

KERETA WISATA PRIORITY TYPE SERVICE STRATEGY BASED ON CHSE GUIDE

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Abstract

PT. Kereta Api Pariwisata certainly has a strategy in dealing with the Covid-19 pandemic situation, especially Kereta Wisata priority type as the most widely used type, by the community, by providing services that prioritize passenger safety and comfort. The presence of CHSE (Cleanliness, Health, Safety, Environment Sustainability) as a guideline in carrying out services in the midst of the Covid-19 pandemic can provide an increase in service quality and trust from the public in carrying out activities at service places. This study uses qualitative methods, data collection in this study was carried out using observations, interviews, and library studies. Based on this research shows that PT. Kereta Api Pariwisata has established a service strategy based on the theory of service dimensions and CHSE guidelines.

Keywords: Service Strategy, CHSE, Covid-19, Kereta Api Wisata

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INTRODUCTION

The tourism sector is one of the fastest growing industries in Indonesia. Tourism itself is one of the largest foreign exchange contributors to the country of Indonesia, its natural beauty and rich traditions and culture make Indonesia a favorite country for tourists to visit, with this potential, tourism can build several sectors at once in its implementation, both in terms of economy and community development.

In the development of the tourism sector, there are four aspects that must be owned in tourism development, namely: attraction, amenity, accessibility, and ancillary. One of the four components of the tourism principle that is an important requirement is Accessibility, which is all kinds of infrastructure, transportation or transportation services.

Transportation is the transfer of people or goods from one place to another, by using vehicles driven by humans or machines. Apart from being a tool for moving people from one place to another, transportation is now one of the means to travel. One of the transportation that can be used for traveling is the train, the only company that manages trains for traveling in Indonesia is PT Kereta Api Pariwisata, a subsidiary of PT Kereta Api Indonesia (Persero) which manages tourist trains.

Kereta Wisata is a series of trains that are specialized to provide a different experience in enjoying a trip by providing exclusive facilities and services with the aim of providing satisfaction and a recreational impression. One type of Kereta Wisata is the Priority Type which has a capacity of 30 passengers and supported by various facilities that provide recreation making Kereta Wisata the right choice for tourists.

But in 2020, the world was shocked by a situation that urged all parties to stop carrying out their activities outdoors for mutual safety, the Corona Virus Disease (Covid-19) Pandemic almost paralyzed the joints of life in parts of the world, including in Indonesia. The pandemic has had a huge impact on all sectors, one of the worst affected is the tourism industry sector, one of which is the tourist transportation service business, limiting access and community

mobility is the reason for the decline in the number of tourist visits, this policy was forced by the government to anticipate a wider spike in the number of infections.

With the Covid-19 pandemic, people certainly have doubts and fears about the spread of the virus wherever the place or facility to be visited, tourists will pay more detailed attention to a place in providing comfort and safety to visitors. When mobility is restricted and people fear the spread of the virus in public places, it must make companies respond quickly to the situation by implementing a service strategy that prioritizes health and safety. Responding to circumstances such as the current pandemic, PT Kereta Api Pariwisata needs to determine a strategy, the flow of determining the strategy can be seen in the data below:



Figure 1 : Flow of determining strategy

Source: Data processed by researchers (2021)

The government through the Ministry of Tourism and Creative Economy launched a health protocol guide based on CHSE, namely Cleanliness, Health, Safety, and Environment Sustainability aimed at tourism businesses as new guidelines and principles to anticipate the spread of the Covid-19 virus in the tourism sector environment.

CHSE is present with the aim of being a solution to provide references to tourism actors so that they can continue to be productive and provide guarantees of comfort, safety and health to tourists amid the Covid-19 pandemic and remain responsible for the surrounding environment.

PT Kereta Api Pariwisata as one of the tourist transportation service businesses in Indonesia that applies CHSE-based guidelines to service procedures, starting from Pre Journey, On Journey, to Post Journey. In order to ensure safety, comfort and health in order to gain the trust of passengers. This is something that is interesting for the author because CHSE is a very influential thing in the tourism sector.

METHOD

This research was conducted using qualitative methods by conducting interviews, observations and literature studies to obtain the necessary data. The author collects data by interviewing several employees in the Luxury Unit division of PT Kereta Api Pariwisata named Andry Budianto as Senior Supervisor Operation Manager, Fatah Ali as a tourist train Ground Handling officer, and Nico Banthang Setiawan as Train Attendant. The author also makes direct observations or observations during Field Work Practices at PT Kereta Api Pariwisata, which is located at Gondangdia Station South Door, Jl. Srikaya I, RT.17 / RW.6, Kebon Sirih, Menteng District, Central Jakarta City. The author also collects data through several references such as books, journals and some materials from other sources of information related to the topic taken.

