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ANALYZING FACTORS AFFECTING THE EFFECTIVITY OF FAEKHU BUS STATION OPERATION

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ABSTRACT

Bus station is a public service provided by the government for the community. Therefore, the use of the bus terminal must be effective. This study aims to analyze the factors that influence the effectiveness of the use of Faekhu Bus Station which include government policies, facilities, government accessibility and government convenience. This study used the quantitative approach using a sample of 100 people. The data collection techniques were questionnaires and documentation using primary and secondary data. The data analysis technique was the multiple linear regression analysis test. The results showed that government policy had a positive and significant effect on the effectiveness of using Faekhu Bus Station, facilities had a positive and significant effect on the effectiveness of using Faekhu Bus Station, accessibility had no positive effect on effectiveness the use of the Faekhu Bus Station, and the convenience of the have a positive and significant effect on the effectiveness of the use of the Faekhu Bus Station.

INTRODUCTION

The terminal is where a group of buses or *angkot* start and end their operational track. With reference to this definition, the passenger terminal building can end its journey, or start its journey or can also connect its journey by replacing (transferring) other bus tracks. On the other hand, for bus drivers, the terminal building is a place to start their journey, end their journey and also as a place for vehicles to rest for a while, which can then also be used for minor maintenance or engine checking.

The need for transportation in an area is an access to city services such as Gunungsitoli City. In addition to being influenced by the characteristics of the community, it is also influenced by the state of infrastructure such as facilities and infrastructure in the region. For people who do not have access to drive due to the unavailability of private vehicles, do not have the conditions to drive a vehicle, or limited access to their personal vehicles (not as needed, such as not being able to accommodate all family members and not being able to carry luggage), public transportation is an option to meet driving needs.

Faekhu Bus Station located on Jalan Nias Tengah Kota Gunungsitoli which serves transportation needs for various purposes. This terminal also serves logistics needs such as shipping goods, cargo, sending motor vehicles/cars and others. Passengers can buy tickets at the counter at this terminal, check the schedule and more. However, the Gunungsitoli City Government did not optimize the construction of Faekhu Bus Station. In a brief observation made by the author from the location of Faekhu Bus Station, that Faekhu Bus Station is not used

effectively, the ineffectiveness of the function of Faekhu Bus Station from the observation results, among others:

Based on the facilities at Faekhu Bus Station, the facilities provided are not adequate, such as the resting facilities that are still lacking and the bathroom facilities are not clean and cause an unpleasant smell in the bathroom facilities so that passengers do not feel comfortable, furthermore, based on the security side at Faekhu Bus Station, it is not fully optimal because only a few security officers can be seen around the bus station. It causes many other public vehicles such as *angkot* to enter the terminal area so that the order at Faekhu Bus Station does not run effectively and causes congestion in the Faekhu Bus Station area or the problem of taking parking lots for buses entering the Faekhu Bus Station area and often causes disputes between bus drivers and other public vehicle drivers.

In terms of accessibility, there are problems in the infrastructure, this is due to the fact that there are still many road infrastructures that are hollow and damaged, resulting in disruption of passengers' comfort on the trip and allowing greater accidents due to damaged and pothole road conditions. This problem, of course, has an influence on services at Faekhu Bus Station. Services in terminal activities that are the primary function of the city must be available a network of arterial roads that are functionally related or direct links containing the intention that terminals between villages or sub-districts in the city have alternative roads connecting roads to terminals that are good and effective for the continuity of transportation accommodation the more comfortable the passengers on the trip, the higher the accessibility of the bus terminal.

This shows a lack of maximizing the use of Faekhu Bus Station. It can be seen in the Faekhu Bus Station incident after the fire that occurred in 2021, which was later repurposed, but of course it could not be maximized due to the last post-fire fire, there were many stalls that fired, which caused the lack of accommodation facilities and services from Faekhu Bus Station. Also, the lack of security aspects of Faekhu Bus Station which makes operational activities difficult if there are disorderly actions from terminal users such as public transportation that does not comply with Faekhu Bus Station regulations, or illegal traders, so that the location will be used for public facilities that cannot be used properly.

