

## CHAPTER I

### INTRODUCTION

#### A. Problem Background

Law No.26 of 2007 on spatial planning objectives of spatial planning is intended to achieve a safe, comfortable, productive and sustainable condition. In order to maintain the consistency of the space utilization of spatial plans, individual municipalities require monitoring of space utilization efforts running and evaluating the suitability of the use of space on the spatial plan area. Indonesia has adopted the principle of decentralization region with the shift in roles between the central government and local governments in the implementation of spatial planning authority. The central government is currently authorizing in the spatial planning of the city. In addition based on PerMen PU No. 17/PRT/M/2009 on Guidelines for Preparation of City Spatial also concerns about public open space which is pedestrian

Pedestrian zones are known as auto-free zones and car-free zones. Pedestrian areas of a city or town are reserved for pedestrian only use and in which some or all automobile traffic may be prohibited. They are instituted by communities who feel that is desirable to have pedestrian-only areas. The functions of pedestrian area is for pedestrians which is not only for the growing pedestrian walking but also for activities that are recreational, such as to sitting back to enjoy the atmosphere of the city, to socialize and to communicate among its citizens. Besides pedestrian is essential program in the planning and the urban design.

Surabaya is a central city with rapid pedestrian path level of development. Construction of the pedestrian path includes representative road sections the main city of Surabaya. In 2010, Surabaya government project to build 16 pedestrian lands and pedestrian paths 14 projects in 2011. The development has been carried out since 2005 and the concept of pedestrian arrangement itself has been included in the Regional Regulation of Surabaya local government No.03 Year 2007 on Spatial Planning Surabaya Year 2010-2030. As proved all those programs the government of Surabaya create special lanes protocol roads in Surabaya. This is a new lane that is created for the people of Surabaya. The aims is to motivate people to create green and clean city of Surabaya through the use of pedestrian transportation. This lane is located on the left side close to the 1.5 meter wide pedestrian walkways given road markings. (Lensa Indonesia.com, 2013, January 17th). Based on the previous data it shows that sidewalk on Pemuda street, is as follows:

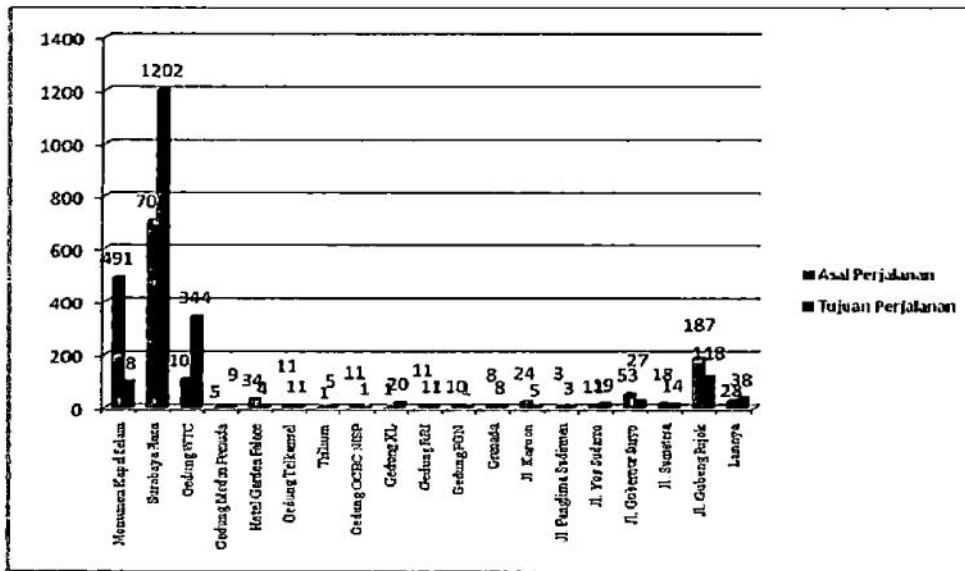
1. Total width = 2 m
2. Width reduction: a critical barrier width = 0.3 m
3. Critical barrier width correction = 0.3048 m
4. Correction sidewalk width = 0.4572 m
5. Width Reduction = 1.062 m = 0.938 m effective width
6. Volume = 62/15 minutes

Since 2010, a number of sidewalks in the city of about 3.5 million inhabitants is enhanced using marble. The width of the pavement following sizes relic of the Dutch waterways. the size is not the same one reason, the position of the

pedestrian path in Surabaya 30 inches higher than the road. Meanwhile, in Muhlas Hanif Wiganda research about evaluation of performance and level of service on pedestrian area will be known, by measure Level Of Service which is a pedestrian path that shows the degree of performance of the pedestrian path especially in Pemuda street. The level of service that has been known to show the level of utilization of the pedestrian path. In addition, the parameters in the service level could also be a reference to analyze the level of public satisfaction with the performance of pedestrian pathways. To determine the level of peoples satisfaction pedestrian path, it is necessary to compare the condition of the existing pedestrian path in the hope and desire of pedestrian.

