

The Effect of Minimum Service Standards and Safety Management System Towards Accident Rate and its Implications on Consumer Perception Tourism Transportation

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Abstract:- Tourism activities today have become a basic human need in life that led to the growth of the tourism transportation service industry. But in the implementation shows the high number of accidents involving buses, especially tourism transport buses shows that there is still a lack of awareness from tourism transportation actors in terms of The Application of Minimum Service Standards and Safety Management System. The Perception of Public Transport Users Basically Requires the level of service that is in accordance with their expectations, especially the guarantee of their safety. The aims of this study is to review and analyze the factors of Implementing Minimum Service Standards and Safety Management Systems towards Accident Rate and its implications on consumer perception. The research method used is the path analysis method. The results showed that the Implementation of Minimum Service Standards and Safety Management System partially affect the Accident Rate. The implementation of Minimum Service Standards, Safety Management System and Accident Rate partially positively and significantly affecting Customer's Perception. Variable Accident Rate is able to mediate Minimum Service Standards, Safety Management System to Consumer's Perception.

Keywords:- Minimum Service Standards, Safety Management System, Accident Rate and Customer's Perception.

I. INTRODUCTION

Transportation is an aspect that has a major and strategic role in supporting the implementation of various activities, such as economic, religious, service, tourism and other activities. Air, land and sea transportation are means that have a big role in supporting the economic growth of a region, so transportation is often referred to as the lifeblood of the national economy, in addition to its function as a tool to move people from one place to another. In relation to the economic sector,

transportation infrastructure acts as a stimulant for the growth of new economic sectors. and the development of existing economic sectors.

In transportation there is the phrase ship follow the trade and trade follow the ship. The word shape follow the trade has the meaning that transportation development (ship) will follow the development and progress of trading activities somewhere and the word trade follow the ship also means that the development of trading activities somewhere depends on the development of transportation (ship) (Simbolon, 2003). Thus, it can be interpreted that the development of an area depends on how the means and infrastructure of transportation in the area are experiencing development and vice versa, the development of facilities and infrastructure of transportation of an area depends on the development of activities or trade activities of the region or from the community in the region.

The development of road transportation, as part of the transportation system, also provides a stimulus in improving the economy in a region. This can be seen that in general regions that have land transport networks, as a means that can connect the area with other regions, will have faster economic growth than isolated areas.

Infrastructure is the cog of economic growth, therefore providing transportation facilities allows people, goods and services to be transported from one place to another throughout the world. Its role is very important both in the production process and in supporting the distribution of economic commodity (Gie, 2002).

In line with the Government's program on the development of transportation through improved toll road infrastructure in Indonesia which is increasingly developing especially on Java Island resulting in the development of Road Transportation Transportation in Indonesia (table 1).

Type of Vehicle	2014	2015	2016	2017	2018	Annually Increase (%)
1	2	3	4	5	6	7
Passanger Car	12,559,038	13,480,973	14,459,388	15,423,968	16,440,987	6.88
Bus	2,398,846	2,420,917	2,486,898	2,509,258	2,538,182	1.42
Truck	6,235,136	6,611,028	6,998,455	7,289,910	7,778,543	5.68
Motorcycles	92,976,240	98,881,267	105,150,082	111,988,683	120,101,047	6.61
Total	114,169,260	121,394,185	129,094,823	137,211,819	146,858,759	6.49

Table 1:- Road Transportation Development Data 2014 – 2018
Source: State police of the Republic of Indonesia

Human travel is derives from the theory of motivation in the theory of need. Abraham Maslow, (1943) explained, to reach the next need, basic needs must be met first. With infrastructure improvements and the development of Road Transportation it will increase the number of human trips, one of which is to travel. The increase in tourists has a positive impact on the growth of regional economic activity (Prasetyo & Djunaedi, 2019) The growing need for humans to travel tourism will have an impact on increasing the number of Tourism Transport providers in Indonesia especially on Java Island (Table 2).

