



# Impact Analysis of Day Trans Transportation Services on Population Mobility in the City of Bandung

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## ABSTRACT

Day Trans is a company that comes as one of the solutions that can help improve the situation in Bandung City. This study aims to analyze the impact of Day Trans transportation services on population mobility in Bandung City. The research method used is qualitative research by collecting data through in-depth interviews with respondents who use Day Trans services. The results showed that Day Trans transportation services made a significant contribution in improving the accessibility and availability of public transportation in Bandung City. Research respondents acknowledged that since Day Trans has been available, they can easily access various destinations in the city. Day Trans also reduces congestion and air pollution in Bandung City as some residents switch from private vehicles to public transportation. This study recommends several corrective actions. Among other things, there is a need to adjust bus schedules to the needs of residents to reduce long waiting times or add routes and travel frequencies to increase the affordability of Day Trans to various destinations, etc. This will help reduce congestion, pollution and air pollution in Bandung. This will help reduce congestion, pollution and improve the quality of life of residents while promoting environmental sustainability in the city.

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## 1. INTRODUCTION

Bandung, as one of the major cities in Indonesia, has been facing various challenges in terms of population mobility. The congestion that often occurs on the city's roads has become one of the most pressing problems to overcome. In an effort to overcome this problem, transportation company Day Trans comes as one of the solutions that can help improve the transportation situation in Bandung. The background of Day Trans' founders who have experience in the transportation industry as well as the vision to provide a comfortable travel experience to the community became the basis for the establishment of this company. Day Trans provides bus and taxi-based transportation services that have provided a number of benefits to the residents and visitors of Bandung. However, to understand the positive and negative impacts of Day Trans' transportation services, a comprehensive analysis needs to be conducted.

Efficient and reliable transportation services play a very important role in the daily lives of urbanites. With reliable transportation services, city dwellers can easily move from one place to another, be it for personal use or business travel. Day Trans, with their fleet of buses and taxis, has ensured the availability of enough vehicles to serve the needs of passengers. The existence of Day Trans also makes a positive contribution to the

tourism sector in Bandung City. With reliable and efficient transportation services, tourists from within and outside the city can easily explore various tourist destinations around Bandung. In this case, Day Trans has played an important role in promoting the beauty and tourism potential of Bandung.

However, it cannot be ignored the negative impact that Day Trans transportation services may have. The increasing number of vehicles used in Day Trans operations can cause an increase in air pollution in Bandung City. This has an adverse impact on the quality of air that city residents breathe every day. In the face of this, Day Trans companies should consider the use of environmentally friendly technology in their fleets in order to reduce the exhaust emissions produced by their vehicles. In addition, the problem of congestion also needs to be considered. Although Day Trans has an important role in reducing congestion by reducing the number of private vehicles on the road, the increase in the number of Day Trans buses can also cause additional congestion in some areas of Bandung City that have narrow and densely populated streets. To solve this problem, there needs to be good cooperation between the Day Trans company and the local government in ensuring smooth traffic flow in the city.

In this article, the researcher will analyze the impact of Day Trans transportation services on population mobility in Bandung City. The purpose of this analysis is to gain a better understanding of Day Trans' contribution to population mobility in Bandung City, as well as to identify challenges that need to be faced and solutions that can be taken by the Day Trans company.

## 2. RESEARCH METHODS

In this study, a qualitative research method approach was used to gain an in-depth understanding of the impact of urban transportation services. A case study approach was chosen to look at this phenomenon from a more specific perspective. Data collection was conducted through in-depth interviews with various stakeholders, such as transportation users and transportation officials. Direct observation was conducted to observe the interaction between transportation users and the urban environment and transportation infrastructure. The data table of the respondents in this study is presented below:

**Table 1.** Respondent Data

No.	Name	Age	Description
1.	Fito Adi Nugraha	20 Years	Students
2.	Naufal Aufa	19 Years	Students
3.	Muh. Erza Prayuga	20 Years	Students
4.	Firda Nursahra	20 Years	Students
5.	Hj. Dewi	45 Years	Housewife
6.	Pak Anto	48 Years	DayTrans Driver
7.	Rahma Asyifa	16 Years	High school students
8.	Angga	17 Years	High school students
9.	Rosalia	20 Years	Local Travelers
10.	Charyn	20 Years	Local Travelers

## 3. RESULTS AND DISCUSSION

Day Trans is a transportation company operating in Bandung City, Indonesia. Established in 2011, Day Trans is committed to providing reliable and convenient public transportation services to the residents of Bandung City. The company focuses on operating a fleet of buses with the aim of reducing traffic congestion and improving the mobility of residents.