Level Of Service pedestrian path and level of public satisfaction with the performance pedestrian path could be a reference for the development of pedestrian pathways are creative and innovative. However, there has never been a study to evaluate the level of service and the level of people's satisfaction with pedestrian pathways in Surabaya, especially the youth area. If anything, these studies have not touched the pedestrian paths along the roads in the central area of the city of Surabaya, especially youth pedestrian path area. Because of that, there should be a study to determine the level of service and the pedestrian path of people's satisfaction level pedestrian path in the city of Surabaya on some aspects that it can generate innovative ideas to create an effective pedestrian pathways and representative in Surabaya.

**Figure 1.1**  
**Destination in Pedestrian on Pemuda street**



Source: Muhlas Hanif Wigananda, *Analisis Kinerja Jalur Pedestrian di Kota Surabaya*, E:71.

Based on the data above, the pedestrian in Pemuda street is a non-regular pedestrian (not routine) with a pedestrian path which is utilized more in pedestrian lane. Pemuda street north side. This is because the origin and destination of pedestrian use concentrated on pedestrian path coming from and heading to the buildings / parcels that were on the north side of Jl. Pemuda, the Surabaya Plaza, the World Trade Centre (WTC) and the Submarine Monument where buildings / parcels are indeed a community activity centres of Surabaya, ie each as shopping centres, centres of information and communication technologies, as well as the centre of tourism and green open space.

However, there is not a lot of research that has been assessed level of people's satisfaction with pedestrian pathways in Surabaya, especially Pemuda Street. If any, they have not touched the pedestrian paths along the roads and satisfaction of the citizen in the central of Surabaya, especially Pemuda street as pedestrian area.

Besides Pemuda street is one of public open space that often used by people in Surabaya. Moreover, there should be a research to determine of peoples satisfaction of pedestrian area in Surabaya because, based information from article and news in liputan 6 SCTV, 20th, februari 2014 it shows that Surabya is one of successfull city with green open space and pedestrian, while it can generate innovative ideas to create an effective pedestrian representative and pathways in the city and this is one of reason why the author want measure. Thus, on the basis of the background of the problems that the author propose a final study entitled " An Assessment level of Satisfaction on Pedestrian Area Program in Surabaya of Case Study: Pemuda Street.

## **B. Problem statement**

Surabaya is one of city that has improved public facilities such as pedestrian ways and open space to be more accessible for citizen. However around the pedestrian area create unwell condition especially on Pemuda street. This study will measure level of satisfaction.

## **C. Research question**

The research question of this study will be;

1. How is the level of satisfaction of citizen about pedestrian area in Surabaya?

## **D. Goals and Significance**

### **Goals**

The objective of this question is to asses level of satisfaction from citizen about pedestrian area program in Surabaya.

### **Significance of the Research**

This research will give positive contribution in academic field especially about pedestrian area program in order to improve quality of service. Then from this research also can measure level of satisfaction from citizen.

## **E. The Structure of Research**

This research consists of four (4) Chapter. Chapter I is introduction of pedestrian to improve quality of public service in Surabaya. Chapter II is general overview of pedestrian area program in Surabaya, and located in pedestrian area. Chapter III is reports of the results of studies conducted level of satisfaction from citizen in Surabaya 2013. Chapter IV is final chapter provides research by reporting the results of studies conducted level of satisfaction from citizen in Surabaya and recommendation data to improve public services in pedestrian area program.

## **F. Literature Review**

The sources of literature review are from the journal is as follow :

1. Rahman, K., Ghani, N. A., Kamil, A. A., Mustafa, A., & Chowdhury, A. K. (2013). Entitled Modelling pedestrian travel time and the design of facilities. The similarities of this research is specific variable which is the time travel and design of facilities including in distribution and professionalization theory, in this research also using quantitative analysis. The differences is the sample, location and time of research.
2. Environmental modelling; findings from L. li and co-authors broaden understanding of environmental modelling. (2012). Ecology, Environment & Conservation and pedestrian area. The similarities of this research are evaluation for bridges and the factors that influence integrated benefits classified into three categories: environment, resource, and maintenance. The differences of this research are the time, location, sample and methodology.

