Lars Haglund

Market and Service Orientation of Public Transportation

Swedish-Indonesian Cooperation in Transportation Research and Education 2000 to 2010
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MARKET AND SERVICE ORIENTATION OF PUBLIC TRANSPORTATION - SWEDISH-INDONESIAN COOPERATION IN TRANSPORTATION RESEARCH AND EDUCATION 2000 TO 2010

Gadjah Mada University
Yogyakarta
Indonesia

Karlstad University
Karlstad
Sweden

Lars Haglund
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Introduction

This is an account of a program of research cooperation within the field of public transportation. The program started around 2000 and has developed over some 10 years. The partnering started with a conference that was cancelled due to the civil unrest in Indonesia in the late 1990s. Still, this conference was the starting point of an exchange of researchers that developed into a student exchange.

The reformed and re-organized systems of public transportation in Sweden and Indonesia have been the topics of exchange. It is obvious that the field of public transportation is important for the development of sustainable and efficient economies and societies. Let us hope that we have contributed to this development and that we can keep doing this in the future.

Lars Haglund
Karlstad in May 2011
Background of the Program

Public Transportation Research at Karlstad University

In the mid-1990s the Service Research Center at Karlstad University started on a rather large research project to study management and customer issues in public transportation. The research project was established in 1996 and was given the title:

*Program for Public Passenger Transportation and Service Management*

The Service Research Center - CTF, Karlstad University, had been founded in 1986. The Center focuses on management in the service sector. At the time that we started doing studies in the field of public transportation the Center had around 25 researchers from various social science fields that did actively participated in a number of research projects within the Center.

Recent developments in public passenger transportation in Sweden had made the study of service management aspects in public transportation important. The competition between various means of transportation as well as among different service providers had increased considerably. During the 1990s a growing part of the passenger transportation in Sweden has been put up for tender on the open market. Privately owned bus companies did run most public passenger transportation by the late 1990s. This was a big change from the old system of operators owned by local and regional government. A few bus and train operators owned by municipalities still remained on the market, but they were competing with private operators on the market. Productivity had been increasing as costs had been cut across the whole market. The supply of services had been rather stable while at the same time the government subsidy had decreased. In Sweden the government subsidy had been reduced from around 65% in the early 1990s to around 40-45% at present. (Haglund, 2000)

However, developments had not been without problems. For bus drivers and other personnel in the industry the increased competition and the cost cutting had led to a number of consequences. The working hours had increased. Wages had been cut in relative terms. Resources for personnel development had been reduced. Private operators had been forced to cut margins to the utmost. There was a general lack of risk capital. Developments of the services were difficult to carry on with the limited funds. At the same time public transportation over time had lost market shares to automobile transportation. From 1990 to 2000, public passenger transportation decreased...
As the changes in the market had evolved the role of the customer had become more and more important. The quality of public transportation services was a factor of increasing importance. One way to study this was to use a service management perspective. In our research program we did study the role of customers and service providers as co-producers and what implications this had on the management of public transportation services. These perspectives had been developed within the Service Research Center in a number of projects in other industries.

We were at the time, late 1990s searching for research partners to cooperate with in the field of public transportation. In 2001 a national Academy of Public Transportation Studies was established in Sweden with the Service Research Center at Karlstad University as coordinator. The Academy did offer courses developed for the needs of the public transportation industry. The intention was to develop new knowledge using a multi-disciplinary approach, thus offering new views on old problems within the Public Transportation Industry. Participating institutions included the Department of Transportation Planning at Lund Institute of Technology, Lund University, the Department of Man-machine Systems Technology at Chalmers University of Technology and the Service Research Center. The Academy was supported by VINNOVA, the Swedish National Road Administration, the Swedish National Rail Administration and by the trade associations within the industry. The courses did not attract very many practitioners. Still, a number of seminars were organized rather successfully. Still, we were seeking cooperation internationally as well. In Indonesia we found a counterpart institute carrying out transportation research and engaging in study programs in this field.

**Public Transportation Research and Education at Universitas Gadjah Mada**

Gadjah Mada University is one of the largest Universities in Indonesia. It is a state university with research and education in many fields. Responding to the complex and important transport problems today and in the future, Gadjah Mada University did establish the Center for Transportation and Logistics Studies (PUSTRAL) in 2000. The main objective of this Center was to take part in transportation related research with different perspectives: business, management, planning and technical based on available modern approaches and appropriate technologies.
Areas of expertise in Transport Studies Unit were sustainable transport system development, ferry and river transport, transport and traffic management, transport policy development, transportation business management, and application of information technology in transportation, and transport technology innovation.

The CONTRA conference

In 1998 a conference was planned at Gadjah Mada University in Yogyakarta, Indonesia, the CONTRA conference. The theme of the conference was the following: “The Prospect of Public and Private Partnership to Enhance Regional Transportation in Developing Countries”

In Sweden we read about the conference and parallel to this a national committee in Sweden submitted its results in a report. In this the challenges for public transportation was described.

We submitted a paper to the CONTRA conference with the title:

The Use of Customer Satisfaction Measurements in Public Transportation - Some Swedish Experiences

In the paper we tried to sum up the developments in the industry and then look at the customer perspective and satisfaction studies that we could see were developed from the mid-1990s in Sweden.
“The triad of transport authorities, private transportation companies and customers are thus involved in the public transportation system in Sweden. The role of the customer has become more important during the last years. An increasing interest has been shown in carrying out customer research to find out the needs and wants of the customers with the purpose to be able to better serve the public interest.

Purpose of the study
In the Swedish system of public transportation that is run with a large concern about regional development, the developments during the 1990s have changed the division of interests between government, private companies and the customers, the public. How are the interests of the consumers taken care of in this system? In what way are customer views input for decisions within the transportation system? In the present project the use of measurements of customer satisfaction in public transportation is analysed. The study is based on surveys using mail and personal interviews of the industry, where I try to measure why operators take part in customer studies and what the data is used for. I also compare the Swedish experience with a number of other similar customer satisfaction measurements carried out in other countries.” (Haglund, 2000)

The paper from our research group was accepted for the CONTRA conference. However, parallel to the planning of the conference changes in the political system took place in Indonesia. A public uprising ousted the Suharto regime after a lengthy period of unrest.
Students and Universities took an active part in the revolution. Both at Universitas Gadja Mada in Yogyakarta and at another University that Karlstad had ties with, Trisakti University in Jakarta, students and staff demonstrated. In clashes with the military and the police students were killed at both campuses. The result for the CONTRA conference was that it was cancelled.

After the changes in the political systems were implemented with a new and more democratic government in Indonesia installed we did contact the PUSTRAL research group and asked if they were interested in exchanging students and researchers. They were and so the cooperation between Karlstad and Yogyakarta started.

**Visits to Yogyakarta and Karlstad**

So far the exchange between the two Centers have included one 2 week visit to Yogyakarta by Lars Haglund in 1999, one 8 week visit to Karlstad by Olly Norojono in 2000/2001, and three 2 week visit to Yogyakarta by Lars Haglund in 2002, 2003 and 2005. At the 2005 visit, Sara Björlin Lidén and Markus Fellesson joined the then ongoing SIDA-project, as lecturers and specialists. In 2006 results for the study of commuter perceptions was presented at the 11th international conference of Hong Kong Society for transportation studies. The paper with the title of "Bringing the customer into public transport development – a pilot study of service quality in Indonesia", was written by Sara Björlin-Lidén, Lars Haglund, Markus Fellesson and Heru Sutomo.

![Student protests at Universities in Indonesia](image1.jpg)

![Researchers at PUSTRAL](image2.jpg)

![Lecturing for Masters Students at Universitas Gajah Mada](image3.jpg)
At a visit in 2008 by Lars Haglund students that were planning to join the exchange were interviewed.

As a part of the student exchange supported by the Ministry of Transportation delegations from UGM and the Ministry has visited Karlstad.