PROPINSI	2014		2015		2016		2017		2018	
	PO	BUS								
DKI Jakarta	126	5.502	130	5.670	132	5.828	133	5.903	136	5.914
Jawa Barat	271	3.193	288	3.541	311	3.920	338	4.290	340	4.397
Jawa Tengah	326	3.759	342	4.143	375	4.692	395	5.316	398	5.321
DI Yogyakarta	57	907	66	1.009	68	1.112	69	1.149	69	1.153
Jawa Timur	258	2.023	263	2.144	283	2.406	295	2.608	297	2.615

Table 2:- The Development of The Number of Tourism Transportation Data in Java Island in 2014 - 2018

Sumber : Perhubungan Darat Dalam Angka, Ministry of Transportation

As stipulated in Law No. 22 of 2009 which classifies the transport of people into public motor vehicles on route and without route. Tourism transportation is one of the public vehicles that enter into the transport of people in public motor vehicles which doesn't have route that is used to transport people from and to tourist attractions.

As a guarantee of the Government in accordance with the mandate of the Traffic and Road Transport Act to provide safe, convenient, safe transportation, Minimum Service Standards and Safety Management System that must be met by every tourism transport company. The obligation to implement minimum service standards for tourism companies has been regulated in the Regulation of the Minister of Transportation No. 44 of 2019 and the obligation to implement the Safety Management System is regulated in the Regulation of the Minister of Transportation Number PM 85 of 2018 concerning the Safety Management System of Public Transport Companies.

Minimum Service Standards and Safety Management System for the Tourism Transport Company have been mandatory for the Company by the Government as a Company commitment in providing Passenger Transport services on the Road that has the opportunity to be saved. However, a number of Tourism Transport accidents that occurred in Indonesia are still high (Table 3).

Number Of Accident	Year					
	2015	2016	2017	2018	2019	2020
Tourism Transport	267	291	376	384	412	157

Table 3 Tourism Transport Accident Data 2015 – 2020
Source : Korps Lalu Lintas, State police of the Republic of Indonesia, 2021.

(Robbins, 2007) stated that Perception is a process that is accepted by each individual in different ways to organize and interpret the impression of the senses that are possessed so that, many factors can influence a perception, starting from the individual factors that interpret the stimulus to become a perception, the object perceived as well as the situation.

Public perception related to Public Transport is one of the factors that greatly influences the decision to use Public Transport services. The perception of Public Transport users basically wants a level of service that is in line with their expectations.

With the establishment of relevant regulations requiring companies to implement Minimum Service Standards and Public Transport Safety Management Systems, it is hoped that public interest in using road transport modes will increase through consumer perception. For this reason the purpose of this study is for this to review and analyze the factors of applying the Minimum Service Standards and Safety Management Systems that affect Accident Numbers and their implications for Consumer Perception.

II. RESEARCH METHODE

This research uses a type of associative research. Associative research is research that aims to find out the relationship between two or more variables. The data analysis method used in this study is the path analysis method or path analysis. Based on Supardi, (2013) path analysis is a development technique of multiple linear regression. This technique is used to test the amount of donations or contributions shown by the path coefficients in each path diagram of the causal relationship between variables.

The nature of this study is to look at the relationship of exogenous variables namely Minimum Service Standards (X1) Safety Management System (X2), dan Accident Numbers (Y), will affect the endogenous variable, Consumer Perception (Z), to find out how much direct causal influence, indirect causal, as well as simultaneous set of exogenous variables against endogenous variables.

This split population was all tourism transport users in DKI Jakarta and its surroundings during May to June 2021 while the samples in this study, from forms distributed to Tourism Transport companies in DKI Jakarta and surrounding areas, as many as 10 companies that provided complete responses were received as well as from 100 Tourism Transport user questionnaires sent to the 10 Companies, there are 72 respondents (72%) provide complete responses received.

To collect information and data needed, then the author will use several data collection techniques, Primary data acquisition is carried out through an armature (questionnaire) to the Tourism Transport company in DKI Jakarta and its surroundings to obtain information on the application of the Minimum Service Standards and Safety Management System as well as a number of tourism transport users who are selected as respondents / samples to find out user perceptions.

Whereas secondary data relevant to research activities are taken from tourism transport statistical data, the level of accident rates of the Indonesian Police Traffic Corps, and the study of the causes of accidents carried out by Komite Nasional Keselamatan Transportasi.

As well as the authors conducting literature studies or literature studies conducted by reading books - reference books, literature, journals related to research topics with the aim of obtaining theoretical knowledge and opinions of experts related to this research so that they can be used to assist authors in analyzing data and describing the problem under study.

The technique of obtaining Minimum service standard data and tourism transport safety management systems in this study is data on the suitability of the application of elements contained in the Minister of Transportation Regulation Number 44 of 2019 concerning Minimum Service Standards for Transporting People with Motorized Vehicles Umjum Not in Trayek and Transportation Minister Regulation Number 85 Year 2018 About the Public Transport Safety Management System with those implemented in the company's operational activities.

