

ANALYSIS OF COMMUNITY PERCEPTIONS TOWARDS THE EXISTENCE OF SATRIA BUS MASS TRANSPORTATION IN KEDIRI CITY

Ananda Tria Budi Pertiwi¹, Wahyu Widiyanto²

¹Management, PGRI Nusantara University, Kediri City, Indonesia

²Public Relations, Kediri City Government, Indonesia

e-mail : anandatriabudi46@gmail.com , widijantowahjoe@gmail.com

Abstract

This research aims to determine public perceptions regarding free city transportation "Satria Bus" in Kediri City, as well as finding out the advantages and disadvantages of this city transportation. The method in this research is descriptive with a qualitative approach using observation, interview and documentation study techniques. The validity test used is source triangulation. From the research results, it is known that the public's perception of the Satria Bus is that they are greatly helped by the free facilities provided by the Kediri City government. Satria buses can reduce the number of traffic accidents and reduce people's use of private vehicles which has an impact on reducing congestion. The existence of free buses is very supportive, especially for people in Kediri City as a means of moving from one place to another to carry out activities. This shows that the Satria Bus is very useful for the people in Kediri City. So, the government takes better care of the maintenance of the Satria Bus.

Keywords : *Transportation, Facilities, Perception*

1. Introduction

In order to improve the community's economy, it is important to have competent Human Resources (HR) who have the ability to support government policies, especially in facilitating access for people in the city . According to (Wibowo, 2020) human resources, this is something that needs to be worked on seriously by companies because it can give rise to potential business profits that were never expected before. Meanwhile, according to (Halisa, 2020) human resources, it is one of the most important assets and capital to support the goals of an organization or company, an organization or company will not operate or develop without the support of competent Human Resources (HR) who have the skills to act as a driving force for the company. so that it can continue to develop. In creating good human resources, every organization, especially government agencies, needs to develop and manage good human resource management. According to him (Febriani, 2023), communication between employees is also important because it will foster cooperation and commitment to create an environment that motivates employees at work. Success in carrying out management and activities can be seen from how human resource management is implemented in its management and development. Human resource development is the most important aspect in improving employee performance, where employees and the company work together to carry out balanced activities for the company's existence. One of the important policies that the government must formulate is related to transportation facilities. Transportation is a very important means of supporting successful development, especially supporting community economic activities. Smooth transportation mobility will really help economic growth in each region to create community prosperity. Human-driven transportation aims to make activities easier. Transportation is the activity of moving goods (cargo) and passengers from one place to another. (Sugianto, 2020)

The city of Kediri is one of the cities with the third largest population in East Java. Now it has reached more than 290 people with an area of 67.2 km² . The existence of mass transportation, namely city transportation in the Kediri City area, really helps the community. With the increasing population of cities , activity and the number of trips both for people and goods are increasing. City public transport operations have been in decline for a long time so

that public vehicle routes for public transport services using passenger cars or buses that have fixed origins and destinations, fixed routes, and fixed types of vehicles as well as scheduled or unscheduled are no longer running properly. the decision. This problem has resulted in the city of Kediri having a public transportation emergency, requiring the involvement of the local government to provide appropriate city transportation.

The volume of vehicle traffic, especially in big cities in Indonesia, has increased quite significantly. The following is data regarding the increase in vehicle volume in Indonesia in 2019-2021.

Table 1.1 Vehicle Volume Data

Year	Number of Vehicles in Kediri City
2019	133,617,012
2020	136.137.451
2021	141,992,573

Source: Central Statistics Agency, 2023

Based on the data above, providing mass transportation is one way to overcome the problem of congestion in various big cities in Indonesia. Based on the Regulation of the Minister of Transportation of the Republic of Indonesia Number 15 of 2019 concerning the implementation of transportation of people and public motorized vehicles on routes, transportation is the movement of people from one place to another using vehicles in road traffic. With the existence of mass transportation, city transportation makes it easier for people due to its large capacity because mass transportation has adequate facilities, satisfactory service, and many operational departure schedules at all times of the day.