Markus Fellesson and Sara Björlin-Lidén at PUSTRAL

During the visits a number of lectures and seminars for Master Students at UGM have been held. Study visits to Public Transportation Authorities and Operators have been made. During the visit in 2005 a workshop with participants from authorities and private and cooperative operators was conducted.
Joint Research Projects in Public Transportation

The SIDA project

In 2002 we applied jointly for a grant from SIDA, Swedish International Development Authority and we did get funding. The project focused on knowledge transfer in the field of developing new and more efficient transport systems using Rapid Bus Transport:

Public Transportation System in Yogyakarta and the Proposed Bus Modernization Project

“Regulatory Reform and Public Transportation Management in Indonesia - A Case Study of Public Transportation Systems in Indonesia and Yogyakarta The purpose of the project is to study the ongoing developments in the public transportation systems in Indonesia. Using results from research carried out in Sweden as well as in Indonesia we will build a common platform for the research. With a background in studies carried out in the research centers at Gadjah Mada University and at Karlstad University a comparison of rules, regulations and policies in the public transportation sector will be made. The study will include a detailed analysis of the town of Yogyakarta in Indonesia. Other relevant towns and cities in Indonesia and in Sweden will be included in the study. Title : Modeling a Sustainable Green Urban Public Transport Planning in a Medium-Sized City (Case : Yogyakarta)

Discussions at Workshop in Yogyakarta

Lars Haglund with Masters Students at Universitas Gadjah Mada
This project is aimed to model a sustainable green transport planning for medium-sized cities, towards green house gas reduction and a participatory eco-urban design. This proposed scheme is in line with call of the proposal, regarding environmental betterment and providing an adequate regulatory system. The target groups of this project are urban and transportation planners-particular in this case is the local government transport office of Yogyakarta province-, bus companies, and multi stakeholders (decision maker on urban public transport provision and the influenced stakeholder due to the decision have been undertaken). Series of studies and researches will be

Sara Björlin-Lidén at Workshop in Yogyakarta

Plans for the Rapid Bus Transport system from Airport to Malioboro in Yogyakarta
done to realize this project: problems identification, restructuring urban public transportation and infrastructure (routing, scheduling, increasing efficiency) through participatory process, comparative study, strategy formulation, workshops, training, seminar, and followed by the implementation of the system in Yogyakarta. These activities will promote the use of green public transportation, by providing a guideline to implement such system in a medium-sized city.”

**EU Project**

As a continuation of the project we applied for a EU grant for developing the Bus transports.

“This action is a continuation of EU – Indonesia Small Projects Facility in Economic Cooperation: Organizational, Operational and Financial reform on Urban Public Transport Industry (Case: Yogyakarta Province). The overall objectives of this project are to develop a model to reform Indonesian urban public transport policy and practices taking Yogyakarta as

Researchers from PUSTRAL and SAMOT outside EU Project Office in downtown Yogyakarta

the case, to enhance service quality to a level comparable to that of private transport, by improving efficiency in planning and operation stages and raising the competitiveness of urban public transportation industry, targeting to small and medium bus operators in the anticipation of free market economy in the ASEAN region. In this proposed project, the corridor of this first project will be broaden. There is an integration between these two projects to ensure the sustainability.”

TransYogya buses in operation with new bus stop
What came out of the projects were a number of feasibility studies in Yogyakarta around the new public transportation services in a network of service providers – public authorities, private operators and research centers. Furthermore a customer surveys that could be used both during the development phase of the new transportation services and during the first years of operation of the new services was developed. This was tested in a base line survey. Results from this was presented at a Transport Conference in Hong Kong in 2006.

“BRINGING THE CUSTOMER INTO PUBLIC TRANSPORT DEVELOPMENT - A PILOT STUDY OF SERVICE QUALITY IN PUBLIC TRANSPORTATION IN INDONESIA

The public transport situation in Indonesia is currently facing severe challenges. Poor quality in services combined with an ever increasing need for sustainable transport solutions is challenging the current model for public transport planning and organization. Transport research provides valuable input for this development, although mainly with a focus on technology and traffic planning models. The human aspects of public transport services are more seldom considered. Therefore, in this paper we present an internationally valid yet locally relevant customer survey instrument capable of giving the customer a “voice” in the public transport development process. Building on experiences from Swedish and European public transportation research, an initial pilot study of customers’ perception of service quality in public transportation in Yogyakarta, Indonesia, has been carried out
Using a number of customer studies in Europe as a starting point an Indonesian questionnaire was developed. Bases were the BEST study (Benchmarking in European Service of public Transport) carried out from 2001 and on in a number of large cities in Europe: Barcelona, Copenhagen, Geneva, Helsinki, Oslo, Stockholm and Vienna. Items in the survey falls within the categories of Service supply, Reliability, Safety & Security, Comfort, Information and Staff behavior. But also Swedish studies were used:

“Items in the Swedish National Customer Satisfaction Barometer in Public Transportation

<table>
<thead>
<tr>
<th>Service topics</th>
<th>Customers perceptions of the service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>Planning of time schedules, routes and time tables</td>
</tr>
<tr>
<td>Image</td>
<td>How the company is evaluated in general and the importance of the services for the society at large</td>
</tr>
<tr>
<td>Listening to the consumer</td>
<td>If the company responds to complaints and other customer information</td>
</tr>
<tr>
<td>Information</td>
<td>If time tables and ticketing information is accurate and easily understandable</td>
</tr>
<tr>
<td>Price</td>
<td>Costs for public transportation</td>
</tr>
<tr>
<td>Bus stops and terminals</td>
<td>Location and services at stops</td>
</tr>
<tr>
<td>Comfort</td>
<td>Safety and comfort</td>
</tr>
<tr>
<td>Personnel</td>
<td>Willingness to serve the customers and ability to answer questions</td>
</tr>
</tbody>
</table>

“….The development of our survey instrument was carried out jointly by researchers from Sweden and Indonesia. It is based on previous research and addresses factors such as customer perceived value and quality, punctuality, availability, accessibility, reliability and security. The instrument was developed in several stages. We reviewed previous survey instruments and transport research, both academic and practical. Based on this a rough draft was formulated and discussed in a Queuing up on the Motor Way in Jakarta.

....
workshop in Indonesia. A revised version was tested in an extensive pilot study in Yogyakarta. Some data collection was carried out also in Thailand.

The questionnaire is divided into three parts:
1. Use of transportation in general and public transportation in particular (behavior).
2. Attitudes toward quality factors in public transportation:
   - Simplicity of information
   - Economy of transport
   - Reliability of the services
   - Treatment by employees
   - Design and comfort
   - Security and safety
   - Satisfaction and loyalty (under behavior above)
   - Image and social role
3. Background information about the respondent

The data was collected through interviews conducted at strategic locations using personal interviewing. The first full test of the survey was conducted in Yogyakarta in the city, on campus and on sites close to the campus of Gadjah Mada University (Pustral, 2005). In total 1,016 respondents answered our questionnaire.

Mode of transportation and description of travel:

<table>
<thead>
<tr>
<th>Mode of transportation</th>
<th>Distribution</th>
<th>Distance traveled in Km</th>
<th>Time in commuting in minutes</th>
<th>Average speed of commuting in Km/h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private motorbike</td>
<td>52%</td>
<td>9.6</td>
<td>20</td>
<td>26</td>
</tr>
<tr>
<td>By bus or train</td>
<td>16%</td>
<td>11.5</td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>On foot</td>
<td>5%</td>
<td>1.3</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>By private car</td>
<td>4%</td>
<td>9.0</td>
<td>22</td>
<td>24</td>
</tr>
<tr>
<td>By bicycle</td>
<td>2%</td>
<td>4.9</td>
<td>16</td>
<td>20</td>
</tr>
</tbody>
</table>

Bicycles losing market share, mainly to Motor Bikes
The differences in commuting speed are remarkably low, probably due to the rather difficult traffic situation in greater Yogyakarta.

The relative importance of service attributes provides a natural basis for political and managerial decisions about what kind of changes to make. In addition, there are indications that users and non-users perceive and evaluate public transport differently, both in terms of quality ratings and when it comes to underlying dimensions. There is a tendency of public transport users to be more satisfied with the provided service than non-users. However, this difference is only obvious on an attribute level, and not so much when it comes to the overall evaluation of the public transport system. This might indicate that there could be important attributes of public transport services that are still missing in our instrument, attributes that might be unique (or of unique importance) to public transport systems in developing countries such as Indonesia. This highlights both the need for decision makers to attend to both present and potential customers when improving public transport services, and the need for further research on customer satisfaction in public transport.

