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SERVICE QUALITY EVALUATION OF TRANS JATIM BUS STOPS ON CORRIDOR I

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Abstract

This research aims to evaluate the quality of Trans Jatim Corridor I Bus stop services from the users' perspective and their conformity with the Regulation of the Minister of Transportation No. 27 of 2015. The study employed a mixed-methods approach with a sequential explanatory design, conducted at 33 bus stops from July to October 2025. Data was collected through questionnaires of 100 users and checklist observations, then analyzed using the Kano Model and Importance-Satisfaction Analysis. The results revealed significant gaps between existing conditions and regulatory standards, especially in the aspects of safety (36.36% compliance) and comfort facilities (65.76% compliance). Kano Model analysis identified 10 priority attributes requiring optimization, most of which were classified as must-be or one-dimensional, with the level of satisfaction in the category of surplus and excellent. Improvement priority recommendations are focused on fulfilling fundamental attributes to improve user satisfaction and overall quality of bus stop service.

Keywords: Bus Rapid Transit, Bus Stop, Service Quality, Kano Model

Introduction

Indonesia confronts substantial obstacles stemming from the expedited demographic expansion and burgeoning urban development, with particular exigency observed in areas undergoing rapid growth, such as East Java. The escalating concentration of inhabitants, the outward proliferation of urban boundaries, and the spatial aggregation of economic endeavors have collectively amplified the imperative for robust urban infrastructural frameworks, notably those pertaining to transportation modalities (Witra & Umar, 2020; Astuti et al., 2021). Within conurbations like Gerbangkertosusila (encompassing Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, Lamongan), demographic surges are intricately linked with fostering increased movement of people and goods, while concurrently exerting considerable strain on existing transit conduits (Astuti et al., 2021; Okky Tegar Adinda & Asmara, 2024).

Gresik Regency, serving as a pivotal industrial nexus for the geographical area, has undergone considerable demographic expansion and external population influx, attributable to its function as an acillary region to Surabaya. Comparable trends are evident in Sidoarjo Regency, where accelerated urban proliferation mirrors the peripheral influences emanating from the regional administrative center. These phenomena have consequently altered patterns of land utilization and amplified the exigencies of daily commuter mobility, thereby underscoring the critical necessity for public transit systems that are both efficacious and dependable (Pahlevi et al., 2023; Sholicha et al., 2023).

Nevertheless, the expansion of urban areas within East Java continues to rely predominantly on private conveyances, while the adoption of public transit options remains notably limited. This disparity has exacerbated traffic gridlock, led to ecological deterioration, and diminished the overall efficacy of urban movement (Astuti et al., 2021; Susanti et al., 2024). Therefore, the confluence of demographic shifts and escalating urbanization underscores the critical necessity of reinforcing public transportation networks as a viable and enduring solution to the complexities of urban expansion and transit exigencies.

Sovereign entities bear constitutionally defined responsibilities to address the fundamental requirements of their populace (Sholicha et al., 2023; Widasari & Rosdiana, 2024). The legislative framework, specifically Law Number 25 of 2009 about Public Service, stipulates that such services must adhere to established regulatory protocols, benefiting all inhabitants (Abdillah & Hardjati, 2024; Fanida et al., 2021; Rekasari & Fanida, 2021; Setiawan & Leksono, 2022). Core tenets underpinning these services encompass the public interest, legal predictability, equitable treatment, operational transparency, and robust accountability mechanisms (Hasibah et al., 2022). As the direct purveyors of these services, governmental bodies are enjoined to elevate the standard of service provision (Fanida et al., 2021; Rekasari & Fanida, 2021). The relentless march of technological progress necessitates the adoption of novel methodologies to optimize service delivery processes (Setianingrum & Choiriyah, 2025). Notwithstanding these imperatives, the prevailing landscape of public services in Indonesia frequently falls short of desired outcomes, exhibiting characteristics such as convoluted procedures, operational ineffectiveness, and protracted timelines (Marfiati & Reviandani, 2023; Setiawan & Leksono, 2022).