By providing a new, better mode of public transportation, namely city buses . Basically, (Nasution, 2004)transportation demand is caused by the following things :

- 1.The human need to travel from one location to location others with the aim of taking part in an activity, for example working, shopping, going to school, etc.
- 2.The need for transportation of goods so that they can be used or consumed in other locations

As an initial effort by the Kediri City government to improve the high volume of private vehicles on the highway, at the end of 2023 the Kediri City Government launched fast, safe, comfortable, reliable, modern public transportation, namely the Satria city transportation bus "Kediri Bahagia Transportation Facility". With this initial step, it is hoped that there will be a shift in vehicle use from private vehicles to Satria Buses which can reduce traffic congestion, especially on the city's main roads. This bus is free public transportation that is suitable for the wider community, the existence of this city transportation does not kill the existence of existing modes of public transportation. Because this bus is a link for other public transportation to reach locations that city buses cannot reach .

Development of transportation infrastructure ensures smooth distribution of goods and services for equitable development, especially in the economic sector. Apart from that, (Aryandini, 2023)natural riches, arts and culture, community traditions and the diversity of tourism potential in the form of various facilities owned by the region can be the basic capital for tourism development and development. Mass transportation is needed to support the activities of some communities. Having free mass transportation can reduce traffic volume and be more economical because the costs are borne by the government. Users of this transportation require an adequate level of service, both travel time and waiting time, as well as guaranteed safety and comfort during the trip. So it is hoped that this free mass transportation will provide fast, safe, cheap and comfortable transportation services for the community. People who use mass transportation can be helped with their daily mobility, so they can run smoothly. With this transportation, the public can provide appropriate responses before the existence of free city transportation and after the existence of free transportation.

Based on the background description above, the problem in this research can be formulated as follows: "What is the understanding, advantages and disadvantages of the Satria Bus in Kediri City? ". This research aims to find out the public's perception of the existence of the Satria Bus in Kediri City. This research can be used as evaluation material for the government by looking at the response from the public regarding the existence of city transportation or Satria buses in Kediri City, where Satria buses are the first to exist in Kediri City. So it is necessary to analyze responses from the community starting from comfort, affordability, orderliness and security.

2.Method

This research is qualitative research with a case study approach through in-depth investigation of a group of individuals. This research was carried out directly on the Satria Bus, which is the object of this research. The research was conducted for 4 months from October 2023 – January 2024. Informants in this study were determined based on four (Kresno, 2016) criteria in determining informants as follows:

1. Must be an active participant in the group, organization, or culture under study, or have gone through a stage of enculturation
2. Must be involved in the culture being researched "in the moment". The "current" emphasis is very important, because the key informant must not forget the problem to be researched
3. Must have adequate time. It is not enough for key informants to just have the will, but can provide information whenever needed
4. Must convey information in your own language (naturally). It is best to avoid informants who convey information using "analytical language" because the information produced is no longer natural

Based on these criteria, the informants in this research were the people of Kediri City, especially school children, employees and the general public. Apart from that, the people of Kediri City also play an important role in knowing about the problems that will be researched at this time. Thus, obtaining in-depth information that is useful for research. In this research, researchers used interactive techniques including:

Observation, observation is a data collection technique by making direct observations of research subjects where they are every day and usually carry out their activities. According to (Sugiyono, 2018) observation, it is a complex process, a process composed of various biological and psychological processes. The observation method is carried out by directly observing activities, such as conditions, situations, behavior and others. This research uses participatory or participant observation. Researchers can make direct observations by being involved in the field in the process of collecting data and information sought to answer research problems.

Interviews, interviews are conducted to obtain rational meaning, so observations need to be strengthened with interviews. Interviews are a data collection technique by conducting direct dialogue with data sources, and are carried out in a structured manner, where respondents have the freedom and opportunity to express their thoughts, views and feelings naturally. Researchers use interviews to collect various data from respondents involved in that context. Apart from that, it is important to test validity with triangulation. According to (Sugiyono, 2018) the data collection technique, interviews are based on self-reports. With interview techniques, respondents can convey more specific information so that researchers are able to obtain more detailed answers to the questions asked. Interviews were conducted in a structured manner using voice and image recorders as data collection tools which helped the interviews run smoothly. This interview process is documented in the form of written notes and audio visuals. The interview question grid is as follows:

- a. How is the public's knowledge of the Satria Bus?
- b. What is the public's perception regarding the advantages of the Satria Bus?
- c. What is the public's perception regarding the shortcomings of the Satria Bus?