Studies regarding bus station have been published by several researchers such as Abdullah (2018), Santiti (2022), and Fahmi and Ariyanto (2014). The difference of those research is that they were conducted in different areas. Different areas may indicate different variables affecting the circumstance. Therefore, this study is to determine the factors that influence the effectiveness of the use of Faekhu Terminal in its use. The variables analyzed and tested in this study are government policy, facilities, accessibility and convenience and the benefit of this is to find out the factors that influence the effectiveness of the use of Faekhu Bus Station.

METHOD

The research used quantitative approach is quantitative research, by collecting, compiling, processing and analyzing data. The minimum number of samples required in this study was 100 respondents. The data collection techniques used were literature studies and questionnaires. The

research uses a questionnaire, the list of questions was made in a structured manner in multiple choice questions and open questions.

The data used in this study were primary data and secondary data. Primary data were obtained using pre-prepared questionnaires. Secondary data was obtained from the agency related to this study, namely the Faekhu Bus Station in Gunungsitoli City. The data analysis techniques used in this study were classical assumption test, validity test, reliability test and multiple linear regression analysis.

RESULT AND DISCUSSION

Partial Test (T Test)

The partial test (T-test) aims to show how far an individual independent variable affects in describing a dependent variable. In this study, the partial test aims to determine the influence of independent variables including government policy (X1), facilities (X2), accessibility (X3) and convenience (X4) on dependent variables, namely user effectiveness (Y) individually using a significance level of 5% and comparing t-count values with t-tables. The t-table value is obtained through the degree of freedom (df) formula, as follows:

$$Df = n - k$$

Information

n= Number of samples

k= Number of variables

Thus, the calculation of the t-table value through the degree of freedom (df) formula, as follows:

df= 100-5

df= 95

Then the t-table value is obtained based on the table of the percentage distribution of t of 1.98525. The basis for making the decision on the parsil test (T-test) is as follows:

1) H0 is accepted if the value of $t_{count} < t_{table}$ or the value of sig > 0.05, then it can be concluded that there is no influence of the independent variable on the dependent variable individually/partially.
2) H0 is rejected if the value of $t_{count} > t_{table}$ or the sig value < 0.05, then it can be concluded that there is an influence of independent variables on the dependent variable individually/partially.

Table 1. Partial Test (T-Test)

Coefficients[a]						
Model		***Unstandardized Coefficients***		***Standardized Coefficients***	t	Sig.
		B	*Std. Error*	*Beta*		
1	(*Constant*)	-,649	1,716		-,378	,706
	X1	,376	,085	,330	4,445	,000
	X2	,279	,075	,230	3,705	,000
	X3	,044	,031	,055	1,403	,164
	X4	,621	,121	,419	5,148	,000
a. *Dependent Variable*: Y						

Source: SPSS 2022 Processing Results

Based on table 1 regarding the results of the partial test (T-test), it can be explained as follows:

1) The government policy variable (X1) obtained a t-count value of 4.445 and a significance value of 0.000, this indicates that the t-count is greater than 1.98525 (t-count 4.445 > t-table 1.98525) and the significance value is less than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the government policy variable (X1) partially affects the effectiveness of the use of Faekhu Bus Station;
2) The facility variable (X2) obtained a t-count value of 3.705 and a significance value of 0.000, this indicates that the t-count is greater than 1.98525 (t-count 3.705 > t-table 1.98525) and the significance value is less than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the facility variable (X2) partially affects the effectiveness of the use of Faekhu Bus Station;
3) The accessibility variable (X3) obtained a t-count value of 1.403 and a significance value of 0.000, this indicates that the t-count is smaller than 1.98525 (t-count 1.403 < t-table 1.98525) and the significance value is greater than 0.164 (0.164 > Sig 0.05). So it can be concluded that H0 is accepted so that the accessibility variable (X3) partially has no effect on the effectiveness of using Faekhu Bus Station; and
4) The comfort variable (X4) obtained a t-count value of 5.148 and a significance value of 0.000, this indicates that the t-count is greater than 1.98525 (t-count 5.148 > t-table 1.98525) and the significance value is less than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the comfort variable (X4) partially affects the effectiveness of the use of Faekhu Bus Station.