3. Rendy, Tejasomara. (2011). Evaluation of pedestrian area program in urip Sumoharjo – Sudirman Street. The similarity of this research is only measurement level of satisfaction from citizen, and the place. The difference are time and methodology.
4. Muhlas Hanif Wigananda, Anak Agung Gde Kartika, S.T., M.Sc. (2012) Analisis Kinerja Jalur Pedestrian di Kota Surabaya (Studi Kasus: Jl.Pemuda). The similarities of the research location, the variable that measured the program of pedestrian area in Pemuda street and methodology. The difference is the time of research.



## **G. Theory**

### **1. Urban Planning**

Urban planning (urban, city, and town planning) is a technical and political process concerned with the use of land and design of the urban environment, including transportation networks, to guide and ensure the orderly development of settlements and communities (Land use planning 10:221).

Urban design in the process can be divided into two categories, namely "self-conscious" and "unconscious self". Urban design is "self-aware" is created by people who think of themselves as designers and use their design skills to create a comfortable environment. Meanwhile urban design "unconscious self" is created by people who do not consider themselves to be a designer, but they have a role in influencing the shape of the urban environment (Catanese, 1986:42).

In addition understanding of urban design can be viewed in terms of profession and in terms of scientific disciplines . In terms of profession , Beckley explained that urban design is a bridge between the architectural profession with a city planner with a major concern in the physical form of the city ( Catanese , 1986:45 ) . Based on scientific disciplines , urban design is part of the planning process associated with the quality of the physical environment of the city (Shirvani , 1985:6 ) . Free Design City is a set of guidelines and rules for devices used to regulate and restrict the use and development of urban space and architecture of the city ( Joseph , 2001:50 ) . Furthermore , Shirvani said that urban design is a continuation of urban planning because after the results of city planning is not " finished " or not can be implemented without any engineering

design of the plan that had been developed . From the definition above, the pressure on urban design arrangement of the physical environment of the city.

Hamid Shirvani (1985) In his book Urban Design or Urban Design Process, he stated that urban design is a continuation of urban planning because after the results of city planning it is not finished or not can be implemented without any engineering design of the plan that had been developed. Urban Design has pressure on the arrangement of the physical environment of the city. The elements to develop a city especially downtown is a land use, shapes and groups of Building and Mass Building, Open Space , Parking and Circulation, signage, Pedestrian Ways, Activity Support, and Preservation. Meanwhile, in urban planning there is one of essential point that being a key points in developing competitive and sustainable cities and regions which is Pedestrian.

## **2. Pedestrian**

Pedestrians are people who move in one space to another through walking. Accoring to Keyth (2003) the sidewalk or pedestrian become the one of important element as follows:

1. Pedestrian speed is defined as the average walking speed of pedestrians. It is expressed in meters per minute (m / minute)
2. Pedestrian Flow Rate is defined as the number of pedestrians passing through a point in a unit of time. Expressed in units of pedestrians per 15 minutes (Ped/15 minute). The point in question here is to show a line perpendicular to the wide side of sidewalks or pedestrian paths.
3. Group (Platoon) is defined as the number of pedestrians who walks together in one group, generally without an accident.

4. Pedestrian Density is defined as the average number of road area or areas of the queue, expressed in units per square meter pedestrian (Ped/m<sup>2</sup>).
5. Pedestrian Space is defined as the average area required for each pedestrian it is the inverse of the density. Expressed in units of square meters per pedestrian 1 (m<sup>2</sup>/Ped).

Moreover, there are some indications that pedestrians somehow optimize the order in which they perform their activities, and that directness plays an important role (Helbing, 1997). Hill (1982) has analyzed pedestrian strategies for choosing and describing routes. He concludes that, like- most walking processes, route selection strategies are largely subconscious. In addition, directness is the most common reason for choosing a particular route.

**Tabel 1.1**

**The sidewalk width required in accordance with the surrounding of land use**

Surrounding the land use	The minimum land (m)
Residence	1.50
Office complex	2.00
Industry	2.00
Terminal / Bus station	2.00
School	2.00
The shops / expenditure	2.00
Bridge, Tunnel	1.00

*Source: Pedoman Teknis Spesifikasi Trotoar, 1991*

The width of the sidewalk should be able to serve the existing pedestrian volumes. Existing sidewalks need to be reviewed capacity (width), the circumstances and its use where there is pedestrian traffic, vehicle use. Sidewalks

are advised to planned levels of pedestrian flows. Thus the width of the sidewalks are advised not less than 2 meters, width of sidewalks in certain circumstances can be planned according to the minimum width limit-setting wide sidewalks.