In an effort to discharge these responsibilities, the provincial administration of East Java initiated the Trans Jatim Bus service in August 2022 (Alifiah et al., 2024; Luluk Nafilatur Rizqi et al., 2023). This Bus Rapid Transit (BRT) initiative exemplifies the government's dedication to providing superior public transit options (Jannesia Evelin Giselia Br. Ginting, 2025; Widasari & Rosdiana, 2024). The provision of dependable public transportation is instrumental in advancing the Sustainable Development Goals (SDGs), encompassing objectives such as sustainable urban development, public health, and climate change mitigation (Salvo et al., 2021). Of the three established routes, Corridor I, which traverses Porong, Surabaya, and Gresik, experiences the greatest volume of activity (Afikhah, 2024; Luluk Nafilatur Rizqi et al., 2023; Mahri et al., 2025; Widasari & Rosdiana, 2024). Initial public reception has been notably favourable, with daily ridership figures ranging between 3.500 and 4,000 individuals (Fitri & Cikusin, 2023).

Notwithstanding this success, the substantial demand presents consequential operational difficulties, particularly concerning the exceeding of system capacity during periods of peak usage (Brouwer et al., 2023).

Bus stops function as critical nodes within the architecture of public transit networks. They act as principal ingress and egress points (Luo et al., 2022), facilitating passenger accumulation and the convergence of transit streams (Sela Febrina, 2021). The qualitative attributes of bus stops exert a substantial impact on user evaluations of the broader transportation infrastructure (Friman et al., 2020; Sun et al., 2020). User contentment at bus stop locations is a significant determinant of overall public transportation satisfaction (Abenoza et al., 2017; Sun et al., 2020). Elements such as amenity, information provision, safety, and ancillary services demonstrably shape modal selection preferences (Cui et al., 2022; Friman et al., 2020; Sun et al., 2020). Suboptimal conditions at bus stops can precipitate alterations in travel predilections, contingent upon aspects of site selection and the caliber of installed amenities (Cui et al., 2022).

While the Trans Jatim Bus Corridor I demonstrates encouraging operational effectiveness, disclosures highlight discrepancies between anticipated outcomes and the actual state of bus stop amenities. Observed deficiencies encompass the absence of route directional signage, insufficient electrical outlet provisions, instances of water ingress, and constricted entryways. And a dearth of explicit timetable details (Brouwer et al., 2023; Luluk Nafilatur Rizqi et al., 2023). The temporal deviations experienced by buses at designated stops have a direct bearing on transit velocities, overall network throughput, and the financial outlay associated with operations (Huo et al., 2015). These deficiencies are of considerable significance, given that the Ministry of Transportation Regulation No. 27 of 2015 delineates the minimum acceptable service criteria for road-based public transit systems. Disparities between passenger perceptions and the services rendered are indicative of the prevailing service quality (Ali et al., 2021; Setiawan & Leksono, 2022; Sinha et al., 2020), which is predicated upon the degree to which service provisions align with user expectations (Abenoza et al., 2017; Ali et al., 2021). Persistent user dissatisfaction has the potential to diminish public inclination towards utilizing public transportation (Kim et al., 2018; Sun et al., 2020); Conversely, enhancements in service standards may serve to augment its appeal (Kim et al., 2018).

Consequently, a thorough assessment of the Trans Jatim Corridor I bus stops is imperative. The importance of this investigation transcends mere adherence to regulatory mandates (Sari et al., 2024), aiming instead to elucidate passenger viewpoints and requirements. A comparative analysis of existing environmental circumstances, public opinions, and established directives can pinpoint optimal venues for enhancement. This academic endeavor scrutinizes the Trans Jatim Bus Stop Corridor I through the lens of user experiences and the stipulations outlined in Minister of Transportation Regulation No. 27 of 2015. By dissecting the discrepancies between the current realities, user expectations, and the governing regulatory structures, it is possible to formulate holistic proposals for elevating the service caliber of Trans Jatim bus stops, thereby contributing to the progression of sustainable urban transportation paradigms.

