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Imitating Success of Japanese Entrepreneurs and Benefits in Entrepreneurial Activities

Eddy Soeryanto Soegoto, Nadya Vian Anisa

This study aims to explain how Japanese entrepreneurs achieve success and replicable benefits in entrepreneurial activities. Data for this study was gathered through observations on articles and books. This study used a qualitative method. As a nation that experienced a war defeat, Japan has similarities...

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Business Strategy of Fisherman's Equipment in Wakatobi District

La Hasimu, Dedi Sulistiyo Soegoto

The purpose of this study is to create a Business Strategy Of Fishermans Equipment in Wakatobi District. SWOT identification is carried out to identify internal and external factors. TOWS Matrix was used to design strategies based on internal and external factors. The result of the research is a focused...

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The Role of Information Technology in Handicraft and Entrepreneurship Subjects on the Students' Entrepreneurial Interest

Muhammad Yasin Nasrulloh, Yeffry Handoko Putra

The purpose of this study is to determine the impact of information technology on student learning practices in understanding the importance of entrepreneurship by applying social media as a learning medium and online sales as a practical tool in Handicraft and entrepreneurship subjects. The results...

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Developing Strategy for Solar Panel Package Business in Kupang

Shadli Rolaskhi, Herman Surdiatno Soegoto

This research aims to develop a strategy for the solar panel package business in Kupang. This research used SWOT analysis and SWOT matrix. SWOT analysis used from the start

to improve internal and external business factors, where this research is a business strategy that focuses on production by considering...

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Factors Influencing Entrepreneurial Intention (Study on 2018 New Entrepreneur Program Participants in West Java Province)

Yudi Satriadi, Herman Surdiatno Soegoto

This study aims to investigate the factors influencing entrepreneurial intention on participants of the new entrepreneur program, which is a program from the Government of West Java Province to create new entrepreneurs. There were 105 participants in the New Entrepreneur Program involved as the research...

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Online Learning as a Learning Innovation and New Business Models in the World of Education

Eddy Soeryanto Soegoto, Zulkifli Ismail, Natasha Puspa Dewi

The purpose of Online-Learning research is as a form of learning innovation and new business models in the world of education to find out the effectiveness of learning through E-learning methods and social-economic impacts. As the time passes, internet and the development of the world of technology are...

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Effect of Internet Banking on E-Commerce

Dedi Sulistiyo Soegoto, Agil Fauzan Ilhamuddin, Putri Amirah

Currently, e-commerce is a new trend in the world of buying and selling that unites sellers and buyers who are very far away but can still trade safely and quickly also certainly easier with internet banking. The purpose of this study is to analyze how internet banking can significantly influence the...

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Impact of E-Ticketing Application on Bus Transportation in Bandung

Eddy Soeryanto Soegoto, Rudy Setiawan, Rizky Jumansyah

This study aims to determine the impact of the e-ticketing application system on bus transportation for the peoples of Bandung. To support the research, the method used was qualitative. The results show that there are some positive impact on the implementation of e-ticketing system, one of which is to...

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Developing Strategic Marketing Plan for Artificial Flower Bouquet Business in Bandung

Abdullah Al Aliyi Surtawijaya, Dedi Sulistiyo Soegoto

This study aims to develop strategic marketing plan for the artificial flower bouquet business in Bandung City. The method used in this study was qualitative analysis descriptive through marketing mix 4Ps theory and Porters five competitive forces theory. The result of the research produced strategic...

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Implementation of Management Information System, Implication on the Performance of Entrepreneur in West Bandung Regency

Neng Susi Susilawati Sugiana, Deden Abdul Wahab Syaroni

Business competition in the region especially in West Bandung regency, businessman who cannot stand competition. The purpose of this research is to learn the application of information system management implications for the performance of entrepreneurs MSMEs businessman in West Bandung Regency. Theories...

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Attracting Consumer Interests from Display of Hotel Booking Sites and Airline Tickets in Indonesia

Dedi Sulistiyo Soegoto, Supriatna, Raiswati Untsa Mega

The purpose of this study is to attract the interest of domestic and foreign tourism consumers in the ease, speed, accuracy of hotel bookings, airplane tickets, and more. The

method used in this study was descriptive. The results of this study indicate that the influence of a dynamic website appearance...

