

Community Motivation in Using Public Transportation in Makassar City, Indonesia

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ABSTRACT

Public transportation is a facility provided by the government to fulfill community mobilization needs. However, what happened in Makassar is the low level of public interest in using public transportation. The purpose of this study is to identify people's motivation to use public transportation. Qualitative research was carried out by distributing questionnaires to 325 respondents to achieve research objectives. Measurement of motivation includes two indicators, namely intrinsic and extrinsic. The intrinsic indicator covers three aspects: confidence, comfort, and satisfaction. At the same time, the extrinsic indicator covers three aspects, namely price, praise, and efficiency. Researchers use the descriptive method with the support of a Likert scale to describe the high and low motivation of the community. The results showed that people's motivation to use public transportation is low (2.73). The dominant intrinsic motivation factor influencing people's desire to use public transportation is confidence (3.01), while the extrinsic motivation factor was efficiency (3.59). In general, extrinsic motivation (2.83) is more dominant than intrinsic motivation (2.64). Furthermore, the government should develop a model of public transportation by the motivation of the community.

Keywords: *Intrinsic, Extrinsic, Efficiency, Public Transportation*

1. INTRODUCTION

One of the primary needs of urban communities is public transportation. This facility is important because it makes it easy for people to move from one place to another. Therefore, transportation services must be easily accessible to the public. The high-speed and widespread dynamics of urban society are why public transportation development. In addition, public transportation is also a marker of the progress of a city. Public transportation plays a very significant role in the progress of a city where the public transportation system contributes to the effectiveness and efficiency of the city's transportation system as a whole. With the planning and policies of the urban transportation system, integration between regions will be easier to achieve and accelerate the economic growth of the region [1].

Makassar City, with an area of 175.77 km² a population of 1,543,373 people, the number of vehicles is 2.2 million units with a vehicle growth of 10-11% per year. The trade and service sectors dominate the city's economic indicators, experiencing an economic growth rate of 8% per year. Rapid economic growth has resulted in higher incomes, encouraging people to own and drive private vehicles.

Public transportation needs in Makassar are currently served by city transportation (microbuses are more popularly called Pete-pete), city buses (bus rapid

transit), and damri buses (patas/economy). The number of Pete-pete city transportation is 4,113 units, but only 1,100 units

Operate with a capacity of 13 seats, which are divided into 17 route routes. Meanwhile, city buses, namely bus rapid transit (BRT), have as many as 30 units, operate as many as three units, and only serve two corridors out of 11 existing corridors. Damri buses are 65 units and operate as many as eight units on three routes. The rest are declared unfit for operation.

In the last decade, the problem of transportation in Makassar City is the very rapid growth in vehicles, both four-wheeled and two-wheeled - vehicles. Public transportation seems to have minimal passengers, which shows that public transportation is more likely to be abandoned by the community. In general, the community prefers to use private vehicles and online than public transportation for various reasons such as uncomfortable, longer travel time, public transport capacity is not operated correctly, so security cannot be obtained. It is also influenced by demography and other environmental factors [2]. So it cannot be denied that the pattern of community travel behavior as users of public transportation is a pattern of behavior that is a habit (habitual behavior) [3] [4].

The habit of using means of transportation is driven by a motivation that everyone owns. This study focuses

on the theory of motivation by Herzberg, which divides these two variables, namely intrinsic factors and extrinsic factors. Intrinsic motivation arises from personal without any influence from other people, or in other words, the awareness to do actions comes from their thoughts. The need to achieve a target becomes the basis for someone to take action. People use public transportation because of the expectation of convenience and comfort to reach other areas. Likewise, public interest in using public transportation is a part of intrinsic motivation.

Extrinsic motivation is an impulse that comes from the outside in acting. External factors that can influence a person to choose public transportation are environmental factors. This factor includes the magnitude of the price and the imbalance obtained. The rewards that can be obtained are related to public transportation, namely the ease of moving from one destination to another.

Based on the phenomenon of behavior and interest in using public transportation, the author is interested in raising the topic of community motivation to use public transportation in Makassar City. This is because motivation is the trigger of the journey process, although this motivation is sometimes not fully realized by the community [5]. There are two component factors in motivation: intrinsic and extrinsic factors [6]. Intrinsic factors are generally socio-psychological or are person-specific motivations, while extrinsic factors are destination-specific attributes [5] [7].