The originality of the present investigation is predicated on the synergistic deployment of a tripartite analytical schema: (1) the Kano Model for the categorization of service attributes; (2) Importance-Satisfaction Analysis for the judicious prioritization of factors; and (3) an evaluation of regulatory adherence, specifically referencing the Minister of Transportation Regulation No. 27/2015. This convergent methodology ameliorates a lacuna in the extant literature concerning Bus Rapid Transit (BRT) Trans Jatim Corridor I assessment by concurrently scrutinizing user perspectives, the constituent dimensions of service quality, and established scholarship through the provision of a multifaceted evaluative paradigm for BRT transit stops and the articulation of empirically grounded counsel for the enhancement of service provision.

Research Methods

This study employed a sequential explanatory mixed-methods design, combining

quantitative surveys with qualitative observation in two phases. The research was conducted from July to October 2025 across all 33 Bus Rapid Transit (BRT) Stations along Corridor I. The target population comprised Trans Jatim Corridor I users, with an average daily ridership of 3,500-4,000 users. A sample size of 100 respondents was determined using Slovin's Formula with 10% margin of error:

$$n = \frac{N}{1 + Ne^2} \; n = \frac{3750}{1 + 3750(0.1)^2} = 97.4 \approx 100 \; respondents$$

Where N = average ridership (3,750), e = margin of error (10%). Random sampling was applied at each bus stop during peak (07.00-09.00, 16.00-18.00) and off-peak hours to ensure representation.

The instrument was formulated in accordance with Ministry of Transportation Regulation No.40 of 2015, encompassing 16 inquiries distributed across six distinct constructs: Safety, Security, Reliability, Comfort, Convenience, and Equality. Pertaining to the Kano Model appraisal, a dichotomous question structure (encompassing both functional and dysfunctional aspects) was a methodological principle (1 = Highly Preferred, 2 = Must Have, 3 = Indifferent, 4 = Tolerable, 5 = Unacceptable). Prior to its implementation, the survey instrument underwent thorough evaluation to establish its validity and reliability. Construct validity was ascertained through the application of Pearson's correlation coefficient. Considering the sample comprised 100 participants, the critical r-value for a bidirectional test at a significance threshold of 0.05 is determined to be 0.195 (Pallant, 2020). All constituent items of the questionnaire surpassed this stipulated benchmark, thereby substantiating their validity. An assessment of reliability using Cronbach's Alpha produced a coefficient of 0.85, evincing a robust level of internal consistency. This coefficient notably exceeds the generally endorsed minimum threshold of 0.70 for instruments deemed reliable (George & Mallery, 2024). The checklist comprised 8 dichotomous indicators (categorized as compliant, non-compliant, and suboptimal) that span the domains of safety and comfort. Such a structured approach facilitates a systematic appraisal of adherence to established physical and operational standards.

The quantitative information derived from the questionnaires underwent analysis utilizing the Kano Model. This process categorized service attributes into four distinct classifications: Must-be, One-dimensional, Attractive, and indifferent, in accordance with recent adaptations of the methodology (Dace et al., 2020; Liu et al., 2021; Oey et al., 2023; Tseng, 2020). Subsequently, Importance-Performance Analysis (IPA) was employed to situate attributes within the strategic quadrant designated as Excellent, Surplus, Care-free, and To Be Improved. This facilitated the development of a prioritized structure for implementing corrective actions (Liu et al., 2021). Qualitative data gathered from observational studies were subjected to descriptive analysis to ascertain compliance rates in comparison to established regulatory benchmarks. Methodological triangulation was implemented to synthesize and mutually validate the findings obtained from both quantitative and qualitative data streams, thereby augmenting the overall reliability, accuracy, and thoroughness of the outcomes.

Research Results and Discussion

Availability of BRT Trans Jatim Bus Stop Corridor 1

An examination of the Trans Jatim Bus Rapid Transit (BRT) stations situated along Corridor I indicates significant deviations from the technical specifications stipulated by the Regulation of the Minister of Transportation No. 27 of 2015. This review specifically scrutinized the provision and efficacy of safety and comfort amenities, which constitute the fundamental service benchmarks for public transportation infrastructure operating on roadways.