Documentation studies, apart from interviews, are used as supporting sources, namely official or unofficial written documents. Data collection using documentation makes it easier to obtain data and information obtained from the research site. Apart from that, with evidence in the form of documentation it can be more trusted because it has real evidence. Documentation includes secondary data, meaning it is used to complement the needs of the data obtained in research. Researchers use the following data analysis techniques:

1. Data reduction

Data reduction is summarizing, selecting the main things, focusing on the important things, looking for themes and patterns and discarding what is not necessary.(Sugiyono, 2018)

2. Data Presentation

According to data presentation, it can be done in the form of brief descriptions or narratives, charts, relationships between categories, flowcharts and the like.

3. Drawing conclusions

The final stage in data analysis is carried out in the form of answers to the problem formulation.

To test the validity of the interview data , researchers used data triangulation techniques. According to the poleulation (Sugiyono, 2018)technique, researchers use different data collection techniques to obtain data from the same source, namely participant observation techniques, in-depth interviews, and documentation studies for the same data source simultaneously. Testing the validity of the findings in this research was carried out by triangulating data sources, which was carried out by conducting interviews with several different informants so that later conclusions could be drawn based on the results of the interviews from these informants. Source triangulation to test the credibility of the data is carried out by checking data that has been obtained through several sources.

3. Results and Discussion

According to (Simamora, 2022) transportation is the transfer of people or goods from one place to another within a certain time using a vehicle driven by humans, animals or machines. Meanwhile, according to (Ardiansyah, 2015)transportation, it is an effort to move, transport, or divert an object from one place to another, where this place can be useful for certain purposes. It can be concluded that mass transportation is transportation that is used by many people to move from one place to another which is able to provide time, place and cost efficiency. This type of transportation does not serve demand but rather provides fixed services starting from schedules, fares and routes. Apart from that, branding is very important for service providers to be known to the wider community. Branding is a process of forming a brand name for city transportation so that it is known by the people of the city with the hope of having a commitment to the brand to the community until finally the community feels satisfied and loyal to the city transportation. According to (Mayasari, 2020)branding, it is an activity on a brand that can create company value through the effectiveness of marketing programs which aim to strengthen brand positioning according to the target market. Meanwhile, according to (Prasetyo, 2020)branding, it is a communication activity carried out by a company (which owns the product), organization, individual or anyone, whether from stakeholders, consumers or other business partners. This branding is accompanied by the creation of a new logo, a new slogan for city transportation which is called a brand. According to (Firmansyah, 2019)a brand, a name , symbol, sign, design or a combination of these is used as the identity of an individual, organization or company for the goods and services it has to differentiate them from other service products.

According to Law Number 25 of 2009 concerning public services, public services are activities or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services provided by the organizer. public service . Public services are provided by the government for the public interest of organizations from government agencies, the private sector and the

general public. According to (Meilina, 2017)him, public services are not much different from services in the private sector. Meanwhile, according to (Lailul, 2020)public service, it is defined as providing services (serving) the needs of people or society who have an interest in the organization in accordance with the basic rules and procedures that have been determined. The difference is that in the private sector, service is the main factor in business success related to the competitive demands faced. The existence of public services cannot be separated from the perception of the people who have taken the transportation. According to (Sumartik, 2018)perception, it is the process that individuals use to manage and interpret their sensory impressions in order to provide meaning to their environment. The following is free Satria Bus transportation provided by the Kediri City government.