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Analysis of Entrepreneurial Marketing Canvas on Small-Scale Business

Danica Elma Edwina, Rahma Wahdiniwaty

This research aimed to analyze the entrepreneurship and marketing model adopted from the newest model of Entrepreneurial Marketing Canvas (EMC). This marketing model was combination of marketing strategy, financial strategy, and organization. The subject of this research is one of muslim fashion industries...

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Design Business Continuity Plan of Data Center Using ISO 22301:2012

Rahadian Arief, Yeffry Handoko Putra

The purpose of this study is to design a BCP framework that adapts to the needs of the company. Research design using qualitative method. Data collection in this research using observations, interviews, and questionnaires. Stages in evaluating are planning research, determining the scope of the evaluation,...

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The Effect of Innovation on Performance in Micro, Small, and Medium Enterprises

Rudi Asfar Rifai, Deden Abdul Wahab Syaroni

This paper aims to know much influence innovation has on the performance of Micro, Small, and Medium Enterprises in Bandung Regency. This research used descriptive method with the aim of collecting detailed data so that it can describe how much influence innovation has on the performance in detail. The...

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Effect of Manager Competency on Innovation in Small and Medium Enterprises

Angga Dwiputra Solihin, Deden Abdul Wahab Syaroni

This research was conducted to determine the relationship between managers' competency towards innovation in small and medium enterprises. The method used in this study was descriptive with a quantitative assessment. The unit of analysis in this study was small and medium businesses in Bandung Regency...

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Assessment of Lecturer Satisfaction, Working Quality and Productivity Toward Learning Management System

Senny Luckyardi, Deden Abdul Wahab Syaroni

The purpose of this research is to assess the lecturer satisfaction, working quality, and productivity toward Learning Management System (LMS) and to know the extent the effectiveness of LMS for the lecturers. The study case was conducted in a Private University in Bandung. This research used quantitative...

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Analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) for Business of Laboratory Competency Training

Novy Lousiane, Deden Abdul Wahab Syaroni

This study aims to analyze business opportunity of laboratory competency training and analyze development of the potential factor on the services of laboratory competency training. The subjects of this study are the expert chemical analysts in Bandung. This research method used descriptive qualitative...

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A Dynamic Strategical Plan to Strengthen Food Security

Arjuna Rizaldi

This study aims to build a strategical planning to improve the agricultural sector in Subang Regency, West Java Province especially in accordance to central government's

establishment of Subang as one of Indonesian national granary to strengthen Indonesian food security. The research method used was...

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The Role of Market Orientation and Innovation Capability to Create Superior Value

Rizki Zulfikar

This research aims to excavate the impact of the market orientation and innovation capability to value creation in Small and Medium Enterprises (SMEs) of knitting industry located in Bandung, West Java Province. The descriptive and verification methods were used in this research while the data obtained...

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Inflation Effects and World Crude Oil Prices on Combined Stock Price Index (CSPI) in Indonesia Stock Exchange (IDX) of 2015–2018 Period

Windi Novianti, Ajeng Perwati

The purpose of this study is to find the evidence of whether the World Inflation and Crude Oil Prices had an effect on the Composite Stock Price Index (CSPI) in the Indonesian Stock Exchange (IDX) of the 2015-2018 periods by taking samples for 4 years on the IDX. This method used in this research was...

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Marketing Approach on Competitive Advantage of Online-Based Public Transportation

Muhammad Iffan

The aim of this research is to determine the competitive advantage using marketing approach of online-based public transportation. Marketing approach used in this research is a service marketing mix that includes product, price, promotion, place, people, process, and physical evidence. The method used...

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Consumer Perception about Paid Cutlery Programs at Online Food Delivery Company

Candra Sari Triyana, Deden Abdul Wahab Syaroni

The purpose of this research is to analyze the perception of consumer of paid cutlery program at the online food delivery company. This research aims to determine the effectiveness of the program towards changes in consumer purchasing behavior related to decrease the used of plastic materials. The variable...

