

An Evaluation of the Taxi Supply Management at the International Airport of Sultan Hasanuddin in Makassar - Indonesia

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ABSTRACT

Transportation is a very important element in supporting the economic development of a region. The need for the provision of transport facilities and infrastructure in urban areas is quite large. Makassar particularly the International Airport of Sultan Hasanuddin is one of the areas that are very need taxi service. This research aims to assess: (1) the level of passenger satisfaction to the implementation of taxi management concepts that exist at this time, (2) Factors priority passengers in determining the use of transport modes at the airport, (3) strategies that can be used in the application taxi management concepts that are more effective and applicable. This research uses descriptive method with qualitative and quantitative analysis using the SWOT analysis. The results showed that the application of the provision of taxi management is not effective because there is no link between, taxi drivers, the board of Kopsidara, PT. Angkasa Pura I, the governor, and another taxi operator.

Keywords: Transport, Service, Management, Taxi, Strategies.

I. INTRODUCTION

Transportation is a very important element in supporting the economic development of a region. Transport instrumental in expediting the economy, move the dynamics of development, supporting the mobility of people and logistics/services as well as support the development of the region. According Jinca (2007), transportation is a necessity derived demand of economic activity, so that the economic growth of a country or region is reflected in the increasing intensity of transportation.

The need for the provision of transport facilities and infrastructure in urban areas is quite large. It is as the increasing impact of rapid population growth in most major cities in Indonesia. One was the city of Makassar, which is the gateway to the eastern part of Indonesia that has an appeal that led to a lot of people come to the city of Makassar. This potential can make the airport of Sultan Hasanuddin Makassar became one of the airports those are very busy. To support the convenience of immigrants from the airport of Sultan Hasanuddin should be supported with good modal transfer and can provide comfort. One mode is often a viable alternative modal transfer is an airport taxi. But in fact, the taxi services at the Hasanuddin Airport are very far from the expectations of the user's taxi. With the intention that taxies in the international airport of Sultan Hasanuddin should prioritize customer services as a step to improve the quality of transport services are good and have a certain quality taking into account the relative comfort and price can be reached by consumers.

II. RESULT AND DISCUSSION

2.1. Passenger Satisfaction Level towards Application Management Concept of Taxi

Assessment of the level of customer satisfaction uses an analysis of Customer Satisfaction Index (CSI) to assess customer satisfaction and provide a guideline in determining the targets in the future. See Table 1.

Table 1. Analysis of CSI

No.	Indicators	Score Importance Levels	Importance Weighting Factor (WF)	Score Performance Levels	Weighted Score (WS)	GAP
1	Safety	3.10	0.06	2.10	0.13	1.00
2	Accessibility	3.57	0.07	2.74	0.19	0.83
3	Affordable rates	3.10	0.06	3.08	0.19	0.02
4	Capacity	2.93	0.06	2.89	0.16	0.04

5	Regular	4.50	0.09	2.38	0.21	2.12
6	Fast and Right	3.10	0.06	2.68	0.16	0.43
7	On time	4.57	0.09	2.41	0.21	2.16
8	Integration	3.10	0.06	2.86	0.17	0.24
9	Efficient	2.83	0.06	2.08	0.11	0.76
10	Easy	4.63	0.09	2.71	0.24	1.92
11	Orderly	4.53	0.09	1.67	0.15	2.87
12	Secure	3.00	0.06	2.13	0.12	0.88
13	Comfortable	4.80	0.09	2.41	0.22	2.39
14	Pollution	3.73	0.07	1.90	0.14	1.83
Total		51.50	1.0000	34.03	2.41	17.47
CSI		0.4825				

Source: The results of the analysis in 2017

Based on the calculations of CSI has a score of 0.488 which means that respondents are less satisfied with the performance of the service of airport taxi?

2.2 Factors priority in determining the use of Passenger Transportation Mode at the airport

The level of interest is based on the National Transportation System which has 14 indicators that a government decree. The assessment of the respondents as the airport taxi to the interests of the 14 indicators of the National Transportation System can be seen in Table 2. The assessment of taxi performance services at the airport based on 14 indicators of the National Transportation System. It is associated with the service you have received, and the ratings given by customer's airport taxi users. For more details, see in Table 2.

Table 2. The level of interest and performance

No.	Indicators	Average Interest	Average Performance
1	Safety	3,10	2,10
2	Accessibility	3,57	2,74
3	Affordable rates	3,10	3,08
4	Capacity	2,93	2,89
5	Regular	4,50	2,38
6	Fast and Right	3,10	2,68
7	On time	4,57	2,41
8	Integration	3,10	2,86
9	Efficient	2,83	2,08
10	Easy	4,63	2,71
11	Orderly	4,53	1,67
12	Secure	3,00	2,13
13	Comfortable	4,80	2,41
14	Pollution	3,73	1,90

Source: The results of the analysis in 2017

According to the table of importance and performance on the respondents can assess that the performance of freight tariff setting gives a satisfaction level for respondents while the poor performance is the level of safety. The attributes that have calculated the average value of interest and performance, then positioned on the IPA chart can be seen in Figure 1.