Data collection techniques about accidents are carried out by correspondence to the Korps Lalu Lintas, Kepolisian Republik Indonesia.

Data collection techniques about consumer perception are carried out by spreading hauf.

The scale used in this study was the likert scale. According to Sugiyono (2009), the likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

III. RESULT

A. Level of Implementation

➤ Level of Implementation of Minimum Service Standards for Tourism Transport Companies

Data was obtained from the distribution of forms to the Tourism Transport Company in the DKI Jakarta and Surrounding areas. There are 10 companies that reverse the forms provided by the author. It can be concluded that the level of application of the average - Minimum Service Standards in 10 Tourism Transport Companies is 73% (Table 4).

Companies	Minimum Service Standards						
	Safety	Security	Convenience	Equality	Suitability	Regularity	Mean
PT. Eddy Transport Raya	80%	100%	56%	50%	100%	67%	76%
PT Balideva Bintang Sejahtera	87%	71%	56%	25%	100%	100%	73%
PT. INSPIRED SINAR ABADI	80%	71%	67%	50%	100%	100%	78%
PT. BHINNEKA SANGKURIANG TRANSPORT	77%	71%	44%	25%	100%	67%	64%
PT. KaCeBe Murni Transport	87%	100%	89%	0%	100%	67%	74%
PT Pahala Kencana	77%	100%	44%	75%	100%	33%	72%
PT GARUDA MAS PUTERA ESA	80%	100%	44%	50%	100%	67%	74%
PT Bali Radiance Internasional	73%	100%	67%	50%	100%	67%	76%
PT Travela Linkar Sejahtera	87%	100%	56%	25%	100%	100%	78%
PT ANGKASA TRANS JAYA	70%	100%	67%	25%	100%	33%	66%
Mean							73%

Table 4 Implementation of Minimum Service Standards for Tourism Transport Companies

Source : Primary Data Is Processed by the Author in 2021

Based on the results obtained by the author, most Tourism Transport companies from all aspects contained in the Minister of Transportation Regulation Number PM 44 of 2019 that have not been applied are on the equality aspect. The equality aspect is an aspect related to providing priority services for Passengers with special needs.

The safety aspects consisting of safety components which as stipulated in the Minimum Service Standards as the main

aspects in providing basic services to Tourism Transport Users the level of application is still largely below 90%.

➤ *Level of Implementation of Public Transport Company Safety Management System*

It can be concluded that the level of implementation Safety Management System in average of 10 Tourism Transport Companies is 56% sufficient but there are still many things that need to be re-noticed by the company (Table 5)

Companies	Safety Management System			
	Commitment and Policies	Implementation Planning	Accident Report and Evaluation	Mean
PT. Eddy Transport Raya	56%	50%	86%	64%
PT Balideva Bintang Sejahtera	44%	20%	57%	40%
PT. INSPIRED SINAR ABADI	67%	17%	57%	47%
PT. BHINNEKA SANGKURIANG TRANSPORT	44%	23%	57%	41%
PT. KaCeBe Murni Transport	100%	70%	57%	76%
PT Pahala Kencana	56%	70%	43%	56%
PT GARUDA MAS PUTERA ESA	78%	70%	86%	78%
PT Bali Radiance Internasional	67%	40%	57%	55%
PT Travela Linkar Sejahtera	67%	30%	29%	42%
PT ANGKASA TRANS JAYA	67%	67%	57%	64%
Mean				56%

Table 5:- Implementation of Public Transport Company Safety Management System
Source : Primary Data Is Processed by the Author in 2021

Based on the results of the form distribution, information is obtained that most companies have not implemented the Safety Management System Implementation Planning element which consists of aspects of Organizing and Management of Hazards and Risks in the Minister of Transportation Regulation Number PM 85 of 2018. Where seen transport activities contain various potential hazards that can result in accidents or material damage. Before implementing the Safety Management System the initial study was carried out to identify the potential risks and dangers of each transport operation activity in all activity locations and functions within the company from both the vehicle crew factor, the meknik, the vehicle factor itself and the Environment such as the cuaca of natural conditions and so on.

Most companies carry out procedures related to hazard and risk management in about 3 months. In addition, it was found that most companies still do documentation and structuring manually and also the company does not evaluate the services provided to customers so that the company does not get input on services or what applications are still felt to be lacking by customers.