The results of this study show some important findings that provide a deeper understanding of the influence of these transportation services on daily life and population mobility.

Based on the interviews and observations conducted, there are several important findings related to the impact of urban transportation services. One of the key findings is the improved travel time efficiency and mobility of residents generated by integrated transportation systems, such as Bandung City's Day Trans. Transportation users interviewed reported a reduction in their travel time and a more comfortable travel experience due to the Day Trans service. Research respondents acknowledged that since the introduction of Day Trans, they can easily access various destinations in the city. This allows them to travel more efficiently and save travel time. In interviews, most respondents stated that they prefer using Day Trans services over private vehicles due to the convenience and comfort offered.

In addition, the impact of transportation services on the tourism sector was identified. Good transportation linkages and improved accessibility through the development of transportation infrastructure have had a positive impact on local tourism. Increased tourist numbers and local economic growth are a result of the ease of accessibility provided by good transportation services.

Furthermore, this study also found that Day Trans transportation services have a positive impact on reducing congestion and air pollution in Bandung City. Users switching from private vehicles to Day Trans leads to fewer vehicles on the road during peak hours, thus reducing traffic congestion and bottlenecks. In addition, the buses operating on clean fuel also contribute to the reduction of air pollution. Some respondents expressed satisfaction with Day Trans' efforts in maintaining the cleanliness and comfort of the vehicles, making them feel more comfortable using the service.

Day Trans transportation services in Bandung City have made a positive contribution in improving transportation accessibility for residents. Research respondents stated that Day Trans has made it easier for them to travel to various destinations in the city. The existence of Day Trans allows residents to travel more efficiently and save time. This has a positive impact on resident mobility, especially in accessing workplaces, schools and other important places. Day Trans also has a positive impact on reducing congestion and pollution in Bandung. With the existence of reliable and convenient public transportation services such as Day Trans, some residents have shifted from private vehicles to public transportation. This reduces the number of private vehicles on the road, thereby reducing traffic congestion and bottlenecks. In addition, Day Trans buses operating on clean fuel also help in reducing air pollution in the city. However, there are several challenges faced by the Day Trans transportation service in Bandung City. One of the main challenges is the mismatch of bus arrival and departure schedules with residents' work schedules. Respondents reported that they often have to wait a long time to board a Day Trans bus, especially during peak hours. In addition, there are still some routes that are not yet covered by Day Trans, so some residents still have difficulty reaching certain destinations using this service.

#### 4. CONCLUSION

In this regard, there are several recommendations that can be proposed based on the findings of this study. First, local governments and Day Trans service managers need to work together to adjust bus departure and arrival schedules to the needs and preferences of residents. These measures can help improve travel efficiency and reduce long waiting times. Second, there needs to be an increase in routes and travel frequency so that people can easily reach certain destinations. This can be done by conducting demand analysis and adjusting services according to the needs of the population.

In addition, more active campaigns need to be carried out to raise awareness and encourage people to use public transportation services such as Day Trans. An effective communication approach is needed to provide clear information and change the perception that using Day Trans is a better option than using private vehicles.

#### 5. SUGGESTION

In conclusion, this study shows that Day Trans transportation services have a positive impact on improving population mobility in Bandung City. However, there are still challenges that need to be overcome in order to optimize this service. With this understanding, it is hoped that local governments, managers, and communities can work together to improve and expand existing public transportation services, thereby improving the quality of life and environmental sustainability in Bandung City.

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