Security

The efficacy of security measures was assessed utilizing a tripartite framework comprising illumination levels, the deployment of security staff, and the accessibility of channels for emergency or grievance reporting. Per regulatory mandates, transit waiting areas are required to sustain a minimum of 95% operational illumination, be attended by no fewer than a single security representative, and offer readily available conduits for emergency communications.

Table 1. Safety Characteristics

	Attribute			Total Percentage Realized
	Lighting Description	Security Officer	Security Intrusion Information	
Percentage Realized	87.88%	9.09%	12.12%	36.36%

Source: Survey Results, 2025

An evaluation of amenities pertaining to occupant comfort was conducted utilizing five technical metrics. The aggregate compliance rate for comfort-related provisions surpassed that of security measures, registering at 65.76%. Both illumination and sanitation exhibited commendable operational efficiency, achieving confortmity rate of 87.88% apiece. The sufficiency of floor area attained the apex of achievement, with a realization rate 96.97%, underscoring that the spatial volume generally adheres to established regulatory benchmarks. In contrast, the provision of thermal regulation systems was notably substandard, being present at a mere 6.06% of bus stops. Furthermore, accessibility for passenger ingress and egress achieved only 50% compliance, a deficiency attributable to variability in platform elevations and localized topographical challenges.

Trans East Java BRT Service Quality

The evaluation of service quality characteristics was augmented by the application of the Kano Model, integrated with Importance-Satisfaction (I-S) Analysis, to pinpoint crucial domains necessitating enhancement. These characteristics were delineated into Must-be, One-dimensional, attractive, and Indifferent classifications, thereby signifying their disparate impact on user contentment

Safety variables were operationalized through main indicators: safety information availability and health facility access. Safety information indicators included the clarity of evacuation route instructions and gathering point markings. Health facility indicators included health post availability, first aid equipment completeness, and medical officer presence. These indicators represent a systematic effort by bus stop managers to ensure physical and emergency preparedness.

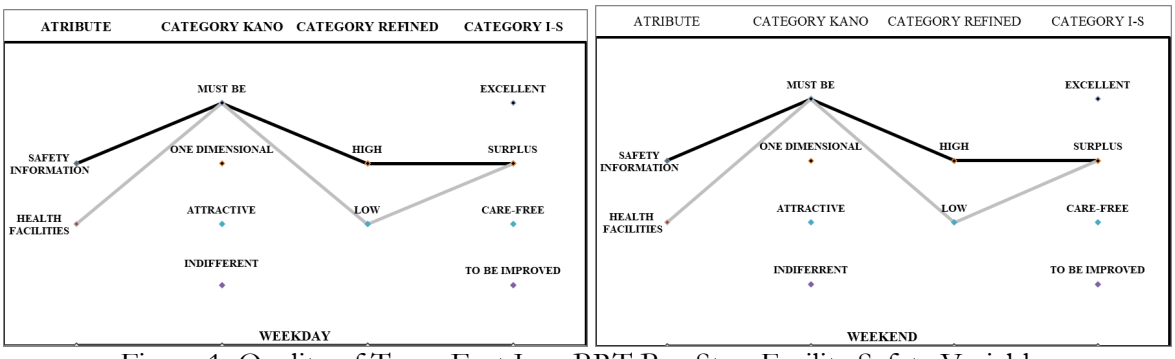

Figure 1. Quality of Trans East Java BRT Bus Stop Facility Safety Variables

Variables pertaining to safety, especially safety-related information and healthcare amenities, were uniformly categorized as Must-be attributes irrespective of the day, whether it was a weekday or a weekend. Their placement within the Surplus quadrant of the I-S matrix underscores their high significance alongside a deficiency in current performance. This observation implies that users regard safety provision as foundational necessity; any inadequacy in their provision precipitates prompt dissatisfaction, as opposed to a commensurate augmentation of satisfaction when they are present

Security variables focused on bus stop operators' efforts to create disturbance-protected environments. Indicators included complaint media availability (contact stickers) and electronic surveillance system implementation (CCTV cameras). These reflect the operator's commitment to maintaining order and user security.