Figure 1 Kediri City Satria bus
Source: Research Data

The new free public transportation in Kediri City is the Satria Bus (Kediri Bahagia Transportation Facility) which was launched on September 1 2023. The launch of the Satria Bus was carried out by former Kediri Mayor Abdullah Abu Bakar together with Forkopimda. Satria Bus is a service provided by the Kediri City government which is free and on time. Previously this urban transportation was free only for students, but Satria can be used by all members of the general public. The name "Satria" was chosen so that the services provided could inherit the values of a knight. Satria can provide benefits to society by serving gallantly, bravely and selflessly. The routes taken by Satria buses in the Kediri City area serve several routes with a capacity of 35 people for 23 seats and 12 standing per bus. Satria bus service route with a route length of 20.5 km , following is an overview of the route on the map.

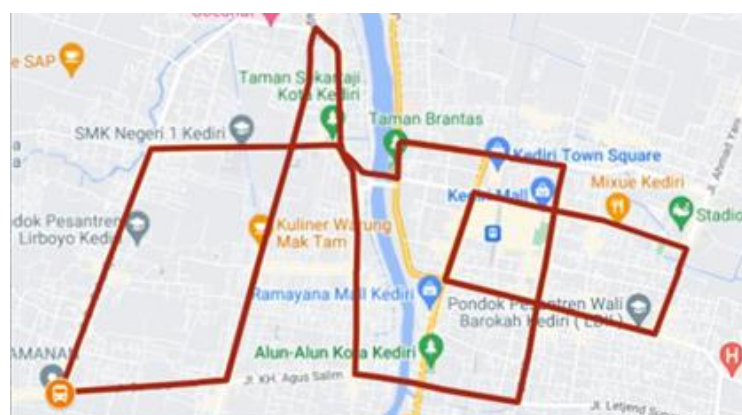


Figure 2 Service Route Map
Source: Research Data

From Tamanan Terminal - Jl. Dr. Saharjo - Jl. Veteran - Jl. North Kawi - Jl. JA Suprpto - Sekartaji Park - Brawijaya Bridge - Jl. Diponegoro - Jl. Hasanudin - Jl. Youth - Jl. Joyoboyo - Jl. HOS Cokroaminoto - Jl. Lt. Gen. Sutoyo - Jl. PK. Nation - Jl. Erlangga - Jl. Hayam Wuruk - Jl. Dhoho - Jl. Patimura - Jl. Kilisuci - Jl. Brigadier General Katamso - Bandar Square Bridge - Jl. KH. Wachid Hasyim - Jl. KDP Slamet - Jl. Veteran - Jl. Penanggungan - Jl. Semeru - Tamanan Terminal. With a time between one vehicle and another of 30 minutes. With the following schedule.

NO	NAMA LOKASI (Terminal, Halte, Bus Stop)	JAM KEDATANGAN SATRIA 1	JAM KEDATANGAN SATRIA 2	JAM KEDATANGAN SATRIA 3
0	TERMINAL TAMANAN (KEBERANGKATAN)	07:30	08:00	08:30
		09:07	09:39	10:05
		17:00	17:30	18:00
		19:01	19:31	19:41
1	HALTE CAMPUREJO (Depan SD Campurejo 2)	07:31	08:01	08:31
		09:08	09:40	10:06
		17:01	17:31	18:01
		19:41	19:50	19:40
2	BUS STOP (CAMPUREJO : (Depan RSUD Lirboyo)	07:35	08:05	08:35
		09:12	09:44	10:10
		17:05	17:35	18:05
		18:45	19:14	19:44
3	BUS STOP VETERAN (Depan Kantor Kelurahan Sukoreme)	07:37	08:09	08:38
		09:14	09:46	10:12
		17:09	17:39	18:09
		18:49	19:18	19:48
4	BUS STOP VETERAN (Depan RS Husada)	07:40	08:11	08:41
		09:17	09:49	10:15
		17:12	17:42	18:12
		18:52	19:21	19:51
5	BUS STOP KAWI (Depan Mejoroto Indah)	07:44	08:13	08:43
		09:21	09:53	10:19
		17:15	17:45	18:15
		18:55	19:24	19:54
6	BUS STOP AHMAD DAHLAN (Depan Abaton Wisata)	07:48	08:18	08:46
		09:25	09:57	10:23
		17:18	17:48	18:18
		18:58	19:27	19:57
7	BUS STOP J.A SUPRAPTO (Depan Pantai Sosial)	07:50	08:20	08:49
		09:27	09:59	10:25
		17:21	17:51	18:21
		19:01	19:30	20:00
8	BUS STOP SUDANCO SUPRIADI (Depan Taman Harmoni)	07:52	08:23	08:50
		09:29	10:01	10:27
		17:23	17:53	18:23
		19:03	19:32	20:02