**Table 1.2**  
**Type of barriers**

Type of Barriers	Barriers of Width (ft)
Poles and traffic light boxes	3.0 – 4.0
Fire alarm box	2.5 – 3.5
pipe connections	1.0
Traffic lights	2.0 – 2.5
parking meter	2.0
Letter box	3.2 – 3.7
Payphone	4.0
Garbage	3.0
Seat	5.0
Tree	2.0 – 4.0
Pot Plants	5.0
Newsstand	4.0 – 13.0
column construction	2.5 – 3.0

Source : Khisty, 2003

Moreover according to Khisty (2003), principles of pedestrian flow analysis is the relationship of speed, flow rate and density. The definition of the term that is often used is:

- Sidewalks Equipment

In the Technical Planning Guidelines for Specification Sidewalks (1991), the sidewalk should also be equipped with facilities lanes placed between the sidewalk and useful way to place traffic signs and other woods, except at bridges and tunnels.

- The sidewalks structure

In the Technical Planning Guidelines for Specification Sidewalks (1991), to be able to provide optimum service to pedestrians, sidewalks must be amplified, given the physical constraints in the form of kereb. A typical pavement construction can be made between the other of concrete block, concrete or latasir

- Effective and Free Space Width Sidewalk

According to the effective width Khisty (2003), the concept of limit pedestrian paths as well as in motor vehicle traffic cannot be applied in analysis of pedestrian flows. Pedestrians are mutually precede each other within each hinted 2:50 ft. Pedestrians walking along each hinted within 2:20 ft, where there may be an allusion to pedestrians because of the movement of the body when walking. Wide running lanes effectively used the wide pedestrian path clean.

#### **4. Public Services**

Understanding of public service is needed to be more focus and get deep understanding especially historical development or a background in the emergence and application of public management. The concept of "public: significantly broader than government "government only", such as neighbourhood families, non-governmental organizations, social press and

even private sector organizations. The extent of public significance, then the values of justice, citizenship, ethics, patriotism and responsiveness becomes important in addition to the efficiency and effectiveness values (Nurmandi, 2010: 1).

Based on law number 25 in 2009 about public service it is depending public service as an activity or series of activities in fulfilment of service requirements in accordance with the laws for all citizens and residents of goods and services or administrative services provided by the provision of public services. Public service is an activity undertaken by a person or group through the system, procedures, and specific methods in order to attempt to meet the interests of others in accordance with their rights. Public services are expected to ease in obtaining interesting, getting a reasonable service, get the same service without privileging and treated honestly and frankly (Sedarnayanti, 2010: 244-245).

According to B. Libios he divide principle of public services in three part which are community, equity and adaptive. A commodity should not even stop though there was a strike, or a natural disaster, the service must run at least in minimum service. Equality means there is no of discrimination in terms of providing services, both the content and identity. Adaptive means always follow the development of social needs. Adaptive principles basically want to maintain a balance between collectivism and public services of economic-liberalism market demand in order to achieve a common goal (Haryatmoko, 2011:16p).

Based on the theory of the distribution public services it is stated that the distribution of public service includes several indicators as follows: service mechanism and capacity of the service time. Meanwhile on the professional aspects of the theory of public shows Cooper and the- theory of Farandzmand (1997). This aspect will use two indicators of public service professionals according to Cooper, which include: the suitability of the ministry and the public availability of public services, as well as an indicator of professionalization according Faradzamand services, namely: the standard of care.

### **3. Definition of Public Satisfaction**

According to Kotler satisfaction of the customers are feeling happy or disappointed of someone who comes from a comparison between the performance or results a product with the expectation. If fact equal to expectations, the service is called satisfactory. Thus quality service away can define as the difference between reality and expectations of consumers for services they receive.

### **4. Public Satisfaction**

The government of Indonesia has long efforts to improve the quality of public services. It is characterized by the issuance of the Decree of the Minister of State for Administrative Reform No. 81 Year 1993 on Procedures for Public Services. Even today into the syllabus of Public Administration Education and Training, has incorporated a special material about excellent service.