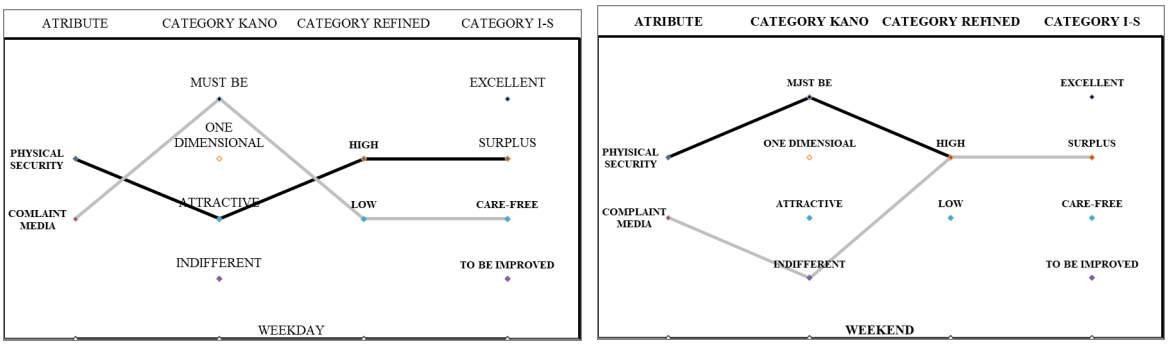

Figure 2. Quality of Trans East Java BRT Bus Stop Facilities Security Variable

The deployment of physical security measures, encompassing surveillance systems and on-site security personnel, demonstrated temporal fluctuations. During the course of weekdays, physical security was assessed as Attractive, signifying its capacity to substantially elevate user contentment when effectively operationalized. Conversely, on weekends, its classification transitioned to Must-be, thereby mirroring augmented user requirements during periods characterized by heightened recreational travel and heightened susceptibility

Mediated avenues for lodging complaints were perceived as being of lesser consequence, a trend particularly pronounced during weekend intervals, where they were relegated to the Indifferent classification. Nevertheless, the suboptimal efficacy of these channels indicates an underlying vulnerability, given that complaint mechanisms serve as critical frameworks for governance and accountability within the provision of public services.

Reliability and Regularity, reliability variables referred to transportation system service consistency and certainty, measured through vehicle arrival/departure schedule information availability and Trans Jatim BRT route information completeness.

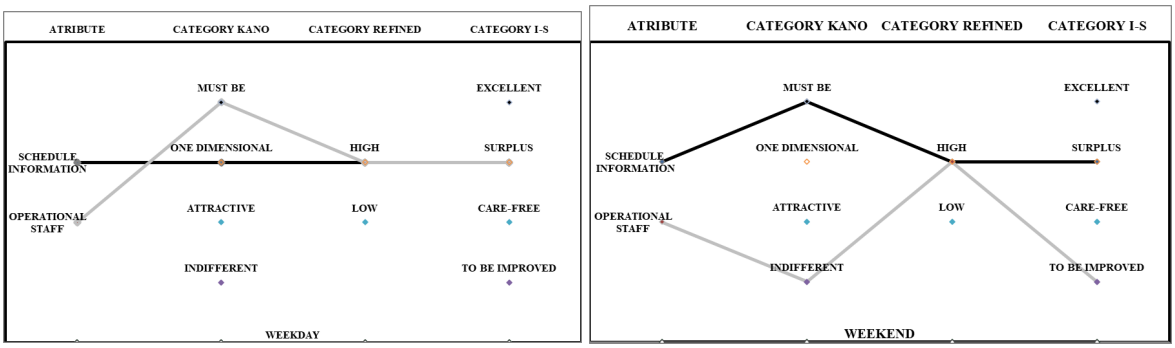

Figure 3. Quality of Trans East Java BRT Bus Stop Facilities: Reliability and Regularity Variables

The assessment of dependability features, encompassing temporal data regarding schedules and workforce accessibility, revealed fluctuating categorization trends. Specifically, schedule-related data evinced a One-dimensional correlation with user contentment during the standard workweek, whereas over the weekend, ot evolved into a Must-be. This shift suggests a heightened user reliance on precise and readily available scheduling information, particularly during periods of non-standard travel.

