

The Influence of Perception of The Quality of The Charter Bus Fleet And Perception of Travel Service Quality Towards Customer Decision To Use PO Nabaru Jasa Trans Tourism Bus Service in Semarang City

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Abstract

The purpose of this research is to analyze the influence of perception of tourism bus fleet quality (X1) and perception of the quality of travel services (X2) on customer decision (Y) using Nabaru Jasa Trans tourism bus company in Semarang City. The methods of data collecting was conducted by observation and questionnaire. The questionnaire used semantic differential numeric scale with 10 rating score. The sampling technique used was saturated sampling or census with a total of 100 respondents. The analysis methods used were validity test, reliability test, descriptive analysis, normality test, multicollinearity test, heterokedasticity test, linearity test, multiple linear regression analysis, t test, F test, and coefficient of determination. The result of this research shows that perceived bus service quality and perceived travel quality simultaneously influences significantly on customer decision to use Nabaru Jasa Trans tourism bus company in Semarang City.

Keyword: Tourism Buses, Travel Services, Customer Decision

INTRODUCTION

For domestic tourists, the means of transportation that is often chosen and often used as a mode of transportation in tourist activities is the main means of land transportation, namely buses. Various reasons for tourists, especially Indonesian people, to use buses as a means of transportation for tourist activities, one of which is that they can transport a large number of passengers to visit tourist attractions. The tourism sector is one of the leading sectors of the Indonesian government. This sector can grow businesses in In this sector, one of them is the tourism bus industry. In addition, not only growing the tourism bus industry, but also the bus body industry in Indonesia has an impact on the growth of the tourism sector. Several well-known bus body industries are often used by tourism bus entrepreneurs in building a bus body that is used and registered with the Ministry of Industry of the Republic of Indonesia (2020), namely the Adiputro Wirasejati body, Piala Mas body, Trisakti body, Laksana body, New Armada body, Morodadi Prima body, and Tentrem body. The number of bus body industries in Indonesia provides different quality bus body products and bus interior facilities. This is an option for entrepreneurs in the tourism bus industry to use the right bus body services to serve tourists in Indonesia.

The bus body industry also affects the large number of bus units produced by the body and circulating in Indonesia. The growth of the tourism bus industry is also in line with the growth in the number of tourists in Indonesia. Quoted from Information Technology and

Tourism data (2021), the number of domestic tourist trips to provincial destinations in Java Island reached 429.978 million trips. Then, visits to tourist destinations or tourist destinations are the highest to lowest in Java Island using bus transportation modes, namely West Java Province as much as 17.88%, Banten Province as much as 17.56%, DKI Jakarta Province as much as 14.96%, Central Java Province as much as 14.40%, East Java Province as much as 12.05%, and Yogyakarta Special Region Province as much as 8.69%.

Tourist cities located in Central Java Province and have interesting tourist attractions, one of which is Magelang City with a population of 121,526 people in 2020, the Central Bureau of Statistics of Magelang City (2021). Tourist attractions in Magelang City are famous by domestic and foreign tourists, namely Borobudur Temple. Not only Borobudur Temple is the highlight of tourist attractions, besides that many natural attractions are available and worth visiting by tourists in Central Java. With a variety of tourist attractions, so that in Central Java also has many bus companies. Several tourist bus companies in Central Java are competing to attract the attention of customers by improving services or renewing bus fleets.

These various attractions increase the need for tourism buses in Central Java which have great potential in providing services to customers, especially tourists. Nabaru Jasa Trans Bus Company (PO) is one of the companies in the field of land transportation services, especially tourism buses that serve in tourism bus rental services in Semarang City. The company currently specializes in providing and servicing medium-size or medium-sized charter buses. Increasingly sophisticated technological advances are demands for companies to follow these developments, one of which is on technology on buses both in terms of engines to types of bus models. Services and facilities offered by PO Nabaru Jasa Trans to its customers by presenting various types of double glass bus models on the front to provide a free view for the crew and passengers to see the atmosphere during the trip, PO Nabaru Jasa Trans bus unit uses a Mercedes-Benz bus engine type with a Hino bus engine, using a large size bus model that can carry 30 to 50 people. Various services offered by PO Nabaru Jasa Trans, can cause customer perception to feel the quality of service when choosing a bus to use the bus on a tourist trip. In addition, also customer perceptions of how the quality of travel is felt by customers in using PO Nabaru Jasa Trans tourism bus services.

Based on the description of the background, the problem of this research is "How does the perception of the quality of the tourism bus fleet and the perception of the quality of travel services affect the customer's decision to use PO Nabaru Jasa Trans tourism bus services?"