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Purchasing Decisions in Terms of Perceived Quality and Product Knowledge

Raeni Dwi Santy, Siti Daniyah Atika

The purpose of this study is to find out the Quality, Product Knowledge, and Purchase Decisions on Samsung smartphone products as well as to determine the effect of Quality Perception and Product Knowledge on Purchasing Decisions simultaneously and partially on samsung smartphone products. This study...

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Effect of Career Planning and Self-Efficacy of the Performance of Employees

Lita Wulantika, Niesfa Ayuningtias

This research aims to determine the effect of Career Planning and Self-efficacy on Employee Performance at PT Perkebunan Nusantara VIII Bandung. The data collection was conducted by questionnaire to 75 employees. The samples were carried out by probability sampling with simple random sampling. The data...

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Enterprise Architecture Information System Planning for the Procurement of Goods and Services

Hangga Tri Saputra, Yeffry Handoko Putra

The objective of this research is to support the operational and investment activity for company efficiency, transparency, rivalry, affordability, quality of goods, and services

procurement system in Regional Cleaning Company of Bandung or PD. Kebersihan Bandung. With the implementation of the TOGAF...

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The Effect of Customer Value on Customer Loyalty at Bandung Tourist Location

Diki Ganthika, Rahma Wahdiniwaty

The purpose of this research is to explain and evaluate the effect of customer's value on customer loyalty at Bandung tourist attraction location. The method used descriptive verification. The analysis unit is the customer in one of Bandung tourist location. The data was collected by a questionnaire...

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Event Study of Obtaining Investment Grade in Indonesia

Suryanto

This research aims to analyze the market reaction to the announcement of the acquisition of share prices due to the announcement event Indonesia's debt rating of Investment Grade Indonesia. This study used comparative descriptive research design. The sample used in this study was 41 companies included...

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The Factor Influencing Customer Satisfaction in Health Insurance Companies

Alam Gumilang Ramadhan, Dedi Sulitiyo Soegoto

The aim of this research was to know the effect factor of participant satisfaction on health insurance companies. By using quantitative methods with descriptive and verification approaches. The test equipment used Structural Equation Modeling Partial Least Square (SEM-PLS) and questionnaire distributed...

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The Effect of Information System on Employee Performance

Arif Darma Sukmawan, Rahma Wahdiniwaty

Information systems are experiencing rapid development that has become a necessity for organizations, companies and individuals. It became a basic requirement for large companies because they can provide convenience, speed and accuracy in processing data to become necessary information. This research...

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The Process of Product Purchasing Decision Through E-Marketing

Rizky Fauziah, Rahma Wahdiniwaty

The purpose of this research is to determine whether the online marketing can influence purchase decisions of the internet users in buying a product. The method used in this research is multiple linear regression where the data is processed by SPSS programs. The unit of analysis in this research is the...

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The Effect of Trust Dimension Towards E-Commerce Customer Participation

Nikita Astria, Rahma Wahdiniwaty

The purposes of this study are to analyze the effects of the level of participation of e-commerce users in Indonesia each through the variables of benevolence, integrity, and ability and to analyze the effect of the trust variable on the level of e-commerce customer participation in Indonesia. This research...

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The Influence of Motivation on Employee Satisfaction and the Impact of Employee Performance in Cooperation

Andriyati Tanjung, Rahma Wahdiniwaty

The purpose of this study is to determine the effect of motivation on job satisfaction and its impact on employee performance at the Daarut Tauhiid Islamic Boarding School cooperative. The sample in this study used saturated sampling with a total sampling of 113 respondents. The analytical method used...

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The Development Strategy of Fish-Processing Products

Neni Setiarini, Herman Surdiatno Soegoto

This research aims to formulate a strategy for developing processed fishery products at CV X in the future. This research was conducted with a case study in CV X. This research used a qualitative method. The type of data collected includes primary data and secondary data. The technique of deciding the...

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Early Retirement Program: Study on the Motivating Factors

Mantiq Al Kindy, Deden Abdul Wahab Syaroni

This study aims to determine the factors that motivating employees in taking early retirement program. In this study, the author uses the theory of intuition, the theory of dismissal, the theory of retirement, and the theory of early retirement. This research used descriptive with a qualitative approach....