In conclusion, our study shows a possible method to include the customer perspective in the development of the public transport systems. Making public transport attractive to citizens is pivotal for developing a truly sustainable transport system. This in turn requires that the customer perspective is brought in and attended to during the entire process of public transport planning, implementation and evaluation.”
The Joint Study Program in Public Transportation

A post-graduate Masters program for studies in the field of transportation is given by the Civil Engineering Department at Universitas Gadjah Mada. In a joint program the Ministry of Transportation in Indonesia have supported a number of employees to take this program. One option is to take one year of studies in Yogyakarta and one year abroad. In 2007 it was decided to include Karlstad University in this program of exchange.

The exchange started in the academic year 2008/2009. By now the research program in Karlstad had developed into The Service and Market Oriented Transport Research Group (SAMOT). This unit within the Service Research Center is VINN Excellence Center at Karlstad University. A Vinn Excellence Center is a form of collaboration between trade and industry, public sector operations, and universities established by the Swedish research agency Vinnova. The Center was formed in 2006 and today has 30 or so active researchers and postgrads. So the exchange started between Karlstad and Gadjah Mada Universities. The first group included 5 students. The following two years 12 students in total took our courses. All students were employed by the Ministry of Transportation in Indonesia. Their backgrounds at the Bachelors level were very varied. About half of them had majored in engineering and the other half in different social sciences. The most common backgrounds were in Transport and Traffic Engineering and in Business Administration. Other backgrounds were Electrical Engineering, Mechanical Engineering, Aviation Engineering, Civil Engineering, Economics, Statistics and Psychology.

Courses i Yogyakarta and Karlstad

The students combined a one year study at the Masters program at Gadjah Mada University with one year in Karlstad. The courses that they had when coming to Sweden were the following:

First Semester:
- Transport and Environmental Planning,
- Transport Economics,
- Analytical Methods,
- Transport Information Systems,
- Soft skills Development (non credit).

Second Semester:
- Transport Planning and Modeling,
Based on a multidisciplinary program in Service Science we developed a program of courses, project work and thesis writing. The courses that we planned for the students in Karlstad were the following:

**Fall semester:**

**Service Management and Public Transportation (30 ECTS credits)**

**Aims**
The aim of the course is to develop theoretical and practical skills in Service Management and Public Transportation. The goal is that students after the course will have the ability:

- to analyse how customer values can be developed in service production and marketing
- to understand how strong customer relationships are formed and managed
- to analyse how new services are developed and introduced on a market
- to understand the role of human resource management in service production

Individual competence and personal skills as well as the ability to work in teams will be developed during the course.

**Course Content**
The course will be based on the methodological training the students in the Masters Program have from their studies for their bachelor’s degree in their various fields.

The course consists of four parts. **Value Creation through Service:** The aim of this course is to provide knowledge in the of value creation through service and prepare students for challenges in a service driven economy, global service competition, service infusion in manufacturing, technology infusion in

*Students from the Ministry of Transportation at Karlstad University in spring 2010*
service organizations and customer integration in service systems and processes

**Service Innovation:** The course covers the role of innovation in service science. There is a special emphasis on how organizations can develop new services and innovations through the service development process. The role of co-creation with customers throughout the development process is a central theme in the course.

**Human Resources and Development:** The course takes departure historical development from Industrial Relations to Human Resource Management in the light of contemporary employment trends, employment and unemployment patterns in Europe. Different HRM-strategies, models and tools are presented and related to work in service organizations and service context. Strategic HRM, different HR-roles and cultural diversity resulting in different national approaches to HR-issues are discussed. Aside from this practical HR tools such as recruitment, reward management, organizational design for the everyday work in the service firm will be presented and used in case studies and assignments.

**Service and Market Oriented Public Transportation:** The course raises a number of issues in marketing and organising public transportation. Customer and company perspectives as well as the perspective of Government Regulators and local Public Transportation Authorities are used for analysing effectiveness and efficiency in the supply and use of public transportation. The link between service management theories and public transportation is covered in detail.

The theoretical and practical knowledge that students will develop during the courses will form a common ground for the final semester in the Masters Program. Research carried out at the university in the subject areas will be used as examples and case studies in the course. Case studies, projects and final examinations are the forms of evaluation in the course. Written assignments as well as oral presentations and discussions are used in the course.

**Spring semester:**

**Project work (15 ECTS credits)**

The first part of the spring term is devoted to the Project Work writing. Under guidance of researchers and PhD candidates at the SAMOT research group at Service Research Center – CTF, and on the basis of previous studies, students carry out a major field work in relation to a field of service
management in the transportation field that they find particularly interesting. The fieldwork aims at high-lighting empirical aspects and the output is a written report in the format of a major working paper. In comparison to the later one-year Master’s thesis module, greater emphasis is put on solving a practical problem in order to develop the skill and capacity to work with complex managerial and theoretical problems. One purpose of the project work is to support the one-year Master’s thesis by letting students obtain a thoroughly practical and contextual understanding and experience of scientific writing. The level of academic requirements is equivalent to those of the one-year Master’s thesis but the format of the project is freer.

**Masters Thesis (15 ECTS credits)**

The aim of the thesis module is to train students to independently formulate, investigate and analyse critical issues within the field of service management. In comparison to under-graduate reports and theses, greater emphasis is placed on the selection and use of scientific theory and method. In comparison with the project work, the one-year Master’s thesis focuses more on theoretical problems. The thesis is written in groups of two or three students supervised by an experienced tutor. The thesis is presented and defended at a seminar, which concludes the module. Thesis writing constitutes a central element of Swedish university training, and especially at advanced level, great emphasis is placed on the selection and use of scientific theory and method.
scientific theory and method, as well as on analytical skills and conceptual abilities. A one-year Master’s thesis in business administration is often written in cooperation with one or several companies or public organisations. However, the thesis is an academic assignment and must conform to academic standards regarding independence, critical thinking, and integrity.”

Alumni and Student Evaluations

Alumni Evaluation

We carried out an Alumni evaluation by sending a questionnaire by e-mail to all students that did take part in the program the first two years. We managed to contact and get answers from almost all alumni. The questionnaire was a translated version of the questionnaire that we use for evaluating programs at two of the faculties of Karlstad University. Below we compare results from an Indonesian survey with an average of the alumni studies carried out 2008 and 2009 at the faculty of Economics, Communication and IT at Karlstad University (Haglund, 2010).

Where do you work today and in what function?

All students are back and working in various functions within the Ministry of Transportation in Indonesia.

We used a number of statements about the Program and asked the student to evaluate these.
Program I did enjoy my stay in Karlstad.

<table>
<thead>
<tr>
<th>Program</th>
<th>Disagree totally</th>
<th>Disagree partly</th>
<th>Neither nor</th>
<th>Agree partly</th>
<th>Agree totally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs in Business, Communication and IT (median)</td>
<td>-</td>
<td>-</td>
<td>3 %</td>
<td>32 %</td>
<td>64 %</td>
</tr>
<tr>
<td>Students in Public Transportation Program 2008-09 and 2009-10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Our Indonesian students are very satisfied with their stay in Karlstad.

Program I am satisfied with the studies in Karlstad.

<table>
<thead>
<tr>
<th>Program</th>
<th>Disagree totally</th>
<th>Disagree partly</th>
<th>Neither nor</th>
<th>Agree partly</th>
<th>Agree totally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs in Business, Communication and IT (median)</td>
<td>-</td>
<td>6 %</td>
<td>19 %</td>
<td>51 %</td>
<td>25 %</td>
</tr>
<tr>
<td>Students in Public Transportation Program 2008-09 and 2009-10</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>22 %</td>
<td>78 %</td>
</tr>
</tbody>
</table>

The studies at Karlstad University are evaluated positively as well. A comparison with our Swedish students shows our Indonesian students to be quite more satisfied with their studies than their Swedish counterparts.

Some open questions were put to the students around their studies.

What do you think was best with your studies in Karlstad?