LITERATURE REVIEW

1. Perception of Tourism Bus Fleet Quality

Regarding the definition of perceived service or service quality, Christono's opinion (2019), said as follows: Service quality is a form of consumer assessment to the level of service received (perceived service) with the level of service expected (expected service). Then, Issn et al. (2017), argue that service quality can be defined as

how far the difference between reality and customer expectations for the service they receive or obtain. Meanwhile, regarding perceived service quality, according to Sudjianto and Japarianto (2017), perceived service quality is a measure between consumer expectations and the services provided by the company.

Based on the definition according to the experts described above, the researcher concluded the definition of the perception of the quality of the tour bus fleet, namely the difference between customer expectations and customer perceptions of the quality of service felt by customers provided from the bus company to the service on the bus. Variable indicators of perception of the quality of the tourism bus fleet according to Sinha et al. (2020) adjusted by the author according to this study are as follows: 1) travel time, 2) driving quality from taking the bus, 3) cleanliness inside the bus, and 4) behavior of the bus driver and conductor with passengers

2. Perception of Travel Service Quality

Travel is known as travel, according to Rejeki (2020), travel is a movement from one place to another. Law Number 10 of 2009 article 1, the definition of tourism is a travel activity carried out by a person or group of people by visiting a certain place for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions visited in a temporary time. Regarding the quality of travel, Gantina's opinion (2018), said as follows: travel quality is a standard for assessing tourists for services received and then comparing with previous travel experiences or travel experiences in other similar destinations.

According to the definitions described above, the researchers concluded the definition of the perception of the quality of travel services, namely the customer's assessment of the quality felt by a person or group of people in moving from one place to another place with a specific purpose. Chen in Gantina (2018), explained that the measurement of travel quality includes four aspects, namely: 1) *hospitality*, namely, the quality of the trip which is assessed on hospitality and the quality of service received by tourists; 2) the *environment*, that is, the quality of the trip that is assessed on the environmental elements enjoyed by tourists during the trip; 3) the *transportation* that is, the quality of the trip is assessed for the ease of reaching the destination location; and 4) *amenity*, that is, the quality of the trip that is assessed on other supporting aspects so as to perfect the trip and the trip becomes quality and meaningful. Indicators of perception of travel service quality according to Gantina (2018) according to this study are as follows: 1) accommodation prices, 2) services from accommodation, and 3) safety on buses.

3. Purchasing Decision

Abdullah and Tantri (2019), argue that service customer decisions are actions that are directly involved in obtaining, consuming, and spending products and services, including the decision processes that precede and these actions. The opinion regarding purchasing decisions, according to Riadi (2020), states as follows: Purchasing decision is a consumer decision-making process for purchases that combines knowledge to choose two or more available alternative products influenced by several factors,

including quality, price, location, promotion, convenience, service and others. Then, regarding the purchase decision, according to Kotler and Armstrong (2019), expressed their opinion as follows: the purchase decision is the purchase decision of the product you want to buy. For marketers, it is necessary to pay attention to the entire buying process rather than just focusing on purchasing decisions. There are five purchasing decision indicators according to Kotler and Armstrong (2019), namely problem recognition, information search, evaluation of alternatives, purchase decisions, and postpurchase behavior.

RESEARCH METHODS

1. Population and Sample

Population is the whole of each individual who has certain characteristics as objects in research. Sugiyono (2019), argues that population is a generalized area consisting of objects / subjects that have certain qualities and characteristics. Part of the population consists of subjects or objects that have certain quantities and characteristics set by researchers to be studied and then conclusions are drawn from the study. The population used in this study is based on all customers who have used PO Nabaru Jasa Trans tourism bus transportation services as many as 120 customers encountered. The sampling technique uses purposive sampling method. The requirements for the sample are first, the customer has used Nabaru Jasa Trans many times; Second, respondents are willing to fill out questionnaires. The number of research samples was 100 respondents.

2. Operational Definition

Table 1 Operational Definitions

Research Variables	Operational Definition	Indicators
Perception of Tourism Bus Fleet Quality (X1)	According to Sudjianto and Japariato (2017), perceived service quality is a measure between consumer expectations and the services provided by the company. The perception of the quality of the charter bus fleet can	Tourism Bus Fleet Quality Perception Indicators according to Sinha et al. (2020) are as follows. <ol style="list-style-type: none"> 1. Travel time. 2. The driving quality of the bus ride. 3. Cleanliness inside the bus.

	also be said, namely the difference between customer expectations and customer perceptions of the quality of service felt by customers provided from the bus company to the service on the bus	4. Behavior of the driver and conductor of the bus with passengers
Perception of Travel Service Quality (X2)	According to Rejeki (2020) explains the perception of travel service quality, namely customer assessment of the quality felt by a person or group of people in doing movement from one place to another with a specific purpose.	Travel Service Quality Perception Indicators according to Gantina, Swantari, et al. (2018) as follows. <ol style="list-style-type: none"> 1. Accommodation prices. 2. Service from accommodation. 3. Safety on the bus.
Customer Decision (Y)	According to Abdullah and Tantri (2019), service customer decisions are actions that are directly involved in obtaining, consuming, and spending products and services, including the decision process that precedes and these actions	Purchasing Decision Indicators according to Oentoro in Kuheba et al (2020) are as follows. <ol style="list-style-type: none"> 1. Decisions about the type of product or service. 2. Decisions about the number of products or services purchased. 3. Decision about the time of purchase of a product or service. 4. Decisions about how to pay for the product or service