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Financial Behavior Impact to Determine Dividend Policy at Indonesian Companies

Linna Ismawati

This research aims to find evidence on the impact of financial behaviour in determining dividend policy. The method used in this research was the Qualitative Research Method using Explorative Survey. The Qualitative research method used Nvivo software version 10.0. The units of research are all companies...

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Impact of Teacher Certification Toward Learning Quality: A Case Study in Elementary School

Linda Setiawati

The purpose of this research was to obtain an overview of the impact of teacher certification on improving the quality of learning. This study used a qualitative descriptive

method with the research instrument used was a questionnaire and interview. The respondents in this study were 50 certified elementary...

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Education World Disruption: Digital Communication Impact on Quality of Vocational School Graduates

Isniar Budiarti

Along with technological development, especially in the field of education, vocational school is required to produce quality graduates. However, the lack of digital technology utilization in the education process becomes an obstacle. In this case, a comprehensive and good digital technology simulation...

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Strategy to Increase Consumer Purchasing Decisions in Supermarket Business

Agus Supandi Soegoto, Een N. Walewangko

This study aims to determine strategies to improve consumer purchasing decisions through Product Quality, and Servicescape in the Supermarket business both partially and simultaneously. The method used is associative and aims to uncover the model of the relationship between variables, with multiple linear...

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The Influence of Collateral Assets on Stock Prices (Empirical Study of Basic and Chemical Industry Companies Listed on the Indonesia Stock Exchange Period 2012–2016)

Aryanto Wibisono, Dedi Sulistiyo Soegoto

This study aims to find out how the description of collateral assets and stock prices in the Basic and Chemical Industry companies listed on the Indonesia Stock Exchange for the period 2012-2016, and how the influence of collateral assets on stock prices in Basic and Chemical Industry companies listed...

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Formulation of Business Strategy and Implication on Marketing Strategy in Janji Laut Resort, Manado

Yuke Luviana, Dedi Sulistiyo Soegoto

The tourism sector is one of the largest sources of income for the country. This is not apart from the support of the hospitality industry that becomes supporting means to meet the needs of tourists. This research aims to determine which variables are the sources of strengths, weaknesses, opportunities,...

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Social Media Marketing Application in Indonesian Travel Industry

Tina Setriani, Herman Surdiatno Soegoto

This research aimed to analyze the effectiveness of promotion using digital platforms by content marketing, advertising, and influencer who promote the products. The research method used was a qualitative descriptive analysis with SWOT tools. SWOT Analysis is a process that includes four areas into two...

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Return on Assets, Debt to Equity Ratio, and Earning per Share Impact on Stock Price in Property Companies Stock Exchange

Devi Lutfiah, Dedi Sulistiyo Soegoto

This study aims to determine the rate of return on assets, debt to equity ratio, and earnings per share impact on stock price, either partially or simultaneously, on a property company listed on the Indonesia Stock Exchange 2014-2018 period. The data analysis method used was multiple linear regression...

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Ability to Pay Personal People Mandatory Taxes in KPP Pratama Majalaya Bandung

Wati Aris Astuti, Adnesha Mutia

Willingness to pay tax can be interpreted as a value that is willing to be contributed by someone (determined by regulation) that is used to finance the general expenditure of the country by not receiving reciprocal services directly. The willingness of taxpayers to pay taxes is important in tax collection....

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E-Budgeting to Enhance the Quality of Information

Adeh Ratna Komala

Regional Organization (RO) in implementing the budgeting system has not yet integrated the system. The budget is one of the government finances that must be appropriately managed where the funds collected must be adequately budgeted. The purpose of this study was to find out the implementation of e-budgeting...

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Reliability Analysis of Islamic Financial Statements: Zakat, Infaq, and Shodaqoh

Sri Dewi Anggadini, Deden Abdul Wahab Syaroni, Rio Yunanto

The purpose of this study is to analyze the reliability of the financial reporting system in amil zakat institution. This study used a descriptive method that was a method of collecting data from various written sources such as books, journals, and articles. The result of the analysis shows that financial...

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Quality of Audit System Information for Internal Control Effectiveness

Inta Budi Setya Nusa

Information system audit is a tool used in the supervision and evaluation of inputs, data processes, and results of financial statements. This study aims to determine the effectiveness of information systems audits in helping control business processes that have an impact on improving internal control...