9	PT. Langsung Lancar Cemerlang
10	PT. Sahabat Kita Sejati
11	PT. Slamet Sugeng Rahayu
12	PT. Sinar Jaya Megah Langgeng
13	PT. Bima Suci
14	PT. Arimbi Jaya Agung
15	PT. Rudi Jaya Kusumah
16	PT. San Putera Sejahtera
17	PT. Kramat Djati
18	PT. Rosalia Indah
19	PT. Mulyo Trans Sakonda
20	PT. Sudiro Tungga Jaya
21	PT. Dewi Sri
22	PT. Big Bird Pusaka
23	PT. Sumber Jaya Trans
24	PT. Safari Dharma Sakti
25	PT. Blue Star
26	PT. Royal Platinum
27	PT. Sumber Waras Putra
28	PT. Primajasa Perdana Raya Utama
29	PT. Restu Abadi
30	PT. Weha TI
31	PT. Bhinneka Sangkuriang Transport
32	PT. Efisiensi
33	PT. Harapan Jaya Prima

Table 6:- Recapitulation of Company SMK Document Reporting

Source : Road Transportation Facilities Directorate 2021, Directorate General of Land Transportation, Ministry Of Transportation

No	Company
1	PT. Teguh Muda Abadi
2	PT. Eka Mirah
3	PT. Sinar Mas Transport Solution
4	PT. Dewi Putri Nasima
5	PT. Haryanto Motor Indonesia
6	PT. Gunung Harta Transport Solution
7	PT. HS BUDIMAN 45
8	PT. Hiba Utama

Based on Table 6 above the May 2021 data, there are only 33 companies that have reported their Company Safety Management System to the Road Transportation Facilities Directorate.

➤ *Accident Rate*

The accident rate at the 10 tourism transport companies studied occurred flat - 1 - 2 times in one year. Where the company will level the accident every time an accident occurs and is done manually.

When viewed from the causative factors for traffic accidents there are 3 main aspects namely human factors, means factors, and environmental factors. With human factors it is the biggest contributor with a percentage of 61%.

Vehicle drivers are the main cause of accidents, so they are most often noticed. Traffic violations became the initial factor which caused almost all accident events

The human factor includes all factors related to the behavior of drivers and other road users who can contribute to vehicle collisions. Examples that include driver behavior include: view and hearing ability, ability to make decisions briefly, and speed of reaction to changes in environmental conditions on the road. Although driving skills are taught and tested as a requirement for obtaining a driver's license, a driver's psychological factors can also be a factor that can cause an accident, a driver can still experience a high risk of having an accident because of the feeling of confidence driving in a challenging situation and if successful overcome it will strengthen his feeling of confidence. Confidence in driving skills will grow uncontrollably so that the potential and likelihood of accidents is even greater.

➤ *Direct Impact Test*

Hypothesis	Impacts	For	Signifacancy	Impact's Value
1	Minimum Service Standards	Accident Rate	0,004	0,273 = 27,3%
2	Safety Management System	Accident Rate	0,000	0,567 = 56,7%
3	Safety Management System	Minimum Service Standards	0,000	0,530 = 53,0%
4	Minimum Service Standards	Customer's Perception	0,000	0,672 = 67,2%
5	Accident Rate	Customer's Perception	0,008	0,229 = 22,9%

Table 7:- Direct Impacts Between Each Variables
Source : Primary Data Is Processed by the Author in 2021

➤ *Minimum Service Standards directly affect the Accident Rate*

Based on the results of the analysis, the coefficient of the Minimum Service Standard variable path obtained for the accident rate variable was 0.273 or 27.3 percent with a significance of 0.004. This is in line with investigations conducted by the National Committee on Transportation Tight (KNKT) where several Tourism Transport accidents are caused

The Means Factor, a motorized vehicle as a result of the production of a factory, has passed various tests and has been designed in such a way as a value of safety factors to ensure safety for the rider. The vehicle must be ready for operation so that it must be properly maintained so that all parts of the car function properly, such as lights, rear view mirrors, engines, steering brakes, tires, and seat belts.

The vehicle can be a factor in the cause of the accident if it cannot be controlled as it should as a result of technical conditions that are not on the road or its driver and how to drive is not in accordance with the provisions.