Figure 3 Satria Bus Schedule
Source: Research Data

NO	NAMA LOKASI (Terminal, Halte, Bus Stop)	JAM KEDATANGAN SATRIA 1	JAM KEDATANGAN SATRIA 2	JAM KEDATANGAN SATRIA 3
9	HALTE DIPONEGORO 1 (Utara Kantor Pos)	07:35	08:25	08:53
		09:32	10:04	10:30
		17:25	17:55	18:25
		19:05	19:34	20:04
10	HALTE DIPONEGORO 2 (Depan SMPN 1)	07:44	08:27	08:54
		09:33	10:05	10:31
		17:27	17:57	18:27
		19:07	19:36	20:06
11	HALTE HASANUDDIN 1 (Depan AUTO 2000)	07:59	08:29	08:54
		09:36	10:08	10:34
		17:29	17:59	18:29
		19:09	19:38	20:08
12	HALTE HASANUDDIN 2 (Timur Pabrik Kota)	08:00	08:32	08:57
		09:37	10:09	10:35
		17:31	18:01	18:31
		19:11	19:40	20:10
13	BUS STOP PEMUDA (Depan Apotek Pemuda)	08:02	08:34	08:59
		09:39	10:11	10:37
		17:33	18:03	18:33
		19:13	19:42	20:12
14	BUS STOP JOYOBOYO (Depan Hotel Cihub)	08:04	08:36	09:01
		09:41	10:13	10:39
		17:35	18:05	18:35
		19:15	19:44	20:14
15	BUS STOP JOYOBOYO (Depan SMPN 3)	08:06	08:38	09:03
		09:43	10:15	10:41
		17:37	18:07	18:37
		19:17	19:46	20:16
16	BUS STOP HOSCOKROAMINOTO (Barat Pasar Pahlng)	08:09	8:40	9:06
		09:46	10:18	10:44
		17:40	18:10	18:40
		19:20	19:49	20:19
17	BUS STOP HOSCOKROAMINOTO (Timur Padak LDI)	08:11	08:44	09:09
		09:48	10:20	10:46
		17:42	18:12	18:42
		19:22	19:51	20:21

Figure 4 Satria Bus Schedule
Source: Research Data

NO	NAMA LOKASI (Terminal, Halte, Bus Stop)	JAM	JAM	JAM
		KEDATANGAN SATRIA 1	KEDATANGAN SATRIA 2	KEDATANGAN SATRIA 3
18	BUS STOP LETJEN SUPRAPTO (Depan MAN 2)	08:54	08:47	09:11
		09:51	10:23	10:49
		17:45	18:13	18:40
19	HALTE BANJARAN (Depan SD Banjaran Komplek)	08:54	08:50	09:19
		09:53	10:25	10:51
		17:47	18:17	18:47
20	BUS STOP ERLANGGA (Depan Bank Mega)	08:58	08:53	09:18
		09:55	10:27	10:53
		17:50	18:20	18:50
21	HALTE HAYAM WURUK (Depan Kediri Mall)	08:58	08:55	09:17
		09:57	10:29	10:55
		17:51	18:21	18:51
22	BUS STOP HAYAM WURUK (Timur MABANK)	08:58	08:57	09:19
		09:58	10:31	10:57
		17:53	18:23	18:53
23	BUS STOP DHODO (depan Barat Stasiun)	08:58	08:55	09:17
		09:57	10:29	10:55
		17:51	18:21	18:51
24	BUS STOP PATIMURA (Depan Pasar Setono Betek)	08:58	08:57	09:19
		09:58	10:31	10:57
		17:53	18:23	18:53
25	BUS STOP KILGUCI (Depan Ruko Kilguci)	08:58	08:57	09:19
		09:58	10:31	10:57
		17:53	18:23	18:53
26	BUS STOP KILGUCI (Utara Percetakan Dales)	08:58	08:57	09:19
		09:58	10:31	10:57
		17:53	18:23	18:53