Intrinsic and extrinsic motivation can encourage and attract people to use public transportation [8]. This article will analyze the highest and lowest motivation based on the average Likert score on each motivational variable: intrinsic, confidence, comfort, satisfaction, and extrinsic, including price, praise, and efficiency.

2. METHODS

The research location is Makassar City because of the high movement distribution pattern and public transportation. The data collection technique used was observation and questionnaire distribution with a random sampling technique by determining 325 communities met by accident in Makassar City. The analytical method used is a qualitative descriptive analysis with a Likert scale.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondent

Before discussing intrinsic and extrinsic motivation, it will be conveyed first about the characteristics of the community who are research respondents, as shown in Table 1.

Table 1. Characteristics of Respondent

Category		N	Percent
Gender	Male	124	38.15%
	Female	201	61.85%
Age	< 15 years	43	13.23%
	15 - 30 years	180	35.39%
	31 - 45 years	115	27.69%
	> 45 years	87	23.69%
Education	Junior High School	111	34.15%
	Senior High School	150	46.15%
	University	64	19.70%
Profession	Student	116	35.69%
	Government Employees	97	29.85%
	Entrepreneur	81	24.92%
	Etc	31	9.54%
Status	Married	146	44.92%
	Not married	179	55.08%
Transportation Use	Mini Bus	54	16.62%
	Bus Rapid Transit	29	8.92%
	Bus	31	9.54%
	Online Transport	69	21.23%
	Motorbikes and private cars	81	25.00%
	Bicycle	33	2.05%
	On foot	21	10.15%
	Etc	7	6.49%

Based on Table 1 above, the characteristics of the respondents can be explained as follows: Generally, respondents are female with a percentage of 61.85%, productive age 15-30 years with a percentage of 35.39%. 46.15% of the respondents' last education is Senior High School. In contrast, the respondents' occupations are primarily students and college students of 35.69%. The average status of respondents who are not married is 55.08%. The types of transportation used varied, namely 35.08% using public transportation, of which 16.62% used Mini Bus, 9.54% used Bus, and 8.92% used Bus Rapid Transit (BRT). Furthermore, 65.05% of respondents use private/special transportation, dominated by motorbikes and private cars by 25%.

3.2. Intrinsic and Extrinsic Factors

Society as an individual decides to mobilize, of course, motivated by motivation. Motivation In this paper, each is divided into 3 (three) intrinsic and extrinsic factors indicators. The following will describe each factor's results that motivate the community to use public transportation in Makassar City, as shown in Table 2 below.

Table 2. Intrinsic Motivation

Statement	Score	Average	Motivation Categories
Confidence in availability and easy access and optimism can lead to the goal	848	3.01	High
The comfort of the vehicle feels cool, clean, and bright and picks up and drops off passengers at the bus stop	789	2.43	Low
Satisfaction of feeling safe while traveling with a stable vehicle speed	803	2.47	Low

Based on the data presented in Table 2 regarding the motivation of community to use public transportation in Makassar City, the results for the Intrinsic Factor sub-variables are as follows: 1) confidence in the availability and ease of obtaining a vehicle and optimism to be able to get to the destination, the Likert mean score is 3.01 with high motivation category; 2) The comfort of the vehicle feels cool, clean and bright and raises and lowers passengers at the bus stop, the average Likert score is 2.43 in the low motivation category; and 3) Satisfaction feels safe during the trip with a stable vehicle speed, the average Likert score is 2.47 with low motivation category.

As for the extrinsic factors, the results of the sub-variables obtained in detail can be explained as follows: 1) Price, namely the tariff according to regulatory rules, low cost and affordable for all community, Likert mean score of 2.49 with low motivation category; 2) Praise with an appreciation for public passengers, children, pregnant women and people with disabilities, obtaining average likers score of 2.41 in the low motivation category; and 3) efficiency of punctuality during the trip by integrating the vehicle to the destination with a Likert mean score of 3.59 in the high motivation category.