Environmental factors can be in the form of road conditions and natural conditions which also affect as a cause of traffic accidents. Damaged road conditions, slippery road conditions due to heavy rain and obstruction of views due to heavy rain, can cause traffic accidents

Based on form 10 the Tourism Transport company it appears that most companies have not included or provided training for their drivers and technicians. While the driver is required to know and master the vehicle he is driving because if using a different brand, of course the technology used is also different, what are the emergency response procedures.

B. *Hypothesis Test*

Hypothesis testing is done by path analysis (path analysis), which is testing relationship patterns that reveal the effect of variables or sets of variables on other variables, both direct and indirect influences.

by several matters relating to the application of Minimum Service Standards one of which is related to driver's working hours. Where it is tamed by the Tourism Transport service pattern which pegs the price based on the amount of rental time, so many of the drivers ignore the rest time that the driver should have to rest for 15 Minutes after driving the vehicle for 2 hours according to PM No. 44 of 2019.

➤ *Safety Management System directly affects Accident Rate*
 Based on the results of the analysis, the coefficient of the Safety Management System variable path obtained for the accident rate variable was 0.567 or 56.7 percent with a significance of 0.000. This is in line with investigations conducted by the National Committee on Transportation Tight (KNKT) where several Tourism Transport accidents are caused by several matters relating to the application of the Safety Management System one of which relates to the analysis of hazards and risks to vehicle crews and road conditions.

➤ *Safety Management System directly affect the Implementation of Minimum Service Standards*
 Based on the results of the analysis, the coefficient of the Safety Management System variable obtained for the Minimum Service Standard variable is 0.530 or 53 percent with a significance of 0.000. This is what is expected if a Tourism Transport Company has implemented and implemented what has been set up in PM 85 of 2018 concerning the Safety Management System with 10 elements contained therein, then the Company will automatically also apply the Minimum Service Standards to be aware of each element in the SMK loading items - items in the Minimum Service Standards.

➤ *Minimum Service Standards Directly Affect The Perception of Tourism Transportation Consumers*
 Based on the results of the analysis, the coefficient of the Minimum Service Standard variable path obtained for consumer perception variables was 0.672 or 67.2 percent with a significance of 0.000. The application of good Minimum Standards is one of the company's initial keys to obtaining good perceptions by consumers of service users. Where service users see and feel the services provided directly and judge by using their five senses. If the Minimum Service Standards have been applied through facilities - facilities in the vehicle will leave a good impression on the community, so it is likely that the community will reuse the company's services.

➤ *Accident Rate directly affect the consumer of Tourism Transportation*
 Based on the results of the analysis, the coefficient of the Accident Number variable path obtained for consumer perception variables was 0.229 or 22.9 percent with a significance of 0.000.

Companies with high accident rates will reduce consumer perceptions so that in the end consumers are reluctant to use tourism transportation services from the day after tomorrow. Safety is a major factor and cannot be ignored by companies. In one transport a bus can carry 40 - 50 people. If an accident occurs it will cause not a few victims. So that the bus company must pay attention to the safety aspects to reduce the risk of accidents.

So that overall, the results of path analysis testing in this study can be described as follows:

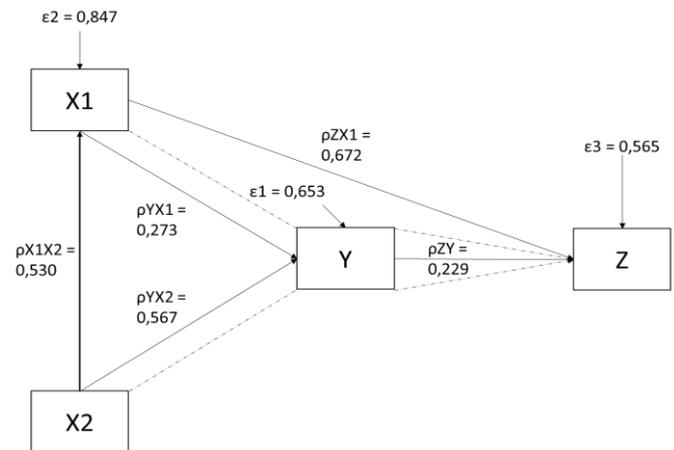


Fig 1:- Results of the Path Analysis Hypothesis Test
 Source : Primary Data Is Processed by the Author in 2021