The persistent presence of operational personnel was consistently recognized as a paramount characteristic; however, its impact on overall satisfaction experienced a reduction subsequent to the week's conclusion. Notwithstanding this observation, deficiencies in operational efficacy within this sphere persist in exacerbating the divergence between user anticipated services standards and the reality of service provision.

Comfort, comfort variables referred to bus stop physical conditions and environments supporting positive user waiting experiences, measured through indicators including well-maintained waiting rooms, adequate nighttime lighting, and digital facility support (Wi-Fi networks for Trans Jatim BRT application access).

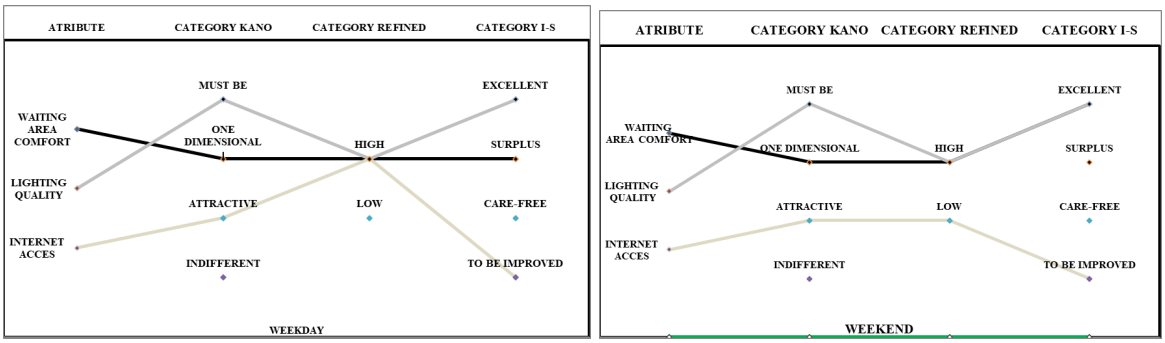

Figure 4. Quality of Trans East Java BRT Bus Stop Facility Comfort Variable

The presented figure delineates the categorization of comfort-associated characteristics at Bus Stops Trans Jatim Corridor I, encompassing both routine weekdays and leisure weekends, through application of the Kano Model alongside an Importance-Satisfaction evaluation. The attribute pertaining to the comfort of the waiting environs is characterized as a Must-be to One-dimensional quality, exhibiting a significant level of importance, thereby underscoring its pivotal influence on cultivating passenger contentment. The luminescence standard is uniformly categorized as a Must-be attribute situated within the Excellent quadrant, implying that its present operational efficacy sufficiently addresses fundamental user prerequisites. In contrast, connectivity through internet services is identified as an Attractive attribute located in the To Be Improved quadrantm signifying its capacity to augment satisfaction as a supplementary amenity, notwithstanding its non-critical nature. In summation, the obtained results suggest that enhancements in service provision ought to concentrate on sustaining foundational comfort elements whilst strategically elevating ancillary features to optimize the user's experiential engagement.

Convenience and Affordability, this metric quantifies the degree of ease of access to public transit stops and the comprehensiveness of available information, which collectively contribute to a seamless user travel experience. It is comprised of six distinct components: separated passenger boarding/disembarkation routes, service information availability (schedules, fares, route maps). Feeder transportation information clarity, electronic device charging facilities, platform-vehicle floor height equivalence, and parking area availability. These indicators represent physical design and information system integration, facilitating diverse user mobility.

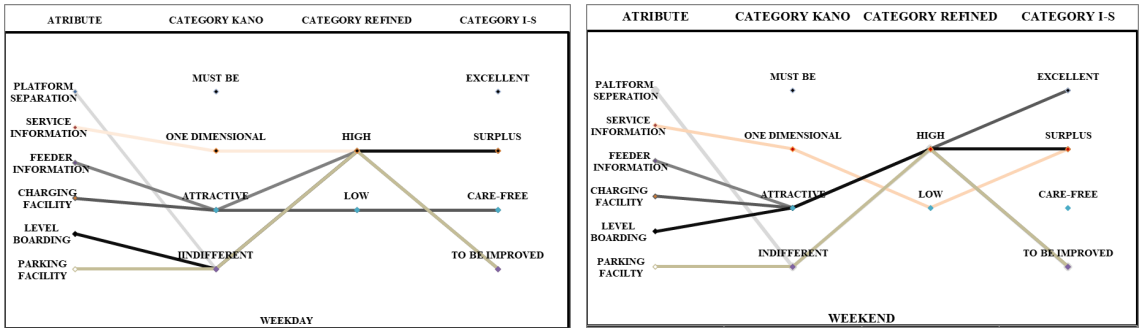

Figure 5. Quality of Trans East Java BRT Bus Stop Facilities: Variables Convenience and Affordability

