



The Implementation of Tactical Command Posts (Poskotis) and Rest Areas as A Form Of Public Service For Eid Al-Fitr Homecomers in West Java Region IV

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Abstract. Eid is synonymous with the tradition of returning home (mudik), and its implementation requires the implementation of Eid transportation that is safe, secure, and comfortable for homecomers. This research uses qualitative methods and aims to know the quality of service regarding the implementation of Poskotis and Rest Area. The results of this study conclude that the Implementation of Poskotis and Rest Area by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV is considered not optimal because in its implementation, there are still several problems, such as the lack of service services in the form of facilities and infrastructure and less optimal socialization activities. For this reason, improvements need to be made to improve the quality of public services per the dimensions of tangibles and responsiveness.

Keywords: Service Quality, Public Service, Homecomers, Poskotis, Rest Area

INTRODUCTION

Public service is an obligation of the government apparatus, which includes all types of public goods and public services. Mahmudi (2007) says that public service is an activity carried out by entities that organize services for the public with the main objective of meeting the interests and needs of the broader community under the laws and regulations in force in the country.

One form of public service is the implementation of eid transportation, organized by the Department of Transportation of the Republic of Indonesia. This program was created based on the habits of the community, which included an annual routine called "mudik," or homecoming. People who live outside the city and want to return to their hometown are called "mudik." Mudik, or homecoming, is a tradition in Indonesia where people who work or live far from their hometown will return to their hometown to

celebrate Eid al-Fitr. This phenomenon is socially and culturally significant in Indonesia, involving millions of people traveling long distances. Therefore, the government is obliged to ensure that Eid transportation runs well. (Danar & Rindawati, 2022).

Planning, organizing, and monitoring are essential for Eid transport, especially in locations prone to congestion, accidents, and crime. In terms of transportation, the management of Eid transportation must be carried out in an integrated manner so that home comers can take advantage of all the resources provided. The problem of eid homecoming is becoming increasingly complex, so it must be handled by several ministries/agencies in coordination. Therefore, a comprehensive, strategic, and integrated concept must be applied.

Management is important to organize eid transportation by having organized preparation to collaborate with related agencies, organized organization to avoid overlapping tasks, proper implementation to increase traveler satisfaction, and supervision to ensure all activities run optimally. (Pakan, 2009).

Based on the Instruksi Presiden RI Nomor 3 Tahun 2004 Tentang Koordinasi Penyelenggaraan Angkutan Lebaran Terpadu, eid transportation is implemented. Such as providing facilities and infrastructure, one of which is organizing Poskotis, which will become an integrated coordination center to supervise and control all aspects related to land transportation during the Eid homecoming period and establishing a rest area as a place to stop to rest to relieve boredom and fatigue for homecomers who travel long distances. The implementation of Poskotis and rest areas also serves to ensure the security, order, smoothness, safety, and comfort of homecomers who use land routes.

The government and its people can determine the quality of service of a program. By Barata's (2003) explanation of service quality, it is not only the service implementer who determines quality service but also those who receive services so that they can find out how to meet their expectations and make it a benchmark for service quality. In addition, community participation is also a determining factor in the success of the program, which is the determining dimension of program success. The program can be considered successful if community participation is high. If community participation is low, the program is considered unsuccessful. (Widiyana et al., 2020).

This study aims to determine the quality of ID transportation services and to find out what obstacles exist in their implementation. Those who read are expected to expand

their knowledge and critical thinking skills, especially in writing scientific papers, and provide additional literature for those in need.

Based on research on the quality of service in the Eid Transport program by The West Java Provincial Transportation Office UPTD PPPLAJ Region IV which covers working areas including Cirebon City, Cirebon Regency, Majalengka Regency, Kuningan Regency, Indramayu Regency, and Subang Regency. In its implementation, the facilities provided by the rest area located at UPTD PPPLAJ Region IV of West Java Province are in the form of rest tents, health posts, UMKM stands and vehicle services, a mosque, and toilets. While each Poskotis only provides tents and health posts, the absence of toilets can interfere with the comfort of home comers and officers on duty. The implementation of Poskotis and the rest area is considered not optimal because of the lack of service in the form of facilities and infrastructure available at each Poskotis, and there is a decrease in the number of visitors to the rest area due to the lack of optimal socialization activities carried out. Therefore, improvements to public services need to be made for the program's success and to anticipate obstacles that will arise during future program implementation.

LITERATURE

Service Quality

According to Tjiptono (2014:640), service quality emphasizes efforts to meet consumers' needs and desires and accuracy in delivery. This is important to balance consumer expectations. Thus, service quality can be understood as a series of company efforts to ensure customer service matches their expectations. The company aims to survive and win consumer confidence in a competitive market.