Figure 5 Satria Bus Schedule
Source: Research Data

NO	NAMA LOKASI (Terminal, Halte, Bus Stop)	JAM	JAM	JAM
		KEDATANGAN SATRIA 1	KEDATANGAN SATRIA 2	KEDATANGAN SATRIA 3
27	BUS STOP BRIGJEN KATAMSO (Simpang Tiga Sunan Giri)	08:58	09:10	09:32
		10:11	10:43	11:09
		18:06	18:36	19:06
28	HALTE BRIGJEN KATAMSO (Barat BTPN)	08:58	09:11	09:37
		10:12	10:44	11:10
		18:06	18:36	19:06
29	STOP BUS BANDAR NISALIM (Timur Traffic Bandar Ngali)	08:58	09:13	09:38
		10:15	10:47	11:13
		18:11	18:41	19:11
30	STOP BUS WACHID HASYIM (Depan Piza Hut Delivery)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13
31	STOP BUS WACHID HASYIM (Depan RSUD KILGUCI)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13
32	STOP BUS KDP ISLAMET (Santen Gereja Merah)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13
33	STOP BUS VETERAN (Depan SMAN 1)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13
34	HALTE PENANGGUNGAN (Depan Kantor Disperdagin)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13
35	STOP BUS PENANGGUNGAN (Depan UDINUS)	08:59	09:14	09:41
		10:16	10:48	11:14
		18:13	18:43	19:13

Figure 6 Satria Bus Schedule
Source: Research Data

NO	NAMA LOKASI (Terminal, Halte, Bus Stop)	JAM	JAM	JAM
		KEDATANGAN SATRIA 1	KEDATANGAN SATRIA 2	KEDATANGAN SATRIA 3
36	HALTE SEMERU 2 (Depan SDN Urboyo 2)	08:57	09:31	09:55
		10:38	11:06	11:32
		18:31	19:01	19:31
37	TERMINAL TAMANAN (KEDATANGAN)	09:02	09:34	10:06
		10:39	11:11	11:37
		18:35	19:05	19:35

Figure 7. Satria Bus Schedule
Source: Research Data

Research result

Informant description As explained in the research method, informant data according to predetermined criteria can be seen in the following table:

Table 1. Informant Data

Name of	Informant's Place of Residence	
Mariyati	Kediri City	Informant 1
Adit	Kediri City	Informant 2
Al	Kab. Kediri	Infor

Source: Processed Data

The research results from several data collection techniques are: Data collection techniques are the basis for compiling research instruments, research instruments are tools used by researchers to collect research data (Kristanto, 2018).

1. Observation

Observations were carried out on Tuesday, January 16 2024 starting at 17.15 WIB on the Satria Bus. By observing Satria bus operations starting from before leaving, on the road and until the final stop. The process carried out is in strict accordance with applicable procedures. The schedule and services provided are appropriate for the people who use these services.

2. Interview

According to interviews, interviews are conversations carried out by researchers or people who hope to get information, and informants are people who are considered to have important information about an object. (Kriyantono, 2020). Interviews were conducted by researchers using in-depth interviews to obtain in-depth information about public perceptions. According to (Manzilati, 2017) in-depth interviews, they are conversations that occur between one interviewer and several informants. In this research, the informants were people who had ridden the Satria bus. The following are the results of interviews with 3 informants:

Tabel 2. According to interviews

Question Study	Informant			Pattern
What do you know about Satria Bus?	Informant 1 Free transportation around the city	Informant 2 Free mass transportation is one of the Kediri City government programs which was inaugurated on September 1 2023	Informant 3 One of the free facilities provided by the Kediri City government	Public knowledge about Satria Bus: Free city transportation from the Kediri City government
How did you find out about the Satria Bus?	Informant 1 From friends or invited by friends who have already	Informant 2 From social media	Informant 3 From a friend and invited to take the	Knowing that there is a Satria Bus: From friends and social media

	ridden the Satria Bus		Satria Bus	
Around what time do you take the Satria Bus every day?	Informant 1 Not necessarily around 17.30 or 19.00	Informant 2 In the afternoon around 17.30	Informant 3 17.30	Take the Satria Bus: 17.30 or first departure time
How adequate are the facilities provided regarding the number of fleets, bus stops, bus stops, lanes/routes?	Informant 1 It's good and the route is not congested and the seating facilities are also good, I'm just happy.	Informant 2 Routes have been added to the southern part of the city or to the outskirts of the city	Informant 3 There are 3 fleets and it is necessary to add rubbish bins on the buses	Facilities provided: Addition of lanes and fleets as well as trash bin facilities on buses
Is the Satria bus concept safe, comfortable and on time?	Informant 1 Always on time and safe too	Informant 2 On time, but I once missed the bus	Informant 3 On time	Satria Bus punctuality: On time
Can it help make things easier for people compared to using private vehicles or other public transportation?	Informant 1 It really helps that this is better than a private vehicle	Informant 2 It makes it very easy to help people move from one point to another	Informant 3 It is better to use the Satria Bus than using other public transportation	Can Satria Bus help: Very helpful to make things easier
Are people more assured of safety, convenience and overcoming traffic jams by using the Satria bus?	Informant 1 Really reduces traffic jams and the destination is wherever the stop is	Informant 2 Safe to reduce traffic accidents	Informant 3 Helps reduce congestion	Society is more secure: To reduce the number of traffic accidents and reduce congestion
Do Satria bus officers care about bus passengers?	Informant 1 Very caring, always tells me if someone is having trouble	Informant 2 Very caring, the officers are smiling, friendly, helpful	Informant 3 Good officers, friendly to passengers	Officer concerns: The officers are smiling, friendly, kind, helpful
What are the	Informant 1 Everything is	Informant 2 The driver is	Informant 3 The Satria	Advantages of Satria Bus:

advantages of the Satria Bus?	good	friendly, smiling, relaxed, not speeding	bus can be a tourist bus because it travels around Kediri City, it can support public facilities and students because it is free	Makes it easier for people to get from one point to another because it's free
What are the disadvantages of the Satria Bus?	Informant 1 There are no drawbacks and good facilities have been provided	Informant 2 The fleet is not yet disability friendly	Informant 3 Number of fleets and facilities on the bus	Disadvantages of Satria Bus: Number of fleets for the disabled and the facilities in them
What needs to be improved regarding the Satria Bus?	Informant 1 It is necessary to increase the number of fleets because there are many people interested	Informant 2 The number of fleets has been increased, adding routes that have not yet been covered	Informant 3 More socialization about the Satria Bus to the people of Kediri City in particular	What needs to be fixed: Adding routes, fleets and socializing them so that people are more aware of the Satria Bus

Source: Research Data

3. Documentation Study

Data collection techniques using documentation studies are needed to support research analysis related to community perceptions of the existence of Satria buses in Kediri City. The documentation technique is in the form of the concept of Satria bus seating, bus stops, and Satria bus users at that time. Using documentation techniques can help make documents easier to obtain from the research site and information through interviews will be more clearly proven in document form. It can be concluded that documentation is used to complete research data in the form of voice recorders and related images to provide information in the research process.

4. Conclusions

The overall results of the analysis carried out can be concluded that the perception of people who have taken the Satria Bus is that they are greatly helped by the facilities provided, even free for people in Kediri City. With the service, atmosphere and facilities available on the Satria Bus. The impression is positive for people who ride the Satria Bus, although there are several suggestions to improve facilities and the number of fleets and routes that reach the outskirts of the city . The Satria Bus is very useful for the community for daily operational activities within the City of Kediri. The advantages and disadvantages of the Satria Bus are not very significant because according to the results obtained by informants, the Satria Bus is still considered comfortable and safe transportation to ride.