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Effectiveness and Contribution of Land and Building Tax to Local Revenue

Angky Febriansyah

This study aims to analyze the achievement of land and building tax targets in Bandung city during 2014-2018 and to find out how much the effectiveness and contribution of land. Also, building tax revenues to the total revenue of the Bandung municipal government for five years. The research method used...

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Tracing Tax Violation by Taxation Information System

Siti Kurnia Rahayu

There is a problem of tax violation or non-compliance of taxpayers that occur every year in Indonesia. The Directorate General of Taxes needs to endeavor more intensive ways in which to strengthen the policy countermeasures to combat this problem. From various scholarly studies concerning this matter,...

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The Effect of Macro Economic Variables on Value Added Tax (VAT)

Lilis Puspitawati, Wiko Ramdhani Hartono

Tax is one of the sources of state income that used to finance expenditures in a country. Therefore tax revenue is the dominant factor in sustaining national development in a country. The problem that occurred at this time that there is a condition of an increase in the number of taxable entrepreneurs,...

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Kansei Analysis using Analytical Hierarchy Process

Chandra Nur Huda, Ana Hadiana

In determining a choice that is not based on specifications, it is important to know the aspects of feelings in a product. Kansei is a technology that translates feelings into product design. The application of Kansei in the development of decision support systems can help facilitate decision making...

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Achievements Strategy for Unqualified Opinion in Bandung Government

Poni Sukaesih Kurniati, Suryanto

The purpose of this study is to analyze the Regional Government's strategy in the effort to achieve a Fair Opinion without Exception (WTP) opinion. This research is descriptive research with a qualitative approach. The sources of data are obtained from interviews and results of searches for scientific...

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Relationship Between Regional Economic Growth and Regional Original Revenue to Regional Financial Independence

Ony Widilestariningtyas

Regional autonomy requires independence and genuine regional income which reflects regional economic growth. This study provides empirical evidence about the relationship between regional economic growth, regional own- source revenue, and financial independence. Descriptive and explanatory methods were...

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Impact of E-Ticketing Application on Bus Transportation in Bandung

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Abstract—This study aims to determine the impact of the e-ticketing application system on bus transportation for the peoples of Bandung. To support the research, the method used was qualitative. The results show that there are some positive impact on the implementation of e-ticketing system, one of which is to increase public interest in public transport in order to reduce traffic jam that often occurs during this time. This is because the implementation of e-ticketing systems on public transportation provides convenience and comfort in ticket booking services, both for the peoples and for the providers of transportation services. Of course the convenience and comfort can encourage peoples to use public transportation in carrying out their daily activities.

Keywords— E-Ticketing, Application, System

I. INTRODUCTION

Bandung is the capital city of West Java Province which is known as one of the Metropolitan areas which has considerable urban activities, this causes Bandung to be one of the business centers, education centers, or tourist destinations in Indonesia. Viewed from the aspect of population, the number of population increases in Bandung every year increases, this is due to the birth and displacement of the population with the aim of education, trade, and improving the family economy. So that Bandung became one of the regions with the highest population in West Java [1].

From these aspects it can be illustrated that Bandung has a activity with high insensity which also encourages the high movement and mobility of people to travel both in the context of business activities, family needs, recreation or social activities. Bandung as a big city in Indonesia has a high need for transportation equipment in line with the overcrowding of the population, causing an increase in vehicle use. Putra (2013) [2] explains that the higher urban activities, it will increase the mobility of people and goods so that it will increase the need for one of the city's facilities and infrastructure, namely transportation, one of them is Bus. Bus is one of the modes of public transportation based on mass transportation that has the characteristic of transporting as many passengers as possible by promoting safe, fast, cheap and convenient services [3], therefore buses are quite popular with the people of Bandung in carrying out their daily activities.

The cost factor is relatively cheap, and the distance that is quite far and its capacity is quite large, making public bus transportation superior to other types of public transportation. Buses in Bandung consist of Trans Metro Bandung (TMB) and DAMRI. All of them are large-sized buses with rates ranging from IDR 5,000 for buses with a long-distance route. Basically the high use of private vehicles is the main cause of congestion, therefore the problem can be solved by shifting the use of private vehicles into public vehicles, if more people use public vehicles, the more effective use of the road will be. In other words, public transportation can be used as the main solution in overcoming traffic congestion.