In the opinion of (A. Ramdoni, H. Nariyah, 2015) Research on service quality says that service quality is strongly influenced by the extent to which companies can meet and exceed consumer desires for their services.

Lovelock (2011) suggests that service responds to management interests that will be fulfilled if the customer receives the desired product or service. According to Lovelock (2011), service requires an organization of quality-oriented people to achieve good service using the dimensions of tangibles, reliability, responsiveness, assurance, and empathy.

Previous research results from (Hasina & Satyadharma, 2023) on the quality of service with the title Management of Eid Transportation in 2023 in Southeast Sulawesi Province, said that the implementation of Eid transportation must be managed by

implementing management stages from planning, organizing, and implementing to ensure a comfortable, safe, effective, and efficient implementation.

(Mardiana, 2019) The results of his research, titled Evaluation of Rest Area Benefits in the Intercity Toll Road Network (Case Study of the Cikopo-Palimanan (Cipali) Rest Area), discuss how the rest area's benefits have met the needs and expectations of visitors regarding facilities, services, and comfort.

In addition, (Setyarini & Linggasari, 2021) A study entitled Evaluation of Transportation Aspects of Resting Places at KM 88A Purbaleunyi Toll Road examines the quality of service. It has the same problem: the facilities provided are not optimal because several facilities and infrastructure are not good.

Public Service

Public service is not discriminatory and ensures fair access for all citizens to government services in various aspects of life. By providing excellent and equitable public services, the government protects the fundamental rights of its citizens and promotes the welfare of society as a whole. (Nurmasari et al., 2013)

Public service encompasses all activities undertaken by government agencies at various levels (state, regional) and by state/regional business entities. These activities involve providing goods and services to fulfill community needs and implement statutory provisions. In essence, it includes any service or action carried out with the intention of benefiting the public and fulfilling governmental responsibilities and obligations. (Hartati, 2013) in (Siswoyo & Nugroho, 2019)

According to Kotler (2002:83), service is an activity or action that can be offered by a party to another party; the main characteristic of service is its intangible nature, meaning that service does not have a physical form that can be touched or owned. In addition, the service also does not produce any ownership for the customer who receives it.

Gnorroos in Ratminto and Winarsih (2005:2) defines service as an activity that is not physically palpable or invisible and involves consumer interaction. The purpose of this service is to solve a problem and fulfill the interests of consumers, one of which is effective and satisfying.

So, researchers can conclude that public services are intangible and non-discriminatory services and ensure equal access for all people to get services from the government.

Homecomers

Mudik (homecoming) is a term used to describe a trip back to one's hometown, which migrants or workers often do to celebrate moments with family and relatives in their hometown. (Trisnawati, 2020).

METHOD

This research uses a qualitative descriptive method. Sugiyono (2013) says qualitative research methods examine the natural conditions of objects, and researchers are the core key to obtaining the information needed through qualitative analysis, which emphasizes meaning and triangulation (combined) data collection techniques.

The triangulation (combined) data collection technique includes interview activities with parties who know the problem points discussed in the study relating to the implementation of Eid transportation, precisely from The West Java Provincial Transportation Office UPTD PPPLAJ Region IV. Researchers also conducted direct observation activities, where researchers organized the Poskotis and the rest area. Documentation activities are obtained from various sources such as books, journals, and laws and regulations relating to service delivery.

DISCUSSION

Quality of Service of Tactical Command Posts (Poskotis) and Rest Area as a Form of Public Service

This research data was obtained from interviews with informants and direct observation in the field about the Implementation of Poskotis and Rest Area. According to Lovelock and Wright (2002), service quality has five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

1. Tangibles

To ensure that the services meet customer desires, adequate direct evidence is significant. This direct evidence can be in the form of facilities and infrastructure.

The facilities and infrastructure are in accordance with the needs of homecomings. The results of interviews with informants prove this. He said that the facilities provided in the rest area are complete, including health posts, a rest area in the form of large tents for homecomings (equipped with coolers, fans, and televisions), various kinds of UMKM stands, vehicle service stands, toilets, and a mosque.

Each Poskotis also provides a place to rest, complete with health facilities and medical personnel for emergencies such as traffic accidents. However, the absence of

facilities such as toilets at each Poskotis is considered to interfere with the comfort of homecomers. Conversely, placing two portable toilets in the rest area is considered excessive because many homecomers prefer permanent toilets. Based on interviews with homecomers, this is influenced by comfort and more complete facilities. So, the conclusion can be drawn from the tangible services provided, which is quite good; it is just not optimal because of the lack of complete facilities at each Poskotis.

