

JAKARTA CITY TOUR: SIGHTSEEING WITH DOUBLE-DECKER BUS

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Abstract: Tourism is a promising sector for a country, especially in the field of economic and social. Tourism is a benchmark image of a country. Nowadays, industrialized countries, developed and developing countries begin vigorously to fix tourism sector in order to increase existence of the country. Indonesia is one of the developing countries that improves actively in developing tourism. Jakarta as a capital city of Indonesia is not to be outdone to become the icon of Indonesia's tourism. In 2014, department of tourism launched double-decker bus around Jakarta, and it's called "Mpok Siti", to fulfill tourism needs in Jakarta. In 2015, double-decker bus management was taken over by Jakarta government with PT Transportasi Jakarta and its name turned into Jakarta Explorer Bus. The purpose of writing this scientific study is to know how far tourists are interested to go around Jakarta with double-decker bus. Then, it also aims to see how this bus can reduce personal vehicle using to many tourist destinations in Jakarta. So, this study was examined by approach of service brand awareness, accessibility and decision-making use. So, based on the research the writers have done; service, brand awareness and accessibility have positive influence on decision making.

Keywords: tourism, City Tour, City Tour Bus, Service, brand awareness, accessibility, decision making

Introduction

Tourism is an activity and essential component in social life. It gives much for the economy section in many states throughout the world. According to Sharpley, Richard and Telfer & David J., tourism is used for growing the economy that is integral, and used also as a mean of building the economic policies in the local level, regional and national (Sharpley & Telfer, 2002).

In 2015, in a global scale, tourism sector was a source that produced 9.8% of global GDP, whose value reached USD 7.170,3 billion. The world tourism council estimates in 2026, value of tourism will increase to USD 10.986,5 billion which will represent 10.8 % from world GDP (Turner, 2016).

Indonesia has also got an incredible ramp-up in the tourism section. In 2015, according to UNWTO, Indonesia was experiencing an increase in

international tourist by 10%, who took a holiday in Indonesia, from the previous year (Curice, J., Phillips, M., and Clery, 2016). Rapid development in tourism section gives a positive influence for visitors and state, the city, and tourism objects visited.

The Indonesian tourism industry is getting attention from the government. The government seriously continues developing infrastructure such as toll roads, airports and harbours to increase the tourism industry in Indonesia (Simarmata & Keke, 2017). This positive influence makes government aware to fix the tourism facilities and services to become increasingly friendly and can give the best service to the visitors. This is proven by Indonesia's accomplishments included in 20 countries even in the big 5 countries with Algeria, Malaysia, Egypt, and Iran, which provides competitive price for travelers according to World Economic Forum (WEF) (Sport Tourism, 2017).

This improvement began from searching interesting iconic place from the country and the city. For example Big Ben in the city of London-United Kingdom, Eiffel Tower in the city of Paris-France, National Monument in the city of Jakarta-Indonesia, and still many more. This iconic places get to be exposed to attract local and foreign tourist to stop by the country and the city.

Many ways can be used to enjoy tourism objects in the city. For example by using double-decker bus which is quite popular called by Hop-On Hop-Off Bus in some cities in the world such as London and Barcelona.

Jakarta as a state icon and capital city of Indonesia does not miss this trend. In 2015, Jakarta officially launched "Jakarta Explorer Bus". "Jakarta Explorer Bus" or commonly known Jakarta City Tour Bus, launched by the government of Jakarta district by cooperating with PT Transportasi Jakarta. In previous years, Jakarta Explorer Bus was called with the City Tour Bus "Mpok Siti", and managed by Jakarta Tourism Department. In Indonesia, there are only 5 of a city having city tour bus with double-decker, such Jakarta Explorer in Jakarta, Bandros in Bandung, Semarjawi in Semarang, Macito in Malang, Werkudara in Solo.

With ease who has given by government, civilians can determine transportation they are going to use. In few countries like the U.K., Germany, Spain, and Japan, citizen going around the city with mass transportation or public transport is something usual for them. Service quality of public transport is absolutely required (Kadarisman, Gunawan, & Ismiyati, 2016). Many mass transportation which have been provided, such as bus, double-decker bus, MRT, shinkansen, and so on.

Public services are government's responsibility for activities in the form of services provided to the citizen (Ismiyati, Firdaus, & Arubusman, 2017). Public transport basically intends to help citizen not to have their own private vehicle to travel. According to Hung, transportation service companies must be able to meet all the things that people need as consumers used (Ngoc, Hung, & Tuan, 2017). If a transportation company can satisfy all needs as convenience, security and safety, consumers would prefer to use public transportation. In most cases, no standards and existing mechanism are to assess whether the type of transportation available. The transportation now have met various standards as accessibility, affordability, convenience, bliss integration, reliability, security, and so on (Dhingra, 2011).