The analysis of convenience-related attributes indicates varying user perceptions between operational periods. Platform separation and parking facilities are consistently classified as Indifferent attributes positioned in the To Be Improved quadrant, suggesting limited influence on satisfaction despite their functional relevance. Service information shows a decline in perceived importance from weekdays to weekends, indicating inconsistent performance in meeting user expectations. Feeder information remains an Attractive attribute with high importance but insufficient performance, reflecting untapped potential to enhance satisfaction. Charging facilities demonstrate a positive shift, evolving into an Attractive attribute in the Excellent quadrant on weekends, while level boarding gains attractiveness across periods despite remaining performance limitations. Overall, the findings highlight the need to prioritize information-related and accessibility improvements to enhance user convenience.

Equality, the concept of equitable variable, underscored the imperative of universal access to public transportation, specifically focusing on the Trans Jatim Corridor 1 BRT system's provisions for individuals with disabilities. This was quantitatively assessed by the presence of ramps, adhering to established accessibility standards by maintaining a gradient not exceeding 20%. The implementation of ramp infrastructure facilities secures and autonomous ingress and egress for a diverse user demographic, including those in wheelchairs, senior citizens, and individuals with compromised mobility, thereby exemplifying the integration of inclusive design methodologies within the development of public transit infrastructure.

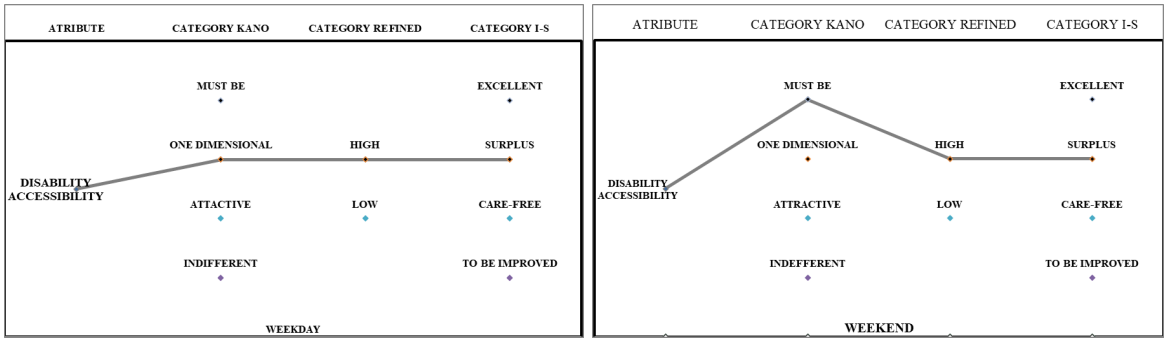

Figure 6. Quality of Trans East Java BRT Bus Stop Facilities: Variable Equality

The provision of accessibility amenities for individuals with disabilities has been characterized as unidimensional attributes, implying a direct correlation between enhanced performance and user contentment. The uniformly suboptimal performance observed across both the working week and weekend periods highlights a significant concern regarding equity, given that deficient accessibility not only diminishes satisfaction levels but also impedes comprehensive and inclusive mobility

Discussion

In alignment with contemporary international investigations into the quality of public transportations into the quality of public transportation services at the stop level, the outcomes of this research corroborate the seminal importance of safety, unimpeded access, and comprehensive information dissemination as foundational pillars influencing user contentment. Investigations undertaken within diverse metropolitan settings have revealed that inadequacies in essential stop amenities substantially diminish the perceived quality of service and possess the potential to deter sustained utilization of the public transport system (Friman et al., 2020; Sun et al., 2020) Specifically, elements pertaining to safety and security have been persistently identified as indispensable prerequisites; their presence does not elevate satisfaction, but their absence engenders considerable discontent.