Simultaneous Test (T-Test)

Simultaneous test (T-Test) aims to determine the influence of free variables on variables bound to a study simultaneously or together. In this study, simultaneous testing aims to determine the influence of independent variables including government policy (X1), facilities (X2), accessibility (X3) and convenience (X4) on dependent variables, namely user effectiveness (Y)

together. Simultaneous tests were carried out by looking at the significance level of 5% or 0.05 and by comparing the ftabel value with the calculation.

The f-tabel value is obtained using the formula degree of freedom (df), which is as follows:

Degree of Freedom (df1) = k-1

(df2) = n – k – 1

Information:

k = Number of Variables

n= Number of Samples

Thus, the calculation of the t-table value through the degree of freedom (df) formula, as follows:

Degree of Freedom (df1) = k-1

= 5 – 1

= 4

Degree of Freedom (df1) = n-k-1

= 100-5-1

= 94

Then a ftable value is obtained based on the table of the percentage distribution of f of 2.47. The basis for making the decision on the partial test (T test) is as follows:

1) If the f-count value < ftable or sig value > 0.05, then it can be concluded that there is no influence of independent variables on the dependent variables simultaneously;
2) If the f-count value > f-table or sig value < 0.05, then it can be concluded that there is an influence of independent variables on the dependent variables together/simultaneously.

Table 2. Simultaneous Test (T-Test)

ANOVA[a]

	Model	*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	1201,836	4	300,459	170,182	,000[b]
	Residual	167,724	95	1,766		
	Total	1369,560	99			

a. *Dependent Variable*: Y

b. *Predictors*: (*Constant*), X4, X3, X2, X1

Source: SPSS 2022 Processing Results

Based on the results of the simultaneous test (F-test) in table 2, f-count value of 170.182 and a significance value of 0.000 were obtained. This indicates that the count is greater than 2.47 (t-count 170.182 > t-table 2.47) and the significance value is less than 0.05 (0.000 < Sig 0.05). So it can be concluded that government policies (X1), facilities (X2), accessibility (X3) and convenience (X4) together affect the effectiveness of users (Y) of Faekhu Bus Station.

Coeffesient Determination Test

Coefficient determination aims to show how much a dependent variable can be explained by its free variables. The coefficient of determination in this study aims to find out how much influence government policies (X1), facilities (X2), accessibility (X3) and convenience (X4) have on user effectiveness (Y). The results of the coefficient analysis of determination can be seen in the following table:

Table 3. Coeffesient Determination Test

Model Summary[b]				
Model	***R***	***R Square***	***Adjusted R Square***	***Std. Error of the Estimate***
1	,937[a]	,878	,872	1,32873
a. *Predictors*: (*Constant*), X4, X3, X2, X1				
b. *Dependent Variable*: Y				

Source: SPSS 2022 Processing Results

Based on the results of the determination coefficient test in table 3, an R-Square value of 0.878 was obtained with a percentage of 87.8%. This shows that government policy (X1), facilities (X2), accessibility (X3) and convenience (X4) has an influence of 87.8%, so the influence of independent variables on dependent variables can be said to be strong and the remaining 12.2% is influenced by other variables that were not studied in this study.

Effect of Government Policy on Effectiveness of Use

The results of the study on the effect of government policy on the effectiveness of use based on the results of the partial significance test (Test-t) obtained a t-count greater than 1.98525 (t-count 4.445 > t-table 1.98525) and a significance value smaller than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the government policy variable (X1) partially affects the effectiveness of the use of Faekhu Bus Station.

Effectiveness as a measure that gives an idea of how far the target can be achieved is related to the level of truth or success and error (Rachmawati, 2020). Effectiveness is a measure of how a predetermined target or goal is achieved that refers to the final result. The more effective if the level of error or error that occurs is low. Meanwhile, the higher the error rate than the original plan, the less effective it is.

Effectiveness is also related to the degree of success of an operation in the public sector so that an activity is said to be effective if the activity has a major influence on the ability to provide community services which is a predetermined target. The effectiveness of the terminal can be measured in terms of comfort, service, or speed of passenger movement, which greatly determines the capacity and credibility of a terminal (Saiful, 2022).

The effectiveness of the use of terminals can be realized through government policies, especially local governments. Policy implementation is understanding what should happen after a

program is declared valid and formulated. Understanding that includes efforts to administer it and to cause a real impact on society or events (Rachmawati, 2020).