2. Reliability

Reliability in providing services is critical because this ability is needed in every service. When someone is reliable in providing services, this can increase customer satisfaction.

Based on the results of interviews with informants, the implementation of Poskotis and rest areas, in the reliability of service implementers can be proven by good team coordination, the reliability of the health team when dealing with sick homecomings, and the alertness of the security team at the location proves that each service provider is considered capable of carrying out their respective duties so that there are no obstacles in the implementation process in achieving performance achievement. Based on these interviews, it can be concluded that reliability in serving homecomers is optimal because the reliability of each service provider has been fulfilled.

3. Responsiveness

Every employee must be responsive because employees are in direct contact with customers; employees must always be ready to help consumers quickly, provide responsive services according to consumer needs, and provide correct and precise information. The duty officer's friendliness and quick response when a traveler asks or needs something is a form of responsiveness supplied. Similarly, the health team is responsive and agile in dealing with sick homecomers. The delivery of correct and precise information is also very much needed. However, delivering information in the form of socialization is not optimal. As a result, there is a decrease in the number of visitors to the rest area.

Based on the data and the results of interviews with informants, in 2024, The West Java Provincial Transportation Office UPTD PPPLAJ Region IV recorded 1,955 visitors to the rest area, which was dominated by two-wheeled vehicles. There was a significant decrease in visitor numbers compared to the previous year. One of the causes is due to the lack of active uploading of socialization content of activities and reportage/reporting of each Poskotis and rest area through social media by the public relations team so that

information such as the latest situation about traffic, advising on driving, and other details on eid transportation activities held is less well conveyed. Based on the data found in the field, it can be concluded that the responsiveness provided by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV is less than optimal because there are shortcomings in socialization activities through social media, which are considered not optimal.

Table 1. The number of visitors to the rest area of The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV

No.	Year	KR2	KR4	Number of home comers
1	2022	676	72	1.520
2	2023	3316	156	6.817
3	2024	1000	45	1.955

4. Assurance

Implementers providing guarantees to the community is a way to assess good service. Guarantees in the context of service cover several essential aspects, including service providers' ability, knowledge, courtesy, and trustworthiness. A service guarantee is needed to ensure that the services provided to home visitors are good.

Based on the results of interviews with informants, he said that the guarantee provided by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV is to ensure the fulfillment of existing facilities. The rest tents provided at each Poskotis and rest areas are large enough to guarantee the comfort of home to rest. In addition to comfort, in each Poskotis and rest area there is a joint guard team from TNI and Police personnel so that homecomers feel safe while resting. Based on the interviews, the conclusion is that the assurance provided has been running optimally because homecomers feel safe and comfortable while resting.

5. Empathy

From the interviews with informants, in the aspect of empathy in its implementation, officers can interact and have a good relationship with the community. In addition, attention and care, such as providing free food and drink consumption, is also shown to homecomers who are fasting so that homecomers are enthusiastic about the rest area and Poskotis programs held. So, it can be concluded that empathy provided by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV has been running very well.

The Obstacles in the Implementation of Tactical Command Posts (Poskotis) and Rest Area

In addition to the dimensions previously discussed, in the implementation of Poskotis and the rest area, there are obstacles in the form of limited human resources (employees) for serving homecomers in the rest area. This can result in several harmful impacts, such as increased workload for existing employees, delays or delays in completing tasks, and can cause problems such as unclear division of authority and responsibility. (Nurmasari et al., 2013). The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV can make efforts by increasing existing human resources.

CONCLUSION

Based on the previous discussion, it can be concluded that the service in the form of organizing Poskotis and rest areas provided by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV to homecomers, in terms of Lovelock and Wright's theory (2002), the quality of service that has been running optimally is in the dimensions of reliability, assurance, and empathy. Meanwhile, the quality that has not been running optimally is in the tangible dimension due to the lack of facilities and infrastructure, and the responsiveness dimension due to the less-than-optimal implementation of socialization and reportage activities through social media. The obstacles that exist in the implementation of Eid transportation in the form of limited human resources due to the lack of service officers for the implementation of the rest area. For this reason, it is necessary to improve the service of facilities and infrastructure services and optimize socialization activities by utilizing social media to enhance the quality of public services by the dimensions of tangibles and responsiveness.

So, the quality of service provided by The West Java Provincial Transportation Office UPTD PPPLLAJ Region IV is considered not optimal because, in its implementation, several problems remain, such as the lack of service facilities and infrastructure and less optimal socialization activities. In addition, inhibiting factors such as limited human resources are obstacles in organizing Poskotis and rest areas.

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