Support and Library, teachers are among the things that the students value the most during their stay in Karlstad. Some courses and also the field of Services that they have studied are mentioned as well. The link between the projects and the thesis and industry in valued highly.
**What was not so good or was missing in your studies in Karlstad?**

**Less good:**

Students want more links to specific areas of transportation, e.g., sea transport, air transport. The links to industry could be developed further by using guest lecturers.

**Missing:**

About half of the students do not miss anything in their studies. The other half mention that the links to practice should be developed more in detail within the program.

<table>
<thead>
<tr>
<th>Program</th>
<th>After my studies I felt well prepared going back to work</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Disagree totally</td>
</tr>
<tr>
<td>Programs in Business, Communication and IT (median)</td>
<td>3 %</td>
</tr>
<tr>
<td>Students in Public Transportation Program 2008-09 and 2009-10</td>
<td>-</td>
</tr>
</tbody>
</table>

Our Indonesian students felt well prepared going back to their jobs at the Ministry. This is after one year of studies at Gadjah Mada University and one year in Karlstad.

Finally we added two questions around their present jobs.

<table>
<thead>
<tr>
<th>Program</th>
<th>I have use for what I learnt in my present job</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Disagree totally</td>
</tr>
<tr>
<td>Programs in Business, Communication and IT (median)</td>
<td>3 %</td>
</tr>
<tr>
<td>Students in Public Transportation Program 2008-09 and 2009-10</td>
<td>-</td>
</tr>
<tr>
<td>Program</td>
<td>I am satisfied with my present job</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td></td>
<td>Disagree totally</td>
</tr>
<tr>
<td>Programs in Business, Communication and IT (median)</td>
<td>6 %</td>
</tr>
<tr>
<td>Students in Public Transportation Program 2008-09 and 2009-10</td>
<td>-</td>
</tr>
</tbody>
</table>

The use of what they learnt and the satisfaction with the present jobs is rather similar to Swedish students.

**Student Evaluations**

In spring 2011 towards the end of the Thesis writing period the students at the Program filled in a questionnaire around their experiences as students in Karlstad. Below we compare results from this survey with results from surveys of Program Students at Campus and International Master Student within the faculties of Economics, Communication and IT and Technology and Natural Sciences collected with the same questionnaire in the autumn semester of 2010. In the samples there are 6 students at the Public Transportation Program, 1467 students at traditional Programs and 174 students at other Masters Programs.

How do you grade the study pace at Karlstad University?

<table>
<thead>
<tr>
<th></th>
<th>Much too high</th>
<th>A bit too high</th>
<th>Just right</th>
<th>A bit too low</th>
<th>Much too low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>7,4%</td>
<td>35,4%</td>
<td>51,4%</td>
<td>5,1%</td>
<td>0,7%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>12,1%</td>
<td>35,3%</td>
<td>46,8%</td>
<td>5,2%</td>
<td>0,6%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>-</td>
<td>33,3%</td>
<td>50,0%</td>
<td>16,7%</td>
<td>-</td>
</tr>
</tbody>
</table>

The Public Transportation students experience the study pace as about the same as the other groups of students. The only difference is that our students do not feel the tempo as too high.
Do you find your studies stressful?

<table>
<thead>
<tr>
<th></th>
<th>Severe stress quite often</th>
<th>Sometimes my studies can be too stressful</th>
<th>Studies are not stressful</th>
<th>I definitely do not find my studies stressful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>19,0%</td>
<td>33,3%</td>
<td>38,1%</td>
<td>9,5%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>18,4%</td>
<td>59,8%</td>
<td>18,4%</td>
<td>3,4%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>-</td>
<td>33,3%</td>
<td>66,7%</td>
<td>-</td>
</tr>
</tbody>
</table>

Transportation students do not feel stress as much as other students.

Balance of theory and application in your studies:

<table>
<thead>
<tr>
<th></th>
<th>More theoretical</th>
<th>Good balance between theory and practice</th>
<th>More practically oriented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>3,1%</td>
<td>53,6%</td>
<td>43,3%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>8,6%</td>
<td>36,2%</td>
<td>55,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>-</td>
<td>83,7%</td>
<td>16,7%</td>
</tr>
</tbody>
</table>

Our students of Transportation are extremely satisfied with the balance of theory and practice compared to the other students.

Students can influence the way studies are planned and executed.

<table>
<thead>
<tr>
<th></th>
<th>Yes, definitely</th>
<th>Yes, partly</th>
<th>No, not really that much</th>
<th>No, definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>5,4%</td>
<td>49,1%</td>
<td>41,4%</td>
<td>4,1%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>26,3%</td>
<td>52,0%</td>
<td>18,1%</td>
<td>3,5%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>66,7%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Our Transportation students are somewhat more satisfied that they can influence the way studies are planned and executed.
Teachers are knowledgeable

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>42,8%</td>
<td>48,4%</td>
<td>6,6%</td>
<td>1,8%</td>
<td>0,4%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>46,5%</td>
<td>40,7%</td>
<td>8,7%</td>
<td>2,9%</td>
<td>1,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>66,7%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The students’ evaluation of whether the lecturers are knowledgeable show rather similar results, though the part of the students that are really satisfied with this is somewhat lower among the Transport students.

Teachers are supportive

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>31,3%</td>
<td>51,7%</td>
<td>13,8%</td>
<td>2,5%</td>
<td>0,7%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>42,0%</td>
<td>42,0%</td>
<td>13,2%</td>
<td>2,3%</td>
<td>0,6%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>83,3%</td>
<td>16,7%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

On the other hand, our Transport students evaluate the lecturers’ ability to support as very high.

Administrative staff is available

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>26,1%</td>
<td>45,4%</td>
<td>22,5%</td>
<td>5,0%</td>
<td>1,0%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>37,0%</td>
<td>38,2%</td>
<td>14,5%</td>
<td>8,1%</td>
<td>2,3%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>66,7%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Students evaluate the administrative staff’s ability to be available as about the same in the different groups.
Administrative staff is service minded

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>38,2%</td>
<td>39,3%</td>
<td>18,8%</td>
<td>2,7%</td>
<td>1,0%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>36,6%</td>
<td>43,0%</td>
<td>12,2%</td>
<td>5,8%</td>
<td>2,3%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>50,0%</td>
<td>50,0%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The same is true for service mindedness, though here our students in Transportation are somewhat more satisfied.

The University has well functioning: Lecture rooms

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>42,5%</td>
<td>50,5%</td>
<td>4,7%</td>
<td>2,1%</td>
<td>0,2%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>59,2%</td>
<td>35,6%</td>
<td>2,9%</td>
<td>1,7%</td>
<td>0,6%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>66,7%</td>
<td>33,3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Transport students are satisfied with the lecture rooms.

The University has well functioning: Study places

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>37,4%</td>
<td>43,6%</td>
<td>11,3%</td>
<td>6,8%</td>
<td>0,8%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>52,6%</td>
<td>38,2%</td>
<td>4,6%</td>
<td>2,9%</td>
<td>1,7%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>66,7%</td>
<td>35,9%</td>
<td>33,3%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Places to study in the University are valued highly by the Transport students.
The University has well functioning:

<table>
<thead>
<tr>
<th>Library services</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither or Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>46,1%</td>
<td>34,3%</td>
<td>17,0%</td>
<td>1,3%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>46,6%</td>
<td>33,3%</td>
<td>9,8%</td>
<td>7,5%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>100,0%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Our Transport students are extremely satisfied with the University Library.

<table>
<thead>
<tr>
<th>Student counseling</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither or Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>22,0%</td>
<td>35,1%</td>
<td>35,6%</td>
<td>4,4%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>20,5%</td>
<td>40,4%</td>
<td>28,7%</td>
<td>6,4%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>66,7%</td>
<td>16,7%</td>
<td>-</td>
</tr>
</tbody>
</table>

The student counseling services are working reasonably well for all student groups.