It is hoped that the Kediri City government will be more intensive in providing the facilities on the Satria Bus and routes not only within the city, but throughout the areas included in the City of Kediri. And suggestions that need to be improved from the community can be followed up, even though Satria Bus deficiencies are carried out in stages. With a response from the government to repair the Satria Bus, it will give a stronger positive impression and provide greater benefits for the people of Kediri City.

By carrying out this research, the researcher provides recommendations for further research while still paying attention to the components that will be studied by conducting further research. It is hoped that further research can expand aspects of this research and is recommended to discuss public perceptions in more detail and with more and varied informants. So that broader results are obtained which can later be used as material for evaluating improvements for related agencies.

Thank-you note

The author would like to express his gratitude to the presence of Allah SWT because of His blessings and mercy, the author was able to complete this scientific paper smoothly. The author would like to thank the Chancellor of Universitas Nusantara PGRI Kediri, the Dean of the Faculty of Economics and Business, the Head of the Management Study Program, and his parents.

References

- Ardiansyah. 2015. *Transportation Management*. Central Jakarta: Faculty of Social and Political Sciences, Prof. University. Dr. Moestopo is Religious.
- Aryandini, GA 2023. 15 increasing awareness of healthy and clean living through providing water filters and promoting clean water to the Pinge Tourism Village community. *Majority Science Journal (Msj)*, 15-19.
- Febriani, GS 2023. The Importance of the Ability to Communicate Effectively in Hotel Supervision. *Majority Science Journal (Msj)*, 76-80.
- Firmansyah, A. 2019. *Product and Brand Marketing: Planning & Strategy*. Surabaya: Qiara Media.
- Halisa, NN 2020. The Role of Human Resources Management "Recruitment, Selection, Competency and Training Systems" on Competitive Advantage: Literature Review. *Adi Interdisciplinary Digital Business Journal* 1(2December):14–22. Doi: 10.34306/Abdi.V1i2.168.
- Kresno, MD 2016. *Qualitative Research Methodology*. Jakarta: Rajawali Press.
- Kristanto, V. 2018. *Research Methodology Guidelines for Writing Scientific Writing (Kti)*. Yogyakarta: Cv Budi Utama.
- Kriyantono, R. 2020. *Practical Techniques for Quantitative and Qualitative Communication Research Accompanied by Practical Examples of Theses, Theses, and Media Research, Public Relations, Advertising, Organizational Communication, Marketing Communication*. Rawamangun: Prenadamedia Group.
- Lailul, IU 2020. *Public Service Management*. Sidoarjo: Umsida Press.
- Law Number 25 of 2009. *Public Services*, Jakarta
- Manzilati, A. 2017. *Qualitative Research Methodology Paradigms, Methods, and Applications*. Malang : Ub Press.
- Mayasari, I. 2020. *Branding Concepts and Local Brand Studies*. Jakarta: Paramadina University.
- Meilina, R. 2017. *Public Services in the HR Perspective (Overview of the Dimensions of OCB, Job Satisfaction, and Organizational Commitment)*. Kediri: Faculty of Economics, University of Nusantara Pgri.
- Nasution, MN 2004. *Transportation Management*. Bogor: Ghalia Indonesia.
- Prasetyo, BD. 2020. *Branding Strategy: Communication Theory and Perspective in Business*. Malang: Ub Press.

- Regulation of the Minister of Transportation of the Republic of Indonesia Number 15 of 2019 Organizing Transportation of People and Public Motorized Vehicles on Routes, Jakarta Sugianto, MA 2020. Level of Public Interest in Online Transportation, Private Transportation and Public Transportation Based on Perception. *Journal of Transportation and Logistics Technology Volume 1 No 2, December 2020* , Pages 51-58.
- Sugiyono. 2018. *Business Research Methods*. Bandung: Alfabeta.
- Sumartik. 2018. *Organizational behavior*. Sidoarjo: Umsida Press.
- Wibowo, A. 2020. *Human Resource Management*. Semarang: Prima Agus Teknik Foundation.