➤ *Indirect Impacts Test*
 Sobel test is a test to find out whether a relationship through a mediation variable is significantly able to function as a mediator in the relationship. For easier, calculating the z value of a sobel test can utilize the danielsoper online application as follows:

Table 8:- Mediation Tests The Effect of Minimum Service Standards on Consumer Perception through Accident Rates
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,358	1,288		-1,831	,071
Minimum Service Standards	,138	,047	,273	2,938	,004
Safety Management System	,484	,078	,576	6,205	,000

a. Dependent Variable: Number Of Accidents
 Source : Primary Data Is Processed by the Author in 2021

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,728	2,328		,742	,461
Minimum Service Standards	,700	,088	,681	7,969	,000
Safety Management System	-,097	,172	-,057	-,565	,574
Number Of Accidents	,537	,203	,264	2,525	,014

Table 9:- Mediation Tests The Effect of Minimum Service Standards on Consumer Perception through Accident Rates a.
 Dependent Variable: Customer’s Perception
 Source : Primary Data Is Processed by the Author in 2021

Accident rates are able to be mediated or mediate the influence of the Minimum Service Standards on Consumer Perception of Tourism Transport with a value of 1,965 levels of significance of 0,025. This means that the accident rate for the application of the Minimum Service Standards applied by companies is able to increase the effect of Consumer Perception, so that the accident rate as an intervening variable is proven to function to strengthen the influence of the Minimum Service Standards on Consumer Perception.

Accident rates are able to be mediated or mediate the influence of the Safety Management System on Consumer Perceptions of Tourism Transport with a double value of 2,433 with a significance level of 0.0075. This means that the accident rate for the application of the Safety Management System implemented by the company is able to increase the effect of Consumer Perception, so that the accident rate as an intervening variable is proven to function to strengthen the influence of the Safety Management System on Consumer Perception.

Thus from the Sobel test above can be concluded in the indirect influence table as follows:

Impacts	To	Through	Sobel Value (nk = >1,96)	Significancy
Minimum Service Standards	Customers Perception	Accident Rate	1.965322982	0.02468804
Safety Management Sistem	Customers Perception	Accident Rate	2.43341924	0.00747849

Table 10:- Indirect Effect Test Result
 Source : Primary Data Is Processed by the Author in 2021

➤ (Goodness of fit test)

The goodness of fit test is to test whether the proposed model has a suitability (fit) with the data or not.
 $R^2_m = 1 - (1 - R^2_1) \cdot (1 - R^2_2) \dots (1 - R^2_p)$

In this case, the interachievement of R2m is the same as the interachievement coefficient of determination (R2) in the regression analysis. Based on the Model Summary Table below:

Goodness of Fittest Test

$$R^2_m = 1 - (1 - R^2_1) \cdot (1 - R^2_2) \dots (1 - R^2_p)$$

$$R^2_m = 1 - (1-0,573) \times (1-0,281) \times (1-0,681)$$

$$R^2_m = 1 - (0,427) \times (0,719) \times (0,319)$$

$$R^2_m = 1 - 0,097937147$$

$$R^2_m = 0,902062853$$

an R^2_m value of 0,902062853 means that the diversity of data that can be explained by the model is 90.20 percent, while the rest is explained by other variables outside the model. Thus the research model has a high predictive ability over the behavior of dependent variables characterized by a high coefficient of determination above 50 percent.

IV. CONCLUSION

From the results of research and analysis as a whole, several conclusions can be drawn as follows:

1. The Implementation of the Minimum Service Standards directly affects the Accident Rate of 0.273 or 27.3 percent with a significance of 0.004.
2. The Implementation of the Safety Management System has a direct effect on Accident Rate Figures of 0.567 or 56.7 percent with a significance of 0,000
3. The Implementation of a Safety Management System has a direct effect on the Minimum Service Standards of 0.530 or 53.0 percent with a significance of 0.0000.
4. The Implementation of the Minimum Service Standards directly affects the perception of tourism transport consumers by 0.672 or by 67.2 percent with a significance of 0,000.
5. Accident rates have a direct effect on the perception of tourism transport consumers of 0.229 or 22.9 percent with a significance of 0.000.

6. Accident Rate are able to become mediators or mediate the indirect effect of the Minimum Service Standards on perception of tourism transport consumers with a double value of 1.965 and a level of significance of 0.0247;
7. Accident Rate are able to mediate the indirect effect of the Safety Management System on perception of tourism transport consumers with a double value of 2.434 and a significance level of 0.0075

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