The construction of passenger terminals is a form of responsibility of local governments including site feasibility, technical, economic and financial feasibility and the environment. In improving the effectiveness of management at Faekhu Bus Station in accordance with the Regulation of the Governor of North Sumatra No. 8 of 2019 concerning the management of passenger terminals including the arrangement of main facilities and supporting facilities, traffic regulation in the work environment and passenger terminal supervision areas, arrangements for the arrival and departure of public motor vehicles, arrangements for officers at the passenger terminal, vehicle parking arrangements, presentation of travel route lists and transportation rates and the arrangement of the terminal grounds according to route or major and the preparation of travel schedules based on surveillance cards. The implementation of this policy is carried out by the government to increase the effectiveness of the use of the terminal for passengers who are generally the people around the Faekhu Bus Station in order to increase the level of public satisfaction with public services provided by the government, especially local governments. This research does not support the research conducted by Lestari et al. (2020) which states that there is no influence of the implementation of local government policies on the effectiveness of changes in the public transportation route network in Cianjur Regency.

Effect of Facilities on Effectiveness of Use

The results of the study on the effect of facilities on the effectiveness of use based on the results of the partial significance test (Test t) obtained a t-count value of 3.705 and a significance value of 0.000, this shows that the t-count is greater than 1.98525 (t-count 3.705 > t-table 1.98525) and a significance value smaller than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the facility variable (X2) partially affects the effectiveness of the use of Faekhu Bus Station.

Facilities are everything that is physical equipment and is provided by the service seller to support the comfort of consumers. So a facility is a physical resource that exists in before a service can be offered to consumers. Facilities are related to the services provided to consumers (Kotler & Keller, 2016).

The availability of facilities in a terminal is intended to be something that is given in this case the available facilities that can provide services to public transportation, passengers and prospective passengers. In a facility and infrastructure, the availability of public facilities and main facilities must be met so that it does not cause problems is the arrangement and management in functioning the main facilities (Safitri et al., 2022).

In increasing the effectiveness of the use of public services, especially the use of terminals which are a form of transportation for the community, it plays an important role in the development and development of regional infrastructure. A good and ideal interaction between transportation components (passengers, goods, facilities and infrastructure) forms a comprehensive, efficient and

effective transportation system so that it is expected to be able to optimize the transportation function in an area (Tumewu et al., 2021).

The effectiveness of the use of the terminal in providing public services to the community at the Faekhu terminal in Gunungsitoli City is regulated based on the Regulation of the Minister of Transportation of the Indonesian Repbuplik Number 132 of 2015 concerning the implementation of passenger terminals including main facilities and supporting facilities. The main facilities contained in the Faekhu Bus Station include adequate departure lounge facilities, ticket purchase rooms, an information center provided to passengers as a form of conveying bus departure information, vehicle parking lots and safe luggage storage rooms as well as adequate safety supervision facilities.

The desired supporting facilities at the Faekhu Bus Station aim to increase the effectiveness of the use of the terminal such as special facilities for people with disabilities or pregnant women, worship room facilities, health facilities, the use of security facilities for passengers such as the use of CCTV and workshop facilities provided for bus operational purposes and for the general public.

Based on the results of research conducted by Abdullah (2018) stated that in increasing the effectiveness of the terminal through the provision of facilities, other facilities are available such as commercial facilities in the terminal, be it shopping, cafes or places to eat. The design of the terminal can also be done to the face of the terminal to have a new image as a transit facility for intercity bus passengers. This research supports research conducted by Sulistyowati and Sumantri (2021) which states that infrastructure has a positive and significant effect on terminal effectiveness.

The Effect of Accessibility on Effectiveness of Use

The results of the study on the effect of accessibility on the effectiveness of use based on the results of the partial significance test (Test t) t-count smaller than 1.98525 (t-count 1.403 <t-count 1.403 t-table 1.98525) and significance value greater than 0.164 (0.164 > Sig 0.05). So it can be concluded that H0 is accepted so that the accessibility variable (X3) partially has no effect on the effectiveness of using Faekhu Bus Station.

Accessibility as a facility provided to everyone with the aim of realizing equality of opportunity in all aspects of life consisting of physical accessibility and nonphysical accessibility. Physical accessibility is accessibility related to building infrastructure and the environment, such as buildings, websites. Non-physical accessibility is related to the social environment, such as the ethics of interaction, the delivery of information, technology (Khaerat el al., 2021).