<table>
<thead>
<tr>
<th>Course evaluations</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither or Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>18,7%</td>
<td>41,6%</td>
<td>31,0%</td>
<td>6,6%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>16,0%</td>
<td>43,8%</td>
<td>27,8%</td>
<td>8,3%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>50,0%</td>
<td>16,7%</td>
<td>-</td>
</tr>
</tbody>
</table>

Students in general are not so satisfied with the Course Evaluations. However, our Transport students are a bit more satisfied with this.
After the questions around the actual teaching we included a section with questions about what the students feel they have learnt from their studies.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>broad and general knowledge</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>12,4%</td>
<td>45,4%</td>
<td>34,3%</td>
<td>6,7%</td>
<td>1,2%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>16,2%</td>
<td>50,3%</td>
<td>29,5%</td>
<td>4,0%</td>
<td></td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>83,3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Our Transport students are a bit more satisfied with they have gained a broad and general knowledge from their studies, than other groups of students.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>skills in working in groups</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>15,4%</td>
<td>41,3%</td>
<td>31,0%</td>
<td>9,5%</td>
<td>2,8%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>20,9%</td>
<td>47,1%</td>
<td>21,5%</td>
<td>8,7%</td>
<td>1,7%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>50,0%</td>
<td>16,7%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The same is true for skills in working in groups.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>critical and analytical thinking</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>12,9%</td>
<td>37,3%</td>
<td>34,7%</td>
<td>10,8%</td>
<td>4,3%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>11,2%</td>
<td>49,7%</td>
<td>29,0%</td>
<td>8,9%</td>
<td>1,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>50,0%</td>
<td>33,3%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Traditional academic training of critical and analytical thinking is about the same for the various student groups.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>practical knowledge and training</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>9,4%</td>
<td>38,6%</td>
<td>35,3%</td>
<td>13,3%</td>
<td>3,4%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>8,7%</td>
<td>35,5%</td>
<td>31,4%</td>
<td>19,2%</td>
<td>5,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>83,3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The practical aspects of training have been rather successful for our Transport students, at least compared to our other students.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>writing skills</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>11,4%</td>
<td>32,3%</td>
<td>31,8%</td>
<td>15,5%</td>
<td>8,9%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>13,6%</td>
<td>43,8%</td>
<td>27,8%</td>
<td>9,5%</td>
<td>5,3%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>33,3%</td>
<td>50,0%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The training of writing skills is at about the same level in all groups of students.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>skills in using computers and IT</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>7,1%</td>
<td>19,6%</td>
<td>32,6%</td>
<td>24,9%</td>
<td>15,8%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>9,5%</td>
<td>29,2%</td>
<td>37,5%</td>
<td>19,6%</td>
<td>4,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>-</td>
<td>66,7%</td>
<td>16,7%</td>
<td>16,7%</td>
<td>-</td>
</tr>
</tbody>
</table>
The training of skills to use IT and computers is quite ok among the Transport students. It is not the main focus but still better on the average than other students.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>Knowledge about ongoing research</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>5.6%</td>
<td>20.6%</td>
<td>34.6%</td>
<td>24.5%</td>
<td>14.6%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>11.0%</td>
<td>36.6%</td>
<td>32.0%</td>
<td>14.5%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16.7%</td>
<td>50.0%</td>
<td>16.7%</td>
<td>16.7%</td>
<td>-</td>
</tr>
</tbody>
</table>

Using research in the studies seem a bit more common for the Transport students than other students.

To what extent has your education at Karlstad University given you:

<table>
<thead>
<tr>
<th>Skills in making oral presentations</th>
<th>To a very high extent</th>
<th>To a high extent</th>
<th>Partly</th>
<th>To a less extent</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>6.9%</td>
<td>24.3%</td>
<td>34.9%</td>
<td>21.1%</td>
<td>12.8%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>17.3%</td>
<td>35.8%</td>
<td>26.0%</td>
<td>14.5%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16.7%</td>
<td>66.7%</td>
<td>16.7%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Our Public Transport students are quite satisfied with their training of presentation skills.

<table>
<thead>
<tr>
<th>The quality of education is high</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither agree</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>29.1%</td>
<td>54.3%</td>
<td>11.6%</td>
<td>4.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>30.8%</td>
<td>44.8%</td>
<td>16.9%</td>
<td>5.2%</td>
<td>2.3%</td>
</tr>
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<td>33.3%</td>
<td>66.7%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Satisfaction with the education as a whole is rather similar among all student groups. All seem to be quite satisfied.

<table>
<thead>
<tr>
<th>I am satisfied with student life</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>44,3%</td>
<td>38,6%</td>
<td>12,8%</td>
<td>2,6%</td>
<td>1,6%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>29,1%</td>
<td>39,0%</td>
<td>20,3%</td>
<td>9,3%</td>
<td>2,3%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>66,7%</td>
<td>16,7%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Student life is not something that our Transportation students engage in.

<table>
<thead>
<tr>
<th>Karlstad is a good place to live and study in</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>59,7%</td>
<td>26,4%</td>
<td>10,7%</td>
<td>1,4%</td>
<td>1,9%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>25,4%</td>
<td>46,8%</td>
<td>19,7%</td>
<td>6,9%</td>
<td>1,2%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>33,3%</td>
<td>50,0%</td>
<td>16,7%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Students at our common study programs at Campus, i.e. our main study groups of Swedish students are more satisfied with Karlstad as a study place. Our visiting students are a bit less satisfied.

<table>
<thead>
<tr>
<th>I would recommend others to study at Karlstad University</th>
<th>Strongly agree</th>
<th>Partly agree</th>
<th>Neither nor</th>
<th>Disagree partly</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Students at Campus</td>
<td>58,0%</td>
<td>28,4%</td>
<td>10,3%</td>
<td>2,2%</td>
<td>1,2%</td>
</tr>
<tr>
<td>International Master Students</td>
<td>25,9%</td>
<td>42,0%</td>
<td>23,6%</td>
<td>5,7%</td>
<td>2,9%</td>
</tr>
<tr>
<td>Public Transportation Master Students</td>
<td>16,7%</td>
<td>83,3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
The same tendency is shown in the question whether students recommend others to study at our University. Swedish students are more positive to this than our exchange students.

The tendencies we see in our analysis can to a certain extent be explained by the fact that our Public Transportation students as well as our other International students are a bit older than our Swedish students. Students in the age groups approaching the 30s are a bit more satisfied with the quality of the education, less satisfied with student life and the city of Karlstad and as a consequence of this a bit less inclined to recommend studies in Karlstad.

**Conclusions from Evaluations**

Summing up from our Alumni and Student Evaluations the students are rather satisfied with living i Sweden for a year and with the courses we offer them. The studies could be further developed by including more training of writing and presentation skills. The ability to use English language is an important element of the training we can give them. We could work more with this.

Concerning the subjects taught, the present focus on Service Management seems quite relevant as a complement to the basic training and professional experience that the students have. However, if we can link the subject more directly to the practices in Public Transport the better the courses will be. Public Transportation is complex and varied. More links to the different modes of transportation could be made, i.e. transport by air, water and land. The students come to us from the central Ministry of Transportation and from various Agencies organising land, sea and air transport. We could explore the possibilities to use cases and lectures from and/or study trips to counterparts of these organisations in Sweden. We do this already but if we could expand this part of our program it would benefit the students learning experience.
Student Research

Spring semester 2009

Project
Service Failure in Jakarta Bus Transport
Thesis
Study of Service Quality in the Public Bus Transport: Customer Complaint Handling and Service Standards Design. Case Study: TransJakarta Busway and Värmlandstrafik AB
Supervisors: Bo Enquist and Samuel Petros Sebhatu

Theoretical Framework
- Service Management including Customer Satisfaction using the SERVQUAL measurement and Gap Models
- Customer Complaint Behavior
- Service Standards

Methodology
- Analysis of Complaint data obtained from the website and mailing list TransJakarta Busway passengers.

Abstract
TransJakarta Busway is one effort to solve the problem of poor performance of public transport especially on bus transport in Jakarta. TransJakarta Busway is built with the aim that people can use public transportation facilities with comfortable and safe. The bus with special lane makes this trip nearly free of traffic jams because the bus does not compete with other vehicles. Although TransJakarta Busway has been operated for 5 years, but in fact the convenience which offered by TransJakarta Busway only survives in a matter of months. This transportation service in Jakarta is increasingly showing a decreasing trend in service quality and there are still happen many complaints from users of TransJakarta Busway.
The focus in this research is to analyze the problem in customer complaint handling such as those complaints from the user of TransJakarta Busway and to recommend the service standards design that need to be adjusted with the interest of users/passengers base on the complaints, so it is expected to obtain service standards that can meet the needs of users in the use of TransJakarta Busway. This research has two research questions that must be answered.