RESULT AND DISCUSSION

In implementing CHSE-based services, PT Kereta Api Pariwisata divides three times for the application of CHSE-based services, namely Pre Journey, On Journey, and Post Journey.

Pre Journey

Pre Journey is the service and preparation carried out when passengers place orders until they enter the train.

1. Cleanliness: PT Kereta Api Pariwisata guarantees cleanliness by ensuring that the train is always thoroughly clean, both from germs, bacteria, and viruses by spraying disinfectants regularly. Cleaning of all compartments in the train starting from seats, minibars, operator rooms to toilets with cleaning fluids, vacuum cleaners to disinfectants.



Figure 2 : Spraying the disinfectant

Source : Photo by researchers (2021)

2. Health: All crew on duty have been vaccinated against Covid-19 and have been given a supply of vitamins to strengthen endurance before duty. For all prospective passengers aged 18 years and over, must show a covid-19 vaccination certificate and a certificate of negative PCR test results a maximum of 2x24 hours or rapid antigen test a maximum of 1x24 hours before departure.
3. Safety: Self-rescue procedures follow the standard handling of emergencies from PT Kereta Api Indonesia.
4. Environment Sustainability: The built environment in the railway area includes stations, train cars, and tracks decorated with green plants both natural and synthetic, thus helping the soil to absorb water and can build a cool atmosphere.

On Journey

On Journey is a service provided when passengers enjoy traveling in the train.

1. **Cleanliness:** During the journey of the priority type tourist train, there is one special officer to maintain the cleanliness of the train, namely OTC or On Trip Cleaning. OTC is in charge of the train during the trip, so that the cleanliness in the train is well guaranteed. Each seat is provided with a plastic bag for personal trash which will then be collected by the OTC, there are also trash bins in the corner of the train. All garbage will be disposed of by the OTC at the garbage dump at the station.
2. **Health:** To ensure the health of all passengers during the trip, passengers are required to apply 3M (in Bahasa), namely wearing masks, washing hands, and maintaining distance. In addition, passengers are served food that meets the 4 sehat 5 sempurna requirements by the train attendant. As well as serving drinks that can increase endurance such as juice, tea, bandrek, and bajigur.
3. **Safety:** For safety reason, PT Kereta Api Pariwisata applies a 70% limitation on the number of passengers. During the trip, the train is directly supervised by Polsuska officers to maintain security on the train. Also, there are first aid kits, glass breaker hammers, and light fire extinguishers available in each train carriage.
4. **Environment Sustainability:** The application of environment sustainability components that can be done during the trip is to maintain cleanliness while at the seat, toilet, and canteen. And officers can process waste responsibly.

Post Journey

Post Journey is a service provided when passengers get off the train until they exit the station.

1. **Cleanliness :** After the trains are used, they are cleaned and sterilized so that they are ready to use for the next scheduled departure.

2. Health : After work, all train attendants and other officers are required to check their health at the station health post and continue to implement the 3M health protocol.
3. Safety : The entire set is checked again by the officer whether there is any passenger's belongings left behind, if there are items left behind, the items are stored in the lost & found section.
4. Environment Sustainability : Waste generated during the journey will be processed at the destination station and will then be treated at the landfill.

In every strategy implementation, of course it does not run perfectly, it will definitely face obstacles, the obstacles faced in implementing the service strategy based on the CHSE guidelines are as follows:

1. There were passengers who did not comply with health protocols by not wearing masks.
2. Lack of promotion or appeal about the implementation of health protocols on Kereta Wisata through social media or other promotional media.
3. Lack of occupancy caused by mobility restrictions such as PSBB that caused train departures to be canceled.
4. The use of plastic in food and beverage products is still widely found, causing a lot of waste during the trip.
5. There is no campaign to encourage passengers to save water usage in toilets.

CONCLUSION

Based on the research above, it can be concluded that the implementation of train service at Kereta Wisata Priority during the pandemic is different from normal times. The service strategy that has been implemented in the Kereta Wisata Priority by PT Kereta Api Pariwisata prioritizes aspects of health and comfort. In carrying out safe services during the Covid-19 pandemic as it is today, Kereta Wisata Priority have met service standards based on CHSE (Clean,

Health, Safety, Environment Sustainability) guidelines. Kereta Wisata Priority have implemented what the public needs and succeeded in answering passengers doubts about service standards during a pandemic like today by implementing services according to CHSE guidelines (Clean, Health, Safety, Environment Sustainability).

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