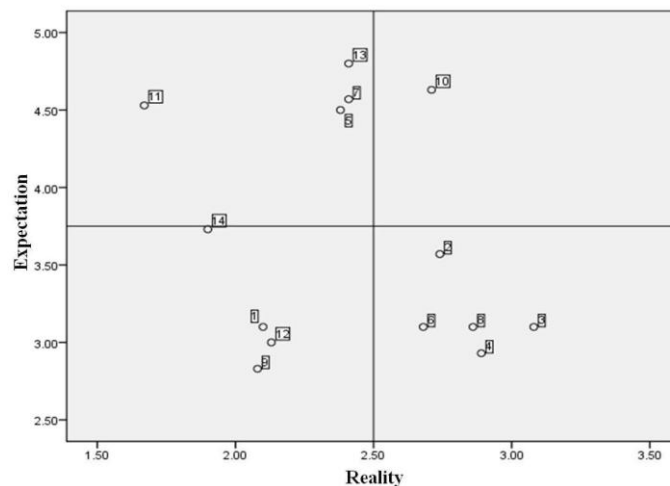


Figure 1. Diagram Cartesian Importance Performance Analysis

Source: The result analysis with SPSS in 2017

1.3 Airport Taxi Management Development Strategy

One step to determine the development strategy of the airport taxi management that can be done is to interpret the internal and external factors through interpretation strength, weakness, opportunities and threats. Here is an analysis of the SWOT method for potential tourist attraction through the review process Internal Strategic Factor Analysis Summary (IFAS) and External Strategic Factor Analysis Summary (EFAS) for later known the SWOT quadrant position in the position. See in Table 3 and Table 4.

Table 3. Internal Strategic Factors Analysis Summary (IFAS)

Internal factors	Information	Weight	Rating	Weights X Rating
Strenght	Airports are very crowded	0,4	4	1,6
	Have a very high income potential from the aspect of transportation services	0,2	3	0,6
	There is land that can be developed to expand the fleet and infrastructure services supporting airport taxi.	0,2	4	0,8
	Sultan Hasanuddin Airport is an airport that has the highest level of activity in Indonesia	0,2	3	0,6
Total		1,0		3,6
Weakness	Lack of attention to cleanliness and order for the passengers while waiting for a taxi.	0,4	4	1,6
	Lack of attention to the management and regulation of the lounge and queued for an airport taxi.	0,3	3	0,9
	Airport taxis have higher rates when compared with other modes of transport	0,3	3	0,9
Total		1,0		3,4

Source: The results of the analysis in 2017

Table 4. External Strategic Factors Analysis Summary (EFAS)

External Factors	Information	Weight	Rating	Weight X Rating
Opportunities	Regulation that support the operation of the airport taxi	0,3	4	1,2
	There are opportunities to develop infrastructure facility to support the convenience of the airport taxi users.	0,2	3	0,6
	Can increase revenues and create jobs	0,25	2	0,5
	Can be used as a main mode of transportation at the airport	0,25	4	1,0
Total		1,0		3,3
Thereath	Quality of service and management are still very low	0,4	3	1,2
	The lack of coordination and monitoring of management	0,2	4	0,8
	The number of taxis and other modes of transport which can degrade the performance of the airport taxis	0,2	2	0,4
	Declining interest of passengers to use the airport taxi	0,2	3	0,6
Total		1,0		3,0

Source: The results of the analysis in 2017

Based on Table 3 and 4, the assessments use SWOT EFAS and IFAS, so it is known the SWOT quadrant position, namely:

X: Strenght + Weakness

$$= 3,6 + (- 3,4)$$

$$= - 0,2$$

Y = Opportunities + Threats

$$= 3,3 + (- 3,0)$$

$$= 0,3$$

Based on the analysis of IFAS and EFAS, for airport taxis located in quadrant II, the priority lies in the development strategy of W-O, i.e.;

- a. Improve oversight and attention to the operation of the airport taxi
- b. Improving the operational development of the airport taxis to expand market share with government policy

- c. Increasing the cooperation of each stakeholder in the airport so that the alternative of the main transport modes is airport taxi or rental car, and
- d. Organizing the taxi waiting area and perform a queuing system with the provision of an integrated taxis.

III. CONCLUSION AND RECOMMENDATION

3.1 Conclusion

The results of this research give information on the levels of passenger satisfaction in the use of taxi services at the Sultan Hasanuddin Airport in Makassar. This research can be found several factors that influence the selection of the passengers on the use of transport modes is one of the transport fares. With the implementation of management strategies taxi service which is effective and applicable at the Sultan Hasanuddin Airport so it can improve the passenger satisfaction to a taxi service.

3.2 Recommendation

The need for modes of transport management strategies are effective and applicable service. This research aims to determine the level of passenger satisfaction in the use of taxi services at the Sultan Hasanuddin airport in Makassar. If you want to know or add information about other transportation services then you should do the research. Management needs a good taxi service to increase the comfort and satisfaction of passengers.

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