According to Supranto (1997) Public Satisfaction is highly dependent on the quality of the product. Quality is determined by the fact, whether the good services meet needs. Measurement of quality in service companies may be better

measured using people perceptions of services received (satisfactory or disappointing). Sariatmodjo, et al (1999) states that In the context of public satisfaction the result is achieved when product features respond to people needs. The specialty products are properties owned by a product that is intended to meet the specific needs of the customer so that it can give satisfaction.

In addition, Zeithmal, Dab Parasuraman Berry said that good quality services are meeting at consumers an out expectation of service that is provided. The level of quality of service depends on the performance given in the context of what they expect. Based on consumer perception, servequal can define the level of the gap between the expectations or desires of consumers to the fact that they experience (Zeithmal, Valarie., (Et al), 1990.p: 19. Mentioned that consumer expectations of service quality is very influenced by information from a person to person to get it from the mouth of the needs of consumers themselves, past experience in one proud consuming, and external communication through the media.

Moreover, the development era servqual also inspire the Indonesian government to improve and enhance the performance of the public service sector. One of the latest products of government regulation on public services that have been done to assess and evaluate the performance of public service units are the government agencies. Minister of Administrative Decision No. 24 dated February 2004 KEP-25/M.PAN/2/2004 describe about Guidelines Public Satisfaction Index constituent unit of agency's authority.



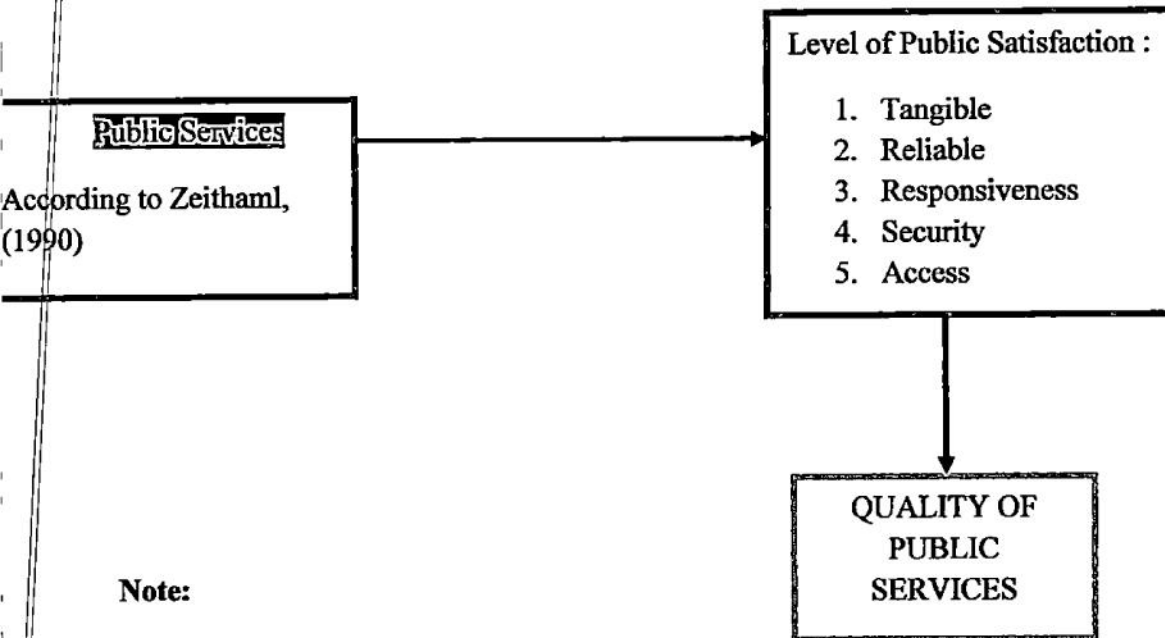
However, researcher in collecting, and managing and analysing research using multiple dimensions or the quality of their performance of services that have been developed by several expert administration. It outlines the intent to facilitate role in the decision of 14 indicators Minister of Administrative Reform in sub-item so that it will facilitate the understanding of the respondent in responding to the questions given by such indicators as the basis for measuring the people Satisfaction. Then several point of the 14 indicators taken as a measure such as:

1. Tangible is attending to physical facility, tools and communication
2. Reliable is providing or creating good services and guaranteed
3. Responsiveness is helping the peoples and building up responsibility through services
4. Security is secure, safety and stay away of treat and risk
5. Access is getting easy for reaching the services

Moreover, based on the theory above, the reason why author use Zeithmal theory as tools to measure level of people satisfaction because author though is reliable and one of theory often used to measure public satisfaction are pleasant or unpleasant perceptions expressed by the customers of the quality of the services they receive, related with public quality and satisfaction of pedestrian area program on Pemuda street in Surabaya city.