In Bandung itself congestion is something that is often encountered every day, the main cause is the growth of high vehicles, especially private vehicles and not balanced with adequate transportation supporting facilities and infrastructure, one of which is the ticket booking system of the bus. One way that can be done in improving the facilities and infrastructure to support bus transportation in increasing community interest is by using e-ticketing.

E-Ticketing is one of the most important services in E-Commerce. An E-Ticket is a paperless electronic document used for ticketing travelers, mainly in the commercial airline industry. There are examples of Internet ticketing. E-Ticketing is "the foundation" which can reduce costs and improve customer service however in public transportation as a whole, especially the railway, metro, buses, implementation techniques have been mixed due to varying business environment and travel culture. E-Ticketing makes customers' lives easier, and that can make you their carrier of choice [4]. E-ticketing is an electronic document without a physical paper, airlines industry is using this the most. In this era, most of the major airlines are using Electronic ticketing. An e-ticketing model allows information to enter directly into the companies database. Consumers also allow check-in without showing a physical paper ticket. E-ticketing, the cost of terms of printing, mailing and reducing the need for power in terms of decreasing the employee work. [5].

E-ticketing or electronic ticketing is the way to fund the sales process of tourist travel activities without having a paper ticket [6]. E-Ticketing reduces ticket processing costs, eliminates paper forms and increases the flexibility of passengers and travel agents in making changes to travel

schedules [7]. E-ticket systems must contain elements providing security and ensuring privacy. Depending on the specific application of the e-ticket, those requirements may vary significantly. In case of vehicle e-tickets, security and counterfeit protection is crucial, in other cases client's anonymity is far more important [8].

In public transport, e-ticketing systems are not only means of payment but process huge amount of information which offer a large range of possibilities to make public transport easier to use, to manage and to control. They offer as well opportunities to introduce integrated pricing structure that are not easy to implement with traditional payment tools. Electronic ticketing technologies are classified according to the way they are used for payment [9]. E-ticketing have become such an important issue of concern for organizations in recent years as efforts to expand e-ticketing progress. Specifically, the issue of customer satisfaction in e-ticketing has become a central issue of focus, prompting organizations to investigate the specific variables that shape customer outcomes when choosing e-ticketing options. Using this as a foundation for investigation, the current research utilizes customer satisfaction as the dependent variable to assess what specific independent variables (customer technical support, infrastructure, data security and/or user-friendliness) shape customer satisfaction in decision-making when it comes to purchasing an e-ticket [10].

In the public transport service industry, it will grow further if it is supported by a ticket revitalization system using internet facilities that are conducted online. Online ticket reservations make it easy for users of public transport services in a variety of things, for example, such as the ease of finding travel schedule information and the price of the ticket. In addition, users can make ticket reservations anytime and anywhere without having to come directly to the terminal or other conventional ticket booking places. This research was conducted to one of the bus transportation service providers in Bandung where the bus transportation services are still making ticket sales offline ie passengers are required to buy directly to the ticket sale place. This study aims to determine the impact of the application of the e-ticketing system on bus transportation for the peoples of Bandung.

II. METHOD

The method used in this research was qualitative research methods, which through this method gave priority to process problems and meanings/perceptions. This research is expected to show a variety of qualitative information with a description of the analysis that is researched and meaningful, understanding and recognizing the characteristics of qualitative research will make it easier for researchers to take the right direction and path. In the development of qualitative research which is increasingly rich in variety, this research has the flexibility of its form and strategy. The creation of qualitative researchers in various fields that are relatively new to this researcher allows the formulation of its characteristics not to be definitive [11].

In addition, the data collection techniques in this study used the interview method directly to related parties, namely one of the bus public transportation service providers in

Bandung to find out the procedures that have been running. Observation methods by making direct observations to the field, and literature study methods by studying, researching various literature sourced from various books, journals and internet sites.