The main finding from the first research question about the effective mechanism of complaint handling system in TransJakarta Busway is because of too many complaints that entered and received by BLU TransJakarta Busway then it had possibility that not all complaints will be handled. To decreasing the number of complaints, it must be taken some effective mechanism to handle those complaints and learning from how Värmlandstrafik AB doing their customer complaint handling. Then to answer the second research question about what kind of service standards that can be recommended to BLU TransJakarta Busway in order to improve the service of TransJakarta Busway, it must know the various types of complaint from TransJakarta Busway passenger. The result form the analysis, can be found 20 types/attributes of complaint from TransJakarta Busway passenger. Then form this 20 attributes can be classify into 5 dimensions of service quality, there are: reliability, responsiveness, assurance, empathy and tangibles. This dimension will include the whole service standards that will be recommended to BLU TransJakarta Busway.

Joice Hutajulu

Project
Public Transport in Jabodetabek Area

Thesis:
Integrated Ticketing System. Case Study of Jabodetabek and Värmlandstrafik AB
Supervisors: Bo Enquist and Samuel Petros Sebhatu

Theoretical Framework
- Service Management
Methodology

- Qualitative using secondary sources

Abstract

JABODETABEK is a region that consists of DKI Jakarta Province, the and 7 other regions such as Bogor Regency, Bogor City, Depok City, Tangerang Regency, Tangerang City, Bekasi Regency, and Bekasi City, which surroundings Jakarta, as the hinterland. Everyday people commute from the hinterlands to Jakarta and vice versa. This situation makes transportation as a basic need for people to do their activities is a very important issue. But there is a problem with the public transport system in this area, because it is not integrated yet. The focus of this research is to assess the integration of ticketing system between TransJakarta busway and JABODETABEK commuter train by using Varmlandstrafik AB experience.

Data is collected through interview and by browsing the websites, then, it is analyzed by using cross-case synthesis with literature review as the consideration. The integrated ticketing system between TransJakarta busway and JABODETABEK commuter train is developed from the existing ticketing system in TransJakarta busway with some improvement on its application. And to support the process of integrating the ticketing system, there are things to be prepared and fixed between the two PTAs. They are the fare structure and administration issue. The fare structure is related to its fare based (flat or zone or combination of it), consideration for credit cards or debit cards payment, and if it used the zone structure, it needs a simple zone structure. Related to the administration, it needs a centralized body or organization. This centralized body is not just integrating the ticketing system, but then it will improve the other integration aspects. To support the integrated public transport process, it still needs to improve the existing public transport services, by increasing the capacity; and combining it with other policy which restrain the use of private vehicle.

The need of integrated ticketing system in JABODETABEK is to increase the access of public transport in order to make an easier transit or transfer process, increase the number
of passengers which implies to reduce the private vehicles user, improving public transport market share and reducing externalities.

Thesis
Customer Satisfaction in Public Bus Transport - A study of travelers’ perception in Indonesia
Supervisor:
Margareta Friman

Theoretical Framework
- Service Management
- Service Quality
- Customer Satisfaction

Methodology
- Quantitative research using a survey of travelers

Abstract
An increase in population generates increasing in travel demand. Indonesia as one of the most populated countries in the world next after China, India, and USA face a large number of travel demand. Nowadays, Indonesia deals with an explosive growth in vehicle ownership and utilization. An increased road length and new roads generate faster and longer trips, more trips by car and higher car ownership all of which adds up to more traffic congestion and pollution. Public transport is one important solution for this problem. Public transport operators are forced to place emphasis on the monitoring and improvements of the services provided in an attempt to address the increasing rate of car ownership. This study focuses on traveler’s satisfaction with service quality attributes.

Using self rate questionnaire to investigate overall customer satisfaction and factor that influence public transport users’ satisfaction. Data were analyzed using descriptive, correlation, factor and regression analysis. One main finding reported that customer is not satisfied yet with public transport
The correlation analysis reported frequency (r=.50, p=.001), comfort travel by bus (r=.49, p=.001), on board security (r=.48, p=.001), and travel time (r=.48, p=.001), are top four factors that positively correlate with overall satisfaction. Factor analysis grouped fourteen specific service quality attributes into two factors, functional and soft factor. Both the functional quality factor and soft quality factor demonstrated significant effect on overall customer satisfaction with public transport in Indonesia. The standardized regression coefficient reported that functional quality factors (β=.393, p=.001) that consist of frequency, price, punctuality and travel time, plays stronger influence on overall customer satisfaction than soft factor (β=.288, p=.001).

It is highly recommended to pay more attention on functional factor in order to improve and develop attractive and marketable public transport. From regression analysis suggested that two factor that were measure only have low influence on overall customer satisfaction, and it is interesting to investigates another original factor from Indonesia perspectives that also has influence in overall satisfaction. To enrich and give the perspective in local level, data analysis also carried out for both cities; Jakarta and Jogjakarta. The results suggested similar result with the main finding. This means that so far, the condition is remain similar because customer in both cities evaluate that public bus transport were not satisfied.
Theoretical Framework

- Service Management including Customer Satisfaction and SERVQUAL
- Service Quality
- Service System and Resources
- Contractual governance

Methodology

- Qualitative research using literature reviews, documents observation, and interviewing key-person in related organization.
- Quantitative survey of travelers' satisfaction.

Abstract

The growth of private motor vehicle grows rapidly each year have negative impact not only for the extra contribution of air pollution but also to time wasting. That impact can lead to decreasing of people quality life. Public transportation is one of the solutions for the problem. Therefore, the shift from private motor vehicle user to public transportation, in other word increasing market share of public transportation, is necessary. One of the public transportation that can attract more market share is railways. It has large capacity, high safety level, and free from traffic jam. Those characteristic makes railway as primary public transportation. Indonesian railways nowadays have lot of problems and receive many complaints from the passenger. Train travel is still colored with the delay, limited well-condition vehicle, and unclear train travel information that often disadvantage passengers, and many of services offered were failed to attract passengers. These conditions result in decreasing quality of services and insufficient railways operation. This will be a barrier to Indonesian railways accomplishment in making it to be a reliable and sustainable transport mode. Therefore, to improve market share and to improve the railway condition, it necessary to have contractual governance with standard that can lead to customer satisfaction and making the process improve the relationship between the stakeholders. This lead to the problem of what is the customer satisfaction factors in using railway as their transport, what service quality item that satisfied the passenger, and how contract can maintain the relationship between the stakeholders.
Finding in this thesis consist of several point. First, from the customer satisfaction index, the customers of Jabodetabek commuter train are not satisfied with the service. Second, the analysis discovered that there are four factors that have high correlation with overall satisfaction. The four factors are equipment and facility, assurance, competency, and travel time and appearance. The attributes is grouping into five SERVQUAL dimension. From regression analysis of SERVQUAL dimensions there are two service items that influence the customer satisfaction; assurances and tangibles. Third, from gap analysis there are gaps in service process that need to be closed in order to deliver service quality which lead to customer satisfaction in railway operational. Fourth, from contract analysis can be concluded that present condition PT.KAI as the operator cannot perform as it is stated in contract. This can be influenced by many factors such as; the lack of infrastructure, the lack of vehicle, customer misbehavior, staff misbehavior and external factors. In delivering service quality which can lead to customer satisfaction, it is recommended to improve the service that related to assurances and tangible items and to involves passengers in controlling and improving railway operational. The result expected from the improvement is the increase of overall performance of railway operation which can lead to the increase customer satisfaction and market share. From side of contractual governance, the research discovered that there are problem in contract clausal and relationship between DGR, PT. KAI and people as customer of
railway service. The recommendation is to include customer complains in setting contract clausal that can make DGR, PT. KAI and people as customer in a mutual developing relationship.

Project Report
BLU TransJakarta Busway and Varmlandstrafik AB

Thesis
Influence of Contracts to Delivery of Transit Service Quality Case Study: BLU TransJakarta Busway and Varmlandstrafik AB
Supervisors: Bo Enquist and Samuel Petros Sebhatu

Methodology
Qualitative research by reviewing document, archival record and conduct interview with Public Transport Authority (PTA).