Table 3. Extrinsic Motivation

Statement	Score	Average	Motivation Categories
Prices are tariffs according to regulatory rules, low-cost and affordable for all community	810	2.49	Low
Praise with an appreciation for public passengers, children, pregnant women, and people with disabilities	784	2.41	Low

Statement	Score	Average	Motivation Categories
Timeliness Efficiency during the trip with the integration of the vehicle to the destination	978	3.59	High

3.3. Community Motivation to Use Public Transportation

Based on the data that has been presented, the motivation of community to use public transportation in Makassar City on intrinsic factors variables, the highest Likert mean score lies in the first sub variable, namely the statement of belief in using public transportation with an average score of 3.01 which is included in the high motivation category. Meanwhile, the lowest Likert mean score lies in the second sub-variable with a statement of comfort using public transportation with an average Likert score of 2.43 in the low motivation category.

For motivation on extrinsic factors, the sub variable with the highest Likert mean score lies in the statement using public transportation based on the efficiency of its use with a magnitude of 3.59 with a high motivation category. The lowest Likert mean score lies in the sub-variable with a statement of praise using public transportation with a score of 2.41 in the low motivation category.

The study results indicate that the motivation with the extrinsic variable factor that dominates the public using public transportation in Makassar City is the efficiency sub-variable in public transportation. Suppose it is related to the characteristics of the community as respondents who are dominated by the female sex. In that case, unmarried status with 15-30 years is a productive age. Of course, the efficiency of using public transportation is a significant pull factor (extrinsic factor) in using public transportation. Based on the type of public transportation used, Pete-pete dominates as city transportation. This is reasonable because people in the age range of 15-30 years generally have many activities that require them to move from one place to another in a short time during their activities. Coupled with the reasonably high traffic density in Makassar City, the Pete-pete public transportation they choose is practical, can be used on time, and is easy to integrate into the destination.

Meanwhile, the lowest Likert score average is in the praise sub-variable using public transportation. If analyzed more deeply, praise is not the primary motivation for people to use public transportation in Makassar City. With the type of local public transportation mode typical of the Pete-pete type, people still use it even though it is not appreciated and appreciated.

Based on the motivation with the intrinsic factor variable, which dominates the community using public transportation in Makassar City, is the sub-variable belief in its use. If we look at the characteristics of the community as respondents, most of whom are students with high school education and diplomas, then faith is, of course, the main thing to consider. This can be strengthened by the dominant type of mode chosen by the community, namely the pete-pete public transportation mode. They can quickly obtain it and are optimistic that it can take them to their destination.

Still on the pusher motivation variable (intrinsic factor), the sub-variable with the lowest Likert score average is the convenience of using public transportation. Convenience is the sub-variable that is considered in using public transportation. Respondents' answers that dominantly use public transportation of the Pete-pete type feel that it is not cool, clean, and bright, and passengers can go up and down anywhere, even though not at the bus stop. This causes it not to be the main intrinsic factor for people to use public transportation in Makassar City.

3.4. Discussion

The study results indicate that public trust in the availability of transportation means is a factor supporting the selection of this service. The lack of use of public transportation is based on the low level of public trust in the ease of service and the lack of uncertainty in travel times. As a result, this lack of trust is intrinsic motivation in line with [4], which states that intrinsic motivation depends on public trust. Meanwhile, external motivation in public transportation is strongly influenced by the price that the community must issue, which is equivalent to the condition of public services. If people feel that public transportation is more expensive than the service they receive, then the community has low motivation to use public transportation. This is what causes public transportation services in the community to be less attractive.

4. CONCLUSION

Based on the results of the discussion above, it can be concluded as follows:

- Community motivation to use public transportation in Makassar City is still relatively low, with an average Liker score of 2.73.
- The driving motivation (intrinsic factor) that dominates people using public transportation in Makassar City is confidence (3.01). Meanwhile, the extrinsic motivation (factor) that dominates the community using public transportation in Makassar City is efficiency (3.59).
- The driving motivation (intrinsic factor) of people using public transportation in Makassar City is the

lowest comfort (2.43). The community's lowest towing motivation (extrinsic factor) using public transportation in Makassar City is praise (2.41).

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