III. RESULTS AND DISCUSSION

3.1. Private Transport Users in the City of Bandung

Basically the purpose of holding public vehicles is to facilitate all activities carried out by the community. In addition public transportation can also reduce traffic congestion because one public vehicle can accommodate many passengers. For the growth of vehicles in Bandung itself has increased an average of 11% every year. This resulted in overcrowding in a number of road segments in Bandung.

According to data collected from the Department of Transportation Bandung, currently two-wheeled vehicles in the city as much as 1.25 million. While the four-wheeled amounted to 536 973 units. With this amount, the streets in Bandung experience density at certain hours. The condition will be even more dramatic when entering the weekend. Various motorized vehicles from various cities crowded the streets in this city of around 2.5 million people.

Transportation problems such as congestion must be resolved immediately to help facilitate mobility. One solution to solving this problem is to use public transportation as a means of transportation. The use of public transportation is far more efficient in terms of space use than public transportation. If the more and more people use public transportation, the use of highways will be more effective.

To increase public transport users, what must be done is to improve their services first. Service improvement will be very important to attract the public to switch from private vehicles and use public transportation. This transition can reduce the growth of private vehicles and can reduce congestion.

There are at least 1.25 million vehicles in the city and of these about 94% are registered as private vehicles. The comparison chart between the use of private vehicles with public transport can be seen in the following figure 1:

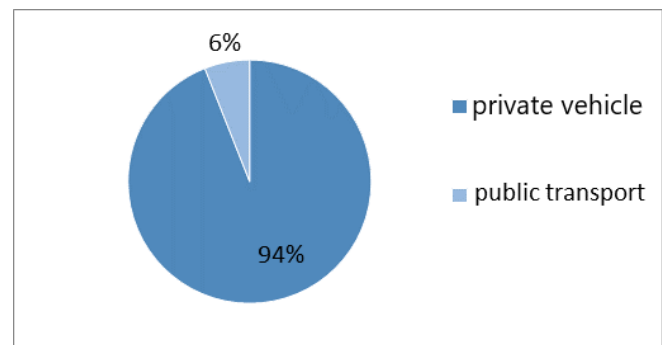


Fig. 1. Comparison of Use Personal and Commercial Transport

Currently there are 39 urban transportation route in the city with a number of as many as 5,521 public transportation vehicles. Then, there is the public bus, which reached 2,946 units. This means that public transportation in the city of

Bandung is around 1% of the total number of motorized vehicles in the city which in the afternoon has a population of around 2.5 million.

Related to these problems, it can be assessed that as part of the community still does not have the awareness to switch to using public transportation, this phenomenon makes public transport become a burden because all people want their existence to be seen by competing that they are able to use their own vehicles.

Damri has also made a number of efforts to increase public interest in using public transportation starting from new transportation and other facilities that can make passengers comfortable. When mentioned about the ticket sales administration, Damri agreed that using an online system would increase the public's interest in returning to using public transportation because of its ease.

Therefore, one effort that needs to be done to reduce vehicle density in the city of Bandung is to increase mass public transportation services by implementing an e-ticketing system, besides that it must also be supported by an increase in road network.

3.2 Ticket Administration Services in Public Transportation

One of the processes that many people often do before making a trip or departure is ordering tickets, ordering is done by ordering directly to the nearest agent, but the ordering process is less effective in terms of time and cost. So it can make people reluctant to use public transport.

One of the factors that causes public interest in public transport is service to passengers, public transport in Bandung, on average still using full human labor, is ticketing or ticket sales. There are still many public transport officers who are still arrogant, unfriendly, indifferent and unprofessional in doing their jobs. Transport drivers also sometimes speak harshly and do whatever they want to their passengers. Not including that occur in the field today is the passenger must pay the fare when passengers were already in the bus, it will be an obstacle when the charge inside the bus is full, not to mention when passengers pay with a great money, it means the conductor must give returns to passengers where such that these things can be a constraint in terms of time. With the online ticket booking, each passenger can access to get a variety of good information, schedule information until the price offered.