European committee developed a set classification of quality services arranged in eight category: two from the first category, the availability and accessibility, transportation in more general, meanwhile the five next presenting the quality of services in detail, last category describing the impact of environment to nationwide (European Committee for Standardisation, 2002).

Tour bus service is a service provided for tourists to go round tourist attractions. Design of tour bus is quite different with a kind of other bus. A kind of tour bus is similar to other regular buses and double-decker bus is a bus with open rooftop. Tour bus service in various countries has objective goals to support tourism industry and usually operates commercially. Usually tour bus goes around the city (Rohani, Wijeyesekera, & Karim, 2013). If

transportation service is better, citizen will decide to choose public transportation than their own vehicle.

Besides a good service, the other thing that can affect the consumers from using a bus service is by seeing brand awareness. Brand awareness is the capability of potential buyers to remember and recognize a brand. Aaker also said, there are four levels of brand awareness, the first is unaware of a brand unconscious brands, second level brand recognition interpreted as the introduction of the brand after told by another, third level is the brand recall it means consumers can remember the brand without needing any help from others to recall it. Last level is top of mind which means the brand is in the mind consumers (A. Aaker, 1991). It is seen in figure under this:



Figure 1.

Source : David A. Aker, "Managing Brand Equity", 1991

Brand awareness is defined as lowest knowledge level of brand, at least as a simple recognition to a brand name (Hoyer & Brown, 1990). Brand awareness is an important aspect for the first step of the formation as the brand value (Gartner & Ruzzier, 2011). According to Huang, brand awareness can increase the value of market brand (Huang & Sarigöllü, 2012). Levels of brand awareness can be used as a basis for knowing how large the level of consciousness of a citizen to use Jakarta Bus Explorer when traveled in Jakarta (Keke, 2015). Asli Tasci claims, in fact, people will choose a product known by them (Kozak & Tasci, 2006).

Consumers will be loyal of a brand if they got satisfaction of a brand (Saribanon, Sitanggang, & Amrizal, 2016). Awareness of the brand and the name of a product are very important for the product. The product will be considered by consumers so many citizens will use city bus tour Jakarta to travel.

Accessibility is a benchmark of ease or comfort to get to location and other relations, difficult or easy to reach the location through transport (Black, 1981). As discovered by Aarhaug, ease of accessibility to the bus stop should be continuously improved to be better especially for disability and elderly passenger (Aarhaug, Jørgen Elvebakk, 2015). Accessibility may be seen when public transportation wanting to use is available for trip. Accessibility is the main function that is behind tourist transport, tourists will use the existing mode of transportation in order to access to tourist attractions (Ricardianto, Djajaputra, & Martono, 2017). The decline in accessibility is caused because of bad service of public transportation and it causes citizen of having high dependency to private vehicles (Terayama & Odani, 2017).

There are 3 (three) forces in the decision making process identified by Harren there are dependent, rational, and intuitive (Harren, 1979). People usually judge based on information they get from other sources not from their own experience. People usually make decision by considering with logical reason. Last, people making decision rely on feeling or intuitive. Decision making is affected by purchase or use. Decision for use is based on opinion and perception from consumers, this is not significant decision, the purchase is constituted by the role of probability subject (Tversky & Kahneman, 1975). Customer decision to buy the same product is based on what customer felt at the first time they bought for a brand. Decision to buy a product or to use a service, each person has a consideration, it depends on their needs and wishes to choose the product (Cronin & Taylor, 1992).

Method

This paper aims to see, how brand awarness, service and accesibility can influence decision of Jakarta citizen and the surrounding areas, in choosing transportation for tourism. It is seen in figure under this:

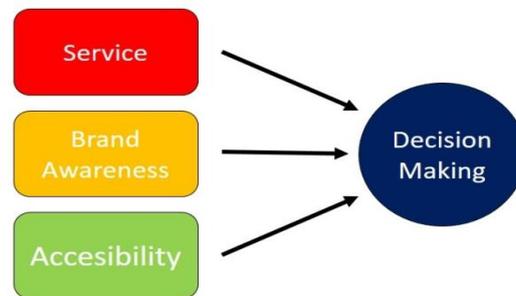


Figure 2. Research Paradigm

Then, after knowing decision for using a product or a service, we can have conclusion whether Jakarta Explorer Bus has an impact to reduce private vehicle users heading to tourism object or not.

