus services. Most of the existing bus stops are former Trans Sarbagita bus stops that have not received proper maintenance, which hampers service quality.

#### **Lack of Socialization of Bus Friend Services:**

Public awareness about the importance of using Teman Bus public transportation is still lacking, especially at Ngurah Rai Airport. Many tourists are unaware of this service due to limited information available at the airport.

#### **Lack of Public Interest in Using Public Transportation:**

Many people prefer to use private vehicles due to the convenience and inadequate facilities of public transportation. Inadequate infrastructure, such as inadequate sidewalks and narrow roads, discourages people from using Teman Bus. At Ngurah Rai Airport, although Teman Bus is expected to reduce congestion, in reality it actually increases congestion because the corridors are often empty.

## E. CONCLUSION

Based on the analysis of Teman Bus public transportation services operating at I Gusti Ngurah Rai Airport's Domestic and International Arrivals, it can be concluded that:

The Teman Bus service process at Ngurah Rai Airport is still not running optimally. Based on the analysis using the SERVQUAL theory by Parasuraman, Zeithaml, and Berry (1988), only eight of the 10 indicators performed well: Competence, Courtesy, Credibility, Responsiveness, Security, Tangibles, and Understanding/Knowing the Customer. The other three indicators—Access, Communication, and Reliability—need improvement due to their suboptimal performance.

Factors hindering Teman Bus services at the domestic and international arrivals terminals at I Gusti Ngurah Rai Airport include a lack of participation and support from the central and regional governments, a lack of public awareness of Teman Bus services, and a lack of public interest in using Teman Bus public transportation.

One indicator of a Smart City is the availability of public transportation facilities and government support to provide excellent service. Based on the analysis and discussion conducted regarding Teman Bus (Trans Metro Dewata) services at the domestic and international arrivals terminals at I Gusti Ngurah Rai Airport,

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