3.3. Impact of Using E-ticketing

The e-ticketing system will give us quick and easy access to bus transportation. The e-ticketing system is also completely safe. E-ticketing has many positive effects, including:

- 1) Reducing costs associated with printing letters and tickets.
- 2) Reducing labor related to printing letters and tickets
- 3) Security is guaranteed because it barcode validation and eliminates the possibility of fake or duplicate tickets

- 4) Ordering e-ticketing by consumers means knowing how many consumers of the company, because the company stores consumer data in the company's database
- 5) Provide additional information that needs to be known to customers
- 6) Providing the ability to advertise, can increase the company's income by delivering ad space on the company's social portal

With all the impacts and benefits obtained from the use of e-ticketing, it can encourage people to return to using public transportation. Of course, it takes time to change people's culture in terms of transportation use from private vehicle use to being using public transportation. However, this must be started now for a better future.

3.4. Stages of Online Ticket Booking

To get an e-ticket for bus use there are steps that must be followed by prospective passengers, including:

1. Prospective passengers open the website of the bus transportation service provider to get booking information and bus departure schedules
2. Prospective passengers choose the bus according to the desired destination and time
3. Prospective passengers input data needed in booking bus tickets
4. Prospective passengers make a reservation after entering the necessary data
5. Prospective passengers make payment for bus tickets that have been booked
6. After completing the payment, the next step is to confirm by printing the ticket booking proof

The online ticket booking system above can be described in the form of a flow chart as shown in Figure 3 below:

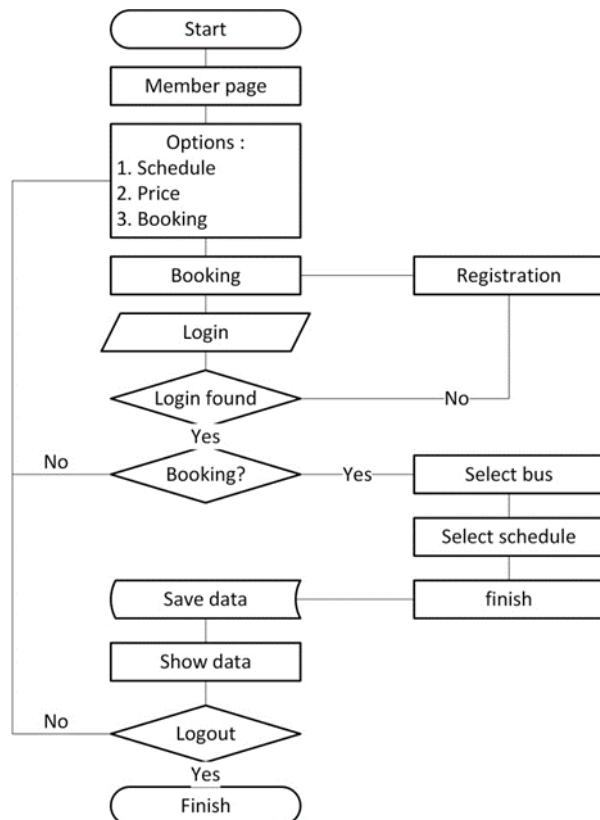


Fig. 2. Flow Chart Online Ticket Booking

3.5. Things that are Needed in Implementing E-ticketing

As things supporting the implementation of e-ticketing them can be explained as follows:

1. Availability of technology to support this system so that it can run well, it is necessary to have internet and media network technology through an adequate web.
2. Availability of devices to support the running of e-ticketing, namely the need for computer or mobile media and internet networks that can be accessed and reached to achieve and run e-ticketing. In addition, a scan tool is also needed by officers to scan tickets from passengers as a step to validate the ticket.

In addition to these needs, regular maintenance of the system is also needed so that the system can continue to be used.

IV. CONCLUSION

From the discussion of the results of research on the impact of the application of e-ticketing on bus transportation in Bandung, some conclusions can be drawn, based on the results of calculations on questionnaire data collected from the people of Bandung. It was found that 80.5% of respondents stated that e-ticketing was very help and facilitate respondents from starting to order bus tickets to travel to the destination. Because with the application of e-ticketing the respondents can see the bus departure schedule and ticket availability which can reduce the time needed

compared to the manual system that has been running before. With this e-ticketing system providing many benefits and convenience in its implementation which can affect people's lifestyles, 70% of respondents stated that the presence of e-ticketing system services in bus transportation can restore interest in returning to using public transportation in carrying out all its activities.

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