3. Data Analysis Methods

Analytical techniques use several approaches, namely: (Sambas Ali Muhidin, Maman Abdurrahman, 2007)

- a. Instrument Testing uses the approach of Validity Test and Reliability Test
- b. Data analysis testing with the Classical Assumption Deviation Test approach which includes the Normality Test
- c. Testing models and hypotheses using Regression Equation Test:

- 1) Statistical Test T (Partial), on the Feasibility Test Regression Model that uses IBM SPSS Statistic 25 in this case to test how far the influence between variables.
- 2) Test the Coefficient of Determination in the Regression Model Feasibility Test to examine how big the relationship between variables is.

4. Validity Test

According to Sugiyono (2019), argues that saying that this validity test was carried out to 30 people to find out whether the data studied was valid or not. Valid data is data that there is no difference between the data reported by the researcher and the data that actually occurs in the object under study. The r value of the table used in this study, namely $(df) = 30 - 2 = 28$ with a significance value of 5% so that the value obtained is 0.3610. The results of validity testing on variable measuring indicators of tourism bus fleet quality perception, travel service quality perception, and customer decisions show that each r value indicator is calculated $> r$ table so that it can be said to be valid.

5. Reliability Test

Regarding reliability tests, according to Sujarweni in Ardiansyah et al. (2021), expressed the following opinion: Reliability test is a measure of the stability and consistency of respondents in answering things related to question constructs which are dimensions of a variable and are arranged in a questionnaire form. Then, according to Sugiyono (2019), said this test was carried out on 30 respondents to find out whether the measuring instruments prepared using questionnaires were reliable or not. Whether or not the questionnaire is reliable can be determined by the decision-making criteria stated by Ghozali in Ardiansyah et al. (2021), which are as follows: If the Cronbach Alpha coefficient > 0.70 , then the question is declared reliable or a construct or variable is declared reliable or trustworthy. Conversely, if the Cronbach Alpha coefficient < 0.70 then the question is declared unreliable or untrustworthy.

Table 2 Reliability Test

Variable	Reliability Coefficient	Value Cronbach Alpha	Information

Quality Perceptions of Tourism Bus	0,70	0,872	Reliable
Perception of Travel Service Quality	0,70	0,825	Reliable
Customer Decision	0,70	0,846	Reliable

Source: Processed data (2022)

Results and Discussion

1. Determination Test

The coefficient of determination is used to measure how much the variables of perception of fleet quality and perception of travel service quality contribute to customer decisions. The calculation result of the coefficient of determination is obtained as follows:

Table 3 Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.408	.398	3.499

Source: processed data (2022)

The data can be known the value of the coefficient of determination of 0.398, meaning that the variables of perception of the quality of the charter bus fleet and the perception of the quality of travel services contribute together to customer decisions by 39.8%, while the remaining 60.2% is determined by other variables that were not studied in this study

2. Hypothesis Test (T Test)

The t test aims to determine how far the influence of the independent variable is partially on the dependent variable. The t-test in this study examines whether the variables of perception of the quality of the charter bus fleet (X1) and perception of the quality of travel services (X2) partially affect customer decisions (Y). According to Ghozali in I. Lestari and Suhada (2020), the t statistical test basically shows how far the influence of one explanatory / independent variable individually in explaining the variation of the dependent variable. The table t value with significance level = 5% and tested with two sides, the significance value = 2.5% or 0.025 with degree of freedom (df) = $n-k = 100-3 = 97$, obtained a table t value of 1.984. Table X shows that in the variable perception of the quality of the charter bus fleet (X1) with t count of $4.958 > t$ table of 1.984 and significance value of $0.000 < 0.025$ thus H_0 is rejected and H_a is accepted, meaning that partially the variable perception of the quality of the charter bus fleet affects customer decisions evidenced in the table below:

Table 4 Test Hypothesis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.535	3.786		2.518	.013
	Perceived Bus Service Quality	.544	.110	.396	4.958	.000
	Perceived Travel Quality	.590	.126	.373	4.665	.000

Source: processed data (2022)

CONCLUSION

The conclusion obtained from this study is that there is a positive and significant influence between the variables of perception of the quality of the charter bus fleet and the perception of the quality of travel services contribute together to customer decisions by 39.8%, thus proving that variables x1 and x2 have a strong impact. So for future research suggestions, it is necessary to think about very strong variables that affect customer satisfaction specifically in the field of tourism buses.

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