To get the goals, basic approach research was quantitative descriptive methods by determining free variable and bound, and used precise calculation of numbers with statistic. This methodology research was supported by survey. The form of this research was explanation (explanating research), research aimed to present and explain a circumstance that was on-going at the time when research was done and checked by the cause of symptoms.

A method to collect data used was to ask questions to Jakarta Explorer Bus users and interview to the management of Jakarta Explorer Bus. A population used from Jakarta Explorer Bus in 2017 was about 1.771.901 passengers. We obtained the number of passengers through our interview with Mrs. Trijatmi Erawati or being called Mam Era, she is the head divison of development service PT Transportasi Jakarta.

This sample was obtained by using slovin formulas. Later we retrieved samples equals to 100 respondents. Survey to 100 respondents was conducted in November 2017 at the bus stops of Jakarta Explorer Bus and inside the bus. The respondents were asked to answer the question about demographic (sex,

age, knowing of Jakarta Explorer Bus or not, having experience to use it or not), and give a rating for deciding to use it relating to service, brand awareness, and accessibility.

First, research identified Jakarta Explorer Bus service problems which is one of most public transportation from customers perspective. There was a set of criteria measuring customer perception about the quality of Jakarta Explorer Bus using Likert Scale. Factor analysis and modeling techniques used for identifying affected factors of customer choice between Jakarta Explorer Bus and their own vehicle. Hence, the hypotheses tested in the study are stated as follows:

H₁ = Service significantly influence on Decision Making for using Jakarta Explorer Bus

H₂ = Brand Awareness significantly influence on Decision Making for using Jakarta Explorer Bus

H₃ = Accessibility significantly influence on Decision Making for using Jakarta Explorer Bus

H₄ = Service, Brand Awareness, Accessibility significantly influence on Decision Making of using Jakarta Explorer Bus

Second, field observation was done to measure citizen understanding about Jakarta Explorer Bus and identify a gap between quality of service and quality of being felt. Data about Jakarta Explorer Bus services on board were collected directly from field of observation while the drivers were operating the buses. Where, there were 25 buses with 6 routes, and we observed 3 routes for finding out the quality. The other character of the bus referred to publications, official statistic, and related document agencies. Finally, a set of standart quality of Jakarta Explorer Bus appeared to meet citizen tourism needed.

Passenger perception analysis was conducted with the assistance of a statistical method for identifying customer needs, relative importance and assesment. Two statistic methods, factor analysis and linear regression, measured relationship between variables dependent -y and 3 independent variable -xn that affects y. By verifying relationship between model

regression analysis and factor, it gave insight about the importance of single aspect. For example, passengers were not asked directly whether jakarta explorer bus is always on time or not, but it could be concluded from service contribution to the decision for using Jakarta Explorer Bus.

Result and Discussion

Table 1. Recapitulation Multiple Regression Linear analysis from Variable (service, brand awarness, and accesibility) to Consumer Decision Making.

Variable		Coeffisient B	Std. Error	Sig.
Dependent	Independent			
Decision Making (Y)	Service (X1)	.160	.051	.002
	Brand Awareness (X2)	.233	.079	.004
	Accessibility (X3)	.066	.076	.388
R		.641		
R Square		.410		
<i>Adjust R Square</i>		.392		
N (Sample)		100		

From the table above, it can be explained that service (X1), brand awareness (X2), accesibility (X3), they are together able to contribute decision making (Y). Meanwhile, to F test, based on the table above, it is known from value significant to 0,000 ($p < 0.05$) so that H_0 is rejected. It means H_i received with the statement has a significant influence together with free variable for research. To know free variable affects bound variable in partial and variable will be known that it has an effect dominant, hence, uses T test. Test was done by using SPSS 21 for Windows to see if it is significant smaller than 0.05 ($p < 0.0$), hence, the variable has influence significant partial. So, the explanations are as follows:

1. The influence of service (X1) to decision making (Y). The result of regression analysis in partial is the size of the influence service (X1) of decision making (Y) obtained value as to service is of 3.133 with the significance of 0.02. Because the value of $t_{count} > t_{table}$ and value significant 0.05, hence, Hypothesis H_1 is received. This means that service has a significant impact on consumers decision making.

2. The influence of brand awareness (X2) to decision making (Y). The result of regression analysis in partial is the size of the influence promotion brand awareness (X2) of decision making (Y) obtained value t_{count} to brand awareness is of 2,939 with the significance of 0.04. Because the value of $t_{count} > t_{table}$ and value significance 0.05, hence, Hypothesis H_2 is received. This means that brand awareness has a significant impact on consumers decision making.
3. The influence of accesibility (X3) to decision making (Y). The result of regression analysis in partial is the size of the influence accesibility (X3) of decision making (Y). Obtained value t_{count} to accesibility is of 0.86,6 with the significance of 0.388. Because the value of $t_{count} < t_{table}$ and value significance 0.05, hence, Hypothesis H_3 is received. This means that accesibility has a significant impact on consumers decision making.