In improving accessibility in a terminal related to public transportation services, the ease of passengers in making transfers or transfers by providing goods lifting facilities, as well as better coordination between operators and managers so that information that reaches passengers is more accurate (Abdullah, 2018). Accessibility for passenger public transportation users, especially terminal users, can be in the form of ease of reaching public transportation routes on foot both

from the beginning and end of the trip, ease of obtaining passenger public transportation and ease of travel to the destination area using public transportation facilities (Wulandari & Sudiana, 2018).

Accessibility can be known through the ease of the community to reach the bus stop, and the bus stop is in a strategic place to reach the destination. Faekhu Bus Station has a poor level of accessibility, this is because the Faekhu terminal is located not far from the main road. However, access to the terminal requires special attention because there are still many potholes.

This research supports research conducted by Afkar et al. (2021) which states that terminal accessibility has a regression coefficient value of 0.107 so that it can be concluded that terminal accessibility affects terminal function by 10.7%, this shows that accessibility has a low influence in supporting the effectiveness of using the bus station's functions. However, research conducted by Wulandari and Sudiana (2018) stated that accessibility indicators are classified as very effective in increasing the effectiveness of Trans Sarbagita as a public transportation in Bali Province and research conducted by Setiawan (2018) which stated that accessibility has a significant weight in affecting the performance of the Kapuas Regency Terminal with a weight of 13.5%.

The Effect of Convenience on the Effectiveness of Use

The results of the study on the effect of government comfort on the effectiveness of use based on the results of the partial significance test (T-test) obtained a t-count value greater than 1.98525 (t-count 5.148 > t-table 1.98525) and a significance value smaller than 0.05 (0.000 < Sig 0.05). So it can be concluded that H0 is rejected so that the comfort variable (X4) partially affects the effectiveness of using Faekhu Bus Station.

In increasing the effectiveness of terminal use, there are infrastructure components that aim to anticipate or serve existing movement mechanisms, one of which is the convenience of service users in utilizing terminals including public transportation modes (buses, *angkot*, taxis, and other modes of transportation), passengers and prospective passengers and private vehicles and pedestrians (Safitri et al., 2022). The comfort of a terminal can be felt if it is equipped with various facilities that provide comfort for its passengers, such as the availability of seats and air conditioning systems. Comfort can be seen from its availability and quality so that the implementation of the terminal can run optimally (Fitriana, 2017).

Faekhu Terminal in supporting comfort for passengers, Faekhu Bus Station officers continue to make improvements to the facilities and facilities provided to passengers such as the presence of toilets, places of worship, passenger waiting rooms and others, because these factors are the cause of the ineffectiveness of the terminal and prohibit all forms of scalper activities so that they cannot enter and operate in the terminal environment for the convenience of passengers and security at the terminal and improve the guarding, supervision and guidance to ensure terminal security and order and carry out coordination and cooperation with relevant agencies in the context of maintaining terminal security and order.

Research conducted by Maryam et al. (2021) stated that convenience obtained a percentage of 11.42% in increasing the effectiveness of passenger terminal utilization in Pangkep Regency (Case Study of Pangkajene Passenger Terminal, Pangkep Regency) and research conducted by

Afkar et al. (2020) stated that it has a regression coefficient value of 0.107 so that it can be concluded that convenience has an influence on terminal function by 10.7%.

CONCLUSION

Government policies have a positive and significant effect on the effectiveness of the use of Faekhu Bus Station. Facilities has a positive and significant effect on the effectiveness of the use of Faekhu Bus Station. Accessibility has no positive effect on the effectiveness of using Faekhu Bus Station. Comfort has a positive and significant effect on the effectiveness of using Faekhu Bus Station.

It is hoped that the Gunungsitoli City Government, Gunungsitoli City Transportation Office, UPTD Gunungsitoli City Terminal will focus and seriously pay attention to existing problems both in terms of facilities, accessibility, and comfort for visitors or terminal passengers. For the next study, it is expected to increase the number of other independent variables related to user effectiveness so that it can make a more optimal contribution and it is hoped that subsequent researchers will use a larger number of samples.

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