Congruent trends have been documented within global Bus Rapid Transit (BRT) networks and municipal bus operations, wherein the caliber of infrastructure at individual stops significantly impacts patronage estimations and user engagement (Cui et al., 2022). The deficient adherence of Trans Jatim Corridor I bus stops to stipulated safety regulations, as elucidated herein, exemplifies prevalent obstacles encountered by nascent BRT initiatives in developing urban peripheries, characterized by infrastructure development outpacing the refinement of service benchmarks.

Moreover, the fluctuations in user perceptions observed between weekdays and weekend periods, as revealed in this investigation, enhance prior research by substantiating that service expectations are indeed contingent upon temporal factors. Whereas previous scholarly works have predominantly focused on the fixed correlation between transit stop amenities and user contentment (Luo et al., 2022; Sinha et al., 2020), The current investigation underscores the critical need for adaptable service provision strategies that can effectively address variable demand and evolving user behavior. This study makes a significant contribution to the extant body of knowledge by presenting empirical data derived from an Indonesian Bus Rapid Transit (BRT) setting, a context that has historically been inadequately represented in global transportation scholarship.

Policy Recommendations for Public Transportation Infrastructure Development: From a policy standpoint, globally recognized optimal strategies advocate for the enhancement of public transit infrastructure to first concentrate on core service characteristics, preceding the adoption of sophisticated technologically advanced upgrades (Cui et al., 2022; Friman et al., 2020). In the context of Trans Jatim Corridor I, this principle suggests that capital allocations should initially be directed towards ensuring adherence to safety regulations, augmenting the presence of security personnel, establishing uniform information dissemination protocols, and ensuring equitable access for all users. Fortifying these foundational components is imperative not only for elevating passenger contentment but also for cultivating public confidence and fostering a durable transition to public transportation, especially within burgeoning urban environments.

Conclusion

This research examined the service quality of the Tran Jatim Corridor I bus stops. The evaluation combined an analysis of user perceptions with an assessment of regulatory adherence to the Regulation of the Minister of Transportation No. 27 of 2015. The results indicate a significant disparity between the current state of the bus stops and the required service standard. Specifically, the safety aspect exhibited the lowest compliance rate at 36.36%. Primary shortcomings were noted concerning the provision of security personnel, emergency communication systems, and health infrastructure. Conversely, elements related to comfort, such as cleanliness and adequate space, showed more favorable outcomes. Nevertheless, supporting amenities, including climate control and ease of boarding, continue to be lacking.

Utilizing the Kano Model and Importance-Satisfaction Analysis facilitated the pinpointing of essential service features that warrant enhancement. Security information, medical amenities,

physical safety measures, complaint resolution channels, the availability of operational personnel, and illumination standards were uniformly designated as fundamental requirements. The absence or deficiency in these areas is likely to result in prompt user discontent. Conversely, elements such as timetable details, the convenience of waiting areas, service descriptions, and accommodations for individuals with disabilities were classified as linear attributes. This classification implies that any advancement in these specific aspects would lead to a corresponding increase in user contentment. Consequently, this systematic approach to determining priorities offers a well-defined foundation for focused and effective improvements in service quality.

From a scholarly standpoint, this investigation advances the existing body of knowledge concerning the quality of public transportation services. It achieves this by presenting a multifaceted assessment methodology that concurrently integrates regulatory comparison, the disparity in user contentment, and the hierarchical ranking og operational efficiency. The synthesis of these analytical paradigms restifies a deficiency observedin prior research, which frequently employed either perception-driven evaluations or regulatory appraisals exclusively, especially when examining nascent Bus Rapid Transit networks in developing economies.

Subsequent scholarly investigation should encompass the assimilation of contemporary information technologies and conduct a longitudinal assessment of the effect of infrastructure enhancements on both ridership expansion and user contentment across a spectrum of Bus Rapid Transit (BRT) corridors.

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