



1160

## 2. Transit System Service Quality in a Tourism-education City and a Business City

planning, and delivery decisions requires a system for measuring customer satisfaction that is both robust and, capable of benchmarking customer satisfaction for use in informing policy and service planning (Hensher, 2015). A framework based on customer journeys for a structured portrayal of service delivery from the customer's point of view, has also been studied (Halvorsrud et al., 2016). Eboli and Mazzula (2007) developed a structural equation model that explores the impact of the relationship between global customer satisfaction and service quality (SQ) attributes in a bus service context. The research was based on the bus services regularly used by University of Calabria students to reach their campus. In the context of this study, customers in Jogjakarta differ to those in Palembang. As an education city, Jogjakarta's customers comes from all over Indonesia and, as the tourism destination, Jogjakarta attracts visitors from all over the world. As a business city, customers in Palembang have a different character to those in Jogjakarta. This aim of this research is to look at the differences in both types of city in relation to SQ.

Purba et al. (2014) studied the service performance of the TransJogja and TransMusi bus transit systems from the user's point of view and concluded that the local governments of both Jogjakarta and Palembang should aim to improve the subsidy and fare aspects relating to SQ and satisfaction in order to maintain user satisfaction and loyalty. This paper, using the same data and method, explores in further detail the most important factors in determining SQ. The aim of this research is to identify the main aspects of SQ in tourism- education city and a business city.

### 2. EXPERIMENTAL PROGRAM

There are formidable challenges involved in the delivery and maintenance of SQ in the area of public transport. This relates to how to deal with such a complex, fuzzy, and abstract concept as SQ and whether we should use perception of performance only, or also customer expectation. Customer expectation should be considered in the form of either: ideal, desired, adequate, or tolerable quality. Additionally, consideration needs to be given to how to identify the most relevant attributes that affect SQ and how to deal with such related aspects (de Oña & de Oña, 2014).

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