Theoretical Framework
- Stakeholders network
- Service Quality
- Service Process
- Service Quality Dimensions, SERVQUAL and gap models
Methodology:
- This thesis is using case study method based on qualitative approach. Data of case study was collected from document review, archival review and interview.

Abstract
New Public bus transport system has been implemented in Jakarta, called Transjakarta Busway (TJB). TJB’s new system is collaboration between government and private companies to provide quality public bus transport service. Existing system cannot deliver quality because private companies only focus on efficiency to gain more profit moreover government doesn’t demand it. In new system, some operational cost to provide quality public bus transport service will be borne by government. Thus, there is no reason for transport providers to give low quality service. On contrary, with 5 years operation, TJB has not shows significant improvement yet for their service performance. This problem is interesting to be studied in order to find factors behind decline of TJB’s service performance.

Purpose of this thesis is to analyze the obstruction that faced by TJB in delivering transport service from contractual standpoint.

Public transport is multi-discipline knowledge. This thesis limits the problem analysis only on TJB’s service performance that required by the contract between PTA and Operators.

This thesis is using case study method based on qualitative approach. Data of case study was collected from document review, archival review and interview.

There are 4 actors that influence in overall transport service delivery of TJB, those are: PTA, Operators, Government and other authority in transportation. From contractual standpoint, there was a problem when Management of TJB translate their perception of customer’s expectation into specification or contract. Process translation is influenced by government and other authorities.

There are many factors that have possibility to influence public transport. As my thesis only focus on contract between PTA and Operators, it is interesting to find out more comprehensive about public transport in political and economical standpoint. Examine relation among PTA, government and politician, also examine their vision about public transport development. It will reveal the question why public transport became low priority to develop.
Thesis
Analysis of Train Passenger Responses on Provided Service
Case study: PT. Kereta Api Indonesia and Statens Järnvägar (SJ) AB, Sweden
Supervisor: Lars Haglund

Theoretical Framework
- Service Quality
- Service Standard
- Service Guarantee
- Customer Satisfaction
- Customer Complaint Handling

Methodology
- Quantitative research using a questionnaire to travelers

Abstract
Railway is one of public transport mode on land transportation. Railways, as mass public transport modes, have unique characteristics. It has large capacity, high safety level, and free from traffic jam. Those characteristics make railway a primary public transportation. In fact, even railway transportation has a lot of benefits for society life but they still faced by the problem. Service quality level of Railways transportation is still low compared with other transportation modes. At present railways operation is still colored with the delay, limited condition vehicle, and unclear train travel information that often disadvantage passengers, and many other services
offered fail to attract passengers. These conditions result in decreasing the quality of services and insufficient railways operation.

The objective of this research is to analyze the relationship between customer satisfaction towards provided service with the desire to do a complaint and to find the factor from service quality that has significant influences to customer satisfaction towards PT KAI services. From that data, and also comparison study between PT Kereta Api Indonesia and Statens Järnvägar (SJ) AB, Sweden, we can recommend the service standards design, service guarantee and complaint handling system that need to be adjusted with the interest of consumer. The data was collected via field survey in the station that located in Jakarta, Yogyakarta and Pekalongan.

This research shows several findings. First, there are six factors of service quality attributes that have significant influences to customer satisfaction towards PT KAI services for commuter class (Information, Appearances, Service coverage, Tangible, Safety & security, and Cost), seven factors for business class (Travel time, Information, Scheduling, Comfort, Tangible, Safety & security, and Service coverage), and also seven factor for executive class (Appearances, Safety & security, Information, Comfort, Tangible, Travel time, and Cost). Second, while the commuter class passengers complain on the Safety & security attribute, for business class it is the information that influence the desire to complain. Meanwhile for executive class, passengers are mostly satisfied with the service given by PT KAI. Third, to decrease the number of complaints, some effective mechanisms to handle those complaints and learning from Statens Järnvägar (SJ) AB are...
necessary to take. Fourth, the service standards for PT KAI can be classified into 6 details of service, \textit{(safety and security attributes; comfort and appearances attributes; availability of information aspect attributes; tangible attributes; service coverage attributes; and the operations of train)}. For service guarantee design, this research focuses on travel time guarantee. Learning from Statens Järnvägar (SJ) AB on Swedish service guarantees, PT KAI can adopt and use their system to increase customer satisfaction.

Aryu Utami Dewi

Research on Factors Affecting Travel Behavior on Choice of Transportation Means for Working Activity – A Case Study in Yogyakarta City, Indonesia

Supervisor: Lars Haglund

Theoretical Framework
- Mode Choice and Travel Behavior
- Service Quality
- Customer Satisfaction
- Service Attributes

Methodology
- Quantitative research using a questionnaire to travelers.

Abstract
Transportation is one of the vital sectors supporting human activity because without any movement it is impossible for people to fulfill their needs. People need is closely related with the social and economic interaction. Working is one of the people activities to fulfill their need, and to achieve this need through movement, mode of transport is needed. Nowadays, the growth of population and the private car ownership are increasing rapidly while the quality of public transport is decreasing. The choice of mode for workers is a crucial thing. More or less, the choice of transportation mode is affected by many factors such as: gender, income, travel time, convenience, safety etc. All of these factors are related with the socio economic and service attributes. This study is trying to identify factors affecting transportation mode choice for working activity from internal factor (traveler aspects) and from the external side (service attributes).
The quantitative research method was conducted to determine the relationship between independent variable and dependent or outcome variable. Surveys were carried out by collecting sample from the people who live and work in Yogyakarta. Primary and secondary data collections were employed. The primary data were gathered from the survey method using questionnaire and secondary data were gathered from documentation and empirical data. According to factor analysis, it is shown that trip characteristic, safety, and security become the factors that show up many times compared with others, while by using logistic regression, the number of households have negative relation with the probability to use public transport, and driving license ownership, travel distance, and travel cost have positive relation with the probability to use public transport.

Dodi Tresna Yudianta

Balanced Scorecard for Public Transport Performance Measurement Based on Service Dominant Logic Framework - Case study: Jakarta public transport authority and Värmlandstrafik AB
Supervisors: Bo Enquist and Samuel Petros Sebhatu

Theoretical Framework
- Performance Measurement
- Balanced Scorecard
- Service Quality
- Service Dominant Logic

Abstract
One of the main problems in Jakarta transportation is that people are more interested in using private vehicles rather than public transport causing the traffic jam in the high level situation. The growth of the private vehicles especially motorcycles grows rapidly each year and give negative impact not only for the traffic jam itself but also to other effects such as pollution,
safety, and quality of life for the residents. There is lack of service logic in the policy of public transport in Jakarta and lack of thinking to give excellence service to the customers. The focus in this research is to analyze the performance of public transport in Jakarta by using the Balanced Scorecard (BSC) method and answering how Balance Scorecard (BSC) and Service Dominant logic (S-D logic) can improve the performance of public transport in Jakarta, as well as to know the difference between Jakarta public transports compared to Värmlands public transport.

This thesis used a case study research with triangulation of qualitative and quantitative method for the data research. A case study research methodology relies on the multiple sources of evidence to add the breadth and depth to the data collection in order to assist in bringing a richness of data, and to contribute to the validity of the research. This thesis used four sources of data; they were documentation and archival record as the secondary data, and direct observations and interviews as the primary data. In the documentation, the data were collected from the official website of the related institution, and news from the trusted sources, etc. In archival record, the data collections consisted of the institution records, survey data, as well as maps and chart, etc. In the direct observation, the researcher observed directly as the user of the public transport. In the interview, the researcher interviewed the representatives of the related institution, they were Dishub DKI Jakarta and Värmlandstrafik AB and conducted questionnaire survey to 403 respondent of the Jakarta resident.