From data analysis on the research, hence, it can be seen that service and brand awarenes affect consumers decision making. This may be seen based on the regression coefficient b, that is about 0.160 with significance of 0.02 to service and 0.233 with significance of 0.04 to brand awareness. Based on these results, there is a highest effect that is brand awareness. Then factor that has less significant affect is accesibility, with the regression coefficient b of 0.066 with significance of 0.388.

Table 2. Test Anova from Service, Brand Awareness, and Accesibility to Costumers Decision Making.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125,554	3	41,851	22,266	,000 ^b
	Residual	180,446	96	1,880		
	Total	306,000	99			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total X3, Total X1, Total X2

Through table distribution f with (α) of 5 %, hence, it is obtained value $f_{table} = 2.70$. Criteria test used is turning H_0 if $f_{count} > f_{table}$ or value sig $< (\alpha)$. Based on output in table 2, it is obtained value f_{count} of 22.266 with the

significance of $p = 0.000$ value significance 0.05 . Because value of $f_{\text{count}} > f_{\text{table}}$ ($22.266 > 2.70$) and value significance are smaller than 0.05 , hence, H_4 is accepted, they are service, brand awareness and accesibility, they together have influence positive on decision making.

Based on the result, it is explained that there is influence variable X_1 , X_2 , and X_3 to decision making (Y) in together (simultaneous). This means service, brand awareness, accesibility have a positive influence to consumers decision.

Service has a significant impact on decision making. Service is not only provided by the officers (on board), but also it can be convenience and conducive atmosphere to enjoy the ride, get information service and facility given by PT Transportasi Jakarta to the customer. According to Ngoc, transportation service companies must be able to meet all the things that people need as consumers users (Ngoc et al., 2017). Hence, the influence of service to make a decision is quite high as the service provided by PT Transportasi Jakarta and the management of Jakarta Explorer Bus is very good.

Brand awareness has more significant impact on decision making than service. Brand awareness is important because it can attract public to use Jakarta Explorer Bus. Before reaching level of brand awareness as the highest top of mind, people using Jakarta Explorer Bus have been through the previous name that is not a famous brand, it needs brand recognition, brand recall (A. Aaker, 1991). Because brand awareness comes from itself, then there will be more easily to control.

Citizens use Jakarta Explorer Bus also because they realize that it has good facility and fits to be used to tourism activity in society. Because of that brand awareness, this makes the Jakarta Explorer Bus users increase in three months.

**Table 3. Number of Passangers
Source : PT Transportasi Jakarta, 2017**

Month	Passangers
August	151,929
September	178,346
October	181,480

Accesibility has no significant impact on decision making. However accesibility is a measure of ease or comfort of reaching the location and its integration to other bus, difficult or easy the location reached by any other transport (Pratiwi, 2014). The result of the study directly shows that there are some bus shelters of Jakarta Explorer that is difficult enough to reach and it is not strategic. For example, bus Shelter Jakarta Explorer BNI 46 in Kota Tua city area jakarta. Shelter BNI 46 is on route 1 bus in Jakarta Explorer. It is difficult to reach because it is far from tourist destination such as Kota Tua, even when people walk down from shelters, they have to walk more or less 5-10 minutes to Kota Tua.

Conclusion

Decision of using transportation can be influenced by many things. Based on the research, decision of using transportation is strongly influenced by brand awareness. Brand awareness can be distributed via an interesting promotion about Jakarta Explorer Bus. With a good and exciting promotion, hence, societies are aware that in Jakarta there is a facility that can be used well. In addition, decision to use the bus is also affected by the service provided by local government and companies related. Services of the buses can be good officers on board who are prepared to give information, and other. There are 6 routes and 25 buses available at the moment, they can be used by people who need to travel in Jakarta.

In this research, accesibility is a less influence. Accesibility is quite important. The availability of facility in bus shelter and affordability of bus shelter are some points that need to be raised by local government and PT Transportasi Jakarta. In addition, they should also be added and be easy to access to go to tourism places and to allow users of Jakarta Explorer Bus

much higher. For example, by making the integration of modes of transportation, so that tourists can easily move from one place to other place for other destinations.

The use of private vehicle to tourist destination visited cannot be stopped. Because, based on the research, accessibility has an effect, but not as much as other factors. Citizens and tourists need transportation that is quick, easy, and with the high mobility requirement for the user, so that they do not use their own private vehicles to travel.

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