The results from the analysis was that the performance of Jakarta public transport based on four perspectives (Fiduciary, Resident, Internal Process and Learning and growth) still had poor performance. The indication can be seen from the lagging indicator (outcome), Fiduciary and Resident Perspective. Jakarta transportation had high level of traffic jam (congestion), traffic accident and pollution. The Jakarta residents prefer to use private vehicle than public transport because most of people (Jakarta resident) said that they were unsatisfied (95.29% of respondent) and assessed poor value for the performance of the public transport. From scale 1 to 10,
the performance of Transjakarta was 6.21, all Large Size Bus Operator was 4.67, all Middle Size Bus Operator was 3.79 and All Small Size Bus operator was 4.31. The poor quality in public transport performance made the public transport user also rated poor for the performance of Dishub Jakarta in general which was only 4.94. There were many ways to solve the problem in Jakarta transportation. However, the most important thing was to put service S-D logic rather than G-D logic as the fundamental thinking to solve the problem, and used BSC as the performance measurement in comprehensive and balanced ways. BSC was not just as the performance measurement but also as the tool and key for the success of the institution (Dishub) to achieve their objective and vision and mission. Evaluation of the performance was not the ending of the process, but it was the beginning of the process to create a better value.

Ellis Simbolon

Developing Sustainable Public Transportation - Case Studies: Trans Jogja and Varmlandstrafik AB
Supervisors: Bo Enquist and Samuel Petros Sebhatu

Theoretical Framework
- Service Management
- Sustainable public transport,
- Customer Satisfaction
- Corporate Social Responsibility

Abstract
The use of motor vehicles has a significant and growing impact on global climate change, the slow but steady increase in average world temperature commonly known as global warming. The governments from central to local are then positioned to address the problem caused by motor vehicle use and promote a more sustainable transportation system. By taking actions that minimize motor vehicle use, encourage public transport use by citizens
and promote advanced vehicle technologies. Hopefully these actions could allow citizens access their needs and destinations without causing undue harm to the climate. This research aims at (1) identifying the sustainability of Trans Jogja service regarding existing value network system and stakeholder view; (2) observing what can be learned from Varmlandstrafik AB in terms of communicating with other stakeholders in the value network system for environmentally friendly activities and maintaining profit as well and (3) identifying how the existing service performance of Trans Jogia in term of sustainable service. Learned from IKEA (a furniture company with a good model for sustainable service business) regarding Corporate Social Responsibility (CSR) and embedded principles, this research try to analyze that value network in terms of how the networks of stakeholders create value, CSR, stakeholder, and organization changes are closely related towards sustainability. And also by developing the indicator for sustainable transport to be sustainable public transport model, using SERVQUAL model this thesis try analyze whether the service is successfully delivered or already sustainable in both public transport.

Varmlandstrafik AB as a case study is a comparative for Trans Jogia regarding sustainable public transport and sustainable service. From the analysis it can be concluded that in overall components regarding sustainability, Trans Jogia have not fulfilled all sustainable public transport indicators for economic, social and environmental aspects. This was due to the lack of awareness towards CSR, the mind set of creating value between multiple stakeholders, and service, Trans Jogia service has not been obtaining sustainability. Based on the assessment from passengers and lesson learned from Varmlandstrafik AB, sustainability can be achieved if all the components of service are clearly regulated in the contract between PTA and the operator. Sustainability is also related to how communities in accesings their necessities to work, education, health, business, entertainment etc. Therefore all stakeholders or institutions involved in Trans Jogia operation should consider how to develop Trans Jogia so that it is integrated with other kinds of public transport and also how to develop the service for a long term necessities for mobility. The things can be learned from Varmlandstrafik AB is that the change or reform of public transport authorities is important in order to develop policies. The dialogues among multiple stakeholders aimed to create a change pressure in the Swedish Public Transport Industry due to the contribution of change pressure proves that the dialogues help a successful quality improvement.
Abstract
Started in 2008, 54 vehicles of Trans Jogja was as a program of the Yogyakarta Provincial Government in improving the quality of public services, particularly those related to urban transport. In the new Act of the Traffic and Road Transport (2009), it has been set that the Public transport companies must meet the minimum service standards security, safety, comfort, affordability, equality and regularity. Specifically, the service in Trans Jogja has not been described clearly yet. The aim of this thesis is to determine the service quality dimensions which can represent the service quality from the passengers perspective of Transjogja. The service is associated and each dimension will be evaluated from the passenger perspective by using PCP model. The recommend standard design of Trans Jogja is based on the passengers perspective and literature.

Qualitative approach was used as the base to explore how individuals see and to assess the measurement that involves listening, studying, analyzing and interpreting customers’ statements. Data were collected from the various sources such as documentation, archival record and interviews. This thesis focused on the assessment of the service quality and to find out the right dimensions to represent the service quality in Trans Jogja. From many variables, then they were grouped into 8 (eight) dimensions. The 8 dimensions were security, safety, comfort and convenience, affordability, equality, regularity, staff behaviour, tangible. Furthermore, the passengers were directed to rank the dimensions into three levels of PCP model: Pivotal,
Core, and Peripheral. Besides, those dimensions were also used to design the service standard of Trans Jogja in accordance with the review of the literature.

Rossi Danny Sakti

Service Science Perspective On Customer Satisfaction For Improving Airport Performance - Case Adisutjipto Airport and Goteborg Landvetter Airport
Supervisor: Patrik Gottfriedsson

Theoretical Framework
- Service science
- Customer Orientation and Involvement
- Service Development Logic
- Service Standard
- Customer Satisfaction
- Service Quality and Expectancy Disconfirmation

ABSTRACT
Serving public needs in transport is crucial in every country, especially for air transport which is needed by people because of its advantage for fast, comfort, and reliable. Airports today, does not only discharge the passengers, but for serve the passengers in business via service development logic, except for just build many facilities, it is important to know “what really happens” from customers perspective and mixed with conceptual and practical view to improving airport performance. This research was done by combining qualitative and quantitative method. The qualitative method including CIT Technique using questionnaire by involving the customer to find the problems and gathering the ideas, discussing via Phone Call with Göteborg Landvetter Airport Manager and Angkasa Pura II,Ltd to compare what should Airport Company do due to improve their performance and learn from many public transportation in Sweden by literature and field study to making innovation which could be done in Indonesia. Quantitative method is needed to formulate the worst problems and prioritized the
solution by making rank in dimension. It is not only one method but by combining the two methods to get deep analysis, fruitful ways to get rich information and could see many perspectives and solutions to improve airport performance.

The results of this research which are expected to offer the solution to fix the infrastructure that affect the airport operational, change or build a new policy in airport performance that encourage the airport to build its services policy and making innovations to improving airport performance.

*Masters Thesis’ Spring 2011*

Dedi Maulana
Air Navigation Service Provider: Organizational Development Perspective

Beta Ramadhani
Engaging Stakeholders in Paratransit Industry - Case Study of South Africa and Jakarta

Maulidiah Rahmawati
The Quality of Airport Bus Service Perceived and Desired by Travelers in Juanda Airport, Surabaya - Case Study Perum Damri Indonesia and Flygbussarna Sweden

Ibnu Romadhona
The Application of Value Creation in Sustainable Public Transportation - A Comparative Study of TransJakarta BRT and Värmlandtrafik AB

Junita Valentina Siahoon
Key Actors Acceptance of Implementing ERP in DKI Jakarta

Sri Rahayu Surtiningtyas
Managing AFIS to Enhance Flight Safety and Service Quality – Case Study of Utarom Airport, Kaimana, Papua, Indonesia
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Course Plan and Syllabus, Service and Market Oriented Public Transportation, 7.5 credi, Faculty of Economic Sciences, Communication and IT, Karlstad University


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Master’s Degree Program in Business Administration with a Profile in
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Researchers Engaged in the Exchange

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Market and Service Orientation of Public Transportation

This is an account of a program of research cooperation within the field of public transportation. The University of Gajah Mada in Yogyakarta, Indonesia and Karlstad University in Sweden has worked together in this program. The reformed and reorganized systems of public transportation in Sweden and Indonesia have been the topics of research and exchange. It is obvious that the field of public transportation is of central importance for the development of sustainable and efficient economies and societies. This is the case irrespective of the levels of development of a country. The program started around 2000 and has developed over some 10 years.

The Service and Market Oriented Research Group (SAMOT) at Karlstad University conducts multidisciplinary and internationally recognized research via active collaboration with trade and industry, public sector players, and universities. In doing so, SAMOT will contribute to the long-term sustainable development of passenger transportation services.