**FIGURE 1.1**

**RESEACRH FRAMEWORK**



**Note:**

1. Tangible is consisting of physical facility, tools and communication
2. Reliable is providing or creating good services and guaranteed
3. Responsiveness is helping the citizens and building up responsibility through services
4. Security is secure, safety and stay away of treat and risk
5. Access is getting easy for reach the services

## **J. Conceptual Definition**

Focus of this research is to assess level of satisfaction from citizen especially in Surabaya city, the content of this conceptual definition will be;

- J.1 An assessment refers to judgements of work, and evaluation regarding the process of making such as judgements.
- J.2 Public Satisfaction is highly dependent on the quality of public goods, which is determined by the fact, whether the goods or services meet customer needs
- J.3 Pedestrian area is open space as a place for human activities to have interaction of each other trough good condition and environment.
- J.4 Public services is a set of service activity providing goods and things in order to fulfil the need of society.

## **K. Operational Definition**

For convenience to analyze the data needs to given limitations and symptoms to identify in order to answer the research problem. An assessment level of satisfaction on pedestrian area program in Surabaya is based on Zeithaml (1990) theory which are:

1. Tangible
2. Responsiveness
3. Competence
4. Security
5. Access

## **I. Research of Methodology**

**I.1** This research used quantitative analysis, which use questionnaire and literature review analysis while more emphasis in this case the condition of the existing pedestrian and open space in Pemuda street.

### **I.2 Research location and Object**

The location of this research will be conducted on Pemuda street as pedestrian area location and who will be the object is the people or citizen that walk around pedestrian area in Pemuda street.

## **J. Population and Sample**

### **a. Population**

Population is the whole object of research or object that will be investigated (Notoatmodjo,2002). The population in this research is the citizen of Surabaya city of is 3.197.335, people (surabya.go.id, 10th, februari 2013)

### **b. Sample of Research**

Sample is part of the population that will investigated or part of number of the characteristics possessed by the population (Mul Ali, 2002). Sampling technique in this study use accidental sampling method, this technique is done by taking the case of accidental or respondent are available, that is anyone who by chance met with researchers can be used as a sample (Sugiyono, 2005). It means planned in advance. Meanwhile the number of samples is not based on those considerations that can be justified, but meet the needs of any originally.

Arzaty (2012) states that the respondent is someone who as a sampled by accident that was in there or he happened to know the person and selected. It is for who wish to examine public opinion about the price increase or the family planning, the question put to them that happened to that found in the market or in places other

To determine the size of sample from this study it use the formula by Notoatmodjo, (2002):

$$n = \frac{N}{1 + N (d^2)}$$

This research will measure public services in level of satisfaction from citizen especially in Surabaya in Pemuda street as follows:

An assessment level of satisfaction from citizen in Surabaya will be need responden it's the whole of citizen from Surabaya. The population of citizen in Surabaya is 3.197.335 people. Sample measurement in order to measure level of satisfaction about pedestrian area program :

**Note :**

N = Population

n = Sample

d = level of belief / provisions desired (0,1<sup>2</sup>)

$$n = \frac{N}{1 + N(d^2)}$$

$$n = \frac{3.197.335}{1 + 3.197.335(0,1^2)}$$

$$n = \frac{3.197.335}{32,97335} = 96,96$$

So, the sample of measure in level of satisfaction about pedestrian area program of citizen in Surabaya will be 97 respondent. .

### **I.3 Data Resources**

The data resource of observation is the data resources needed to observe. That data resource can obtained by either direct primary data or indirect secondary data related with the object observed.

### **I.4 Primary data**

Primary data resources is data resource in which data that is needed can be obtained immediately from subject that have direct relation with the observation. In this observation, the primary data resource is all of the data that is obtained from questionnaire, that are distributed to some correspondents that appropriate with the target and are considered represent all of the population of the data observation. The information about the pedestrian area in creating a program in order public service in Surabaya was obtained directly from the unit of analysis made in the data while the study object of primary research are as follows

**Table 1.3**

<b>Data</b>	<b>Resources of Data</b>	<b>Technique</b>
Collecting data about level of satisfaction on Pedestrian area program	Society	Questioner

**I.5 Secondary data**

Secondary data resource is an observation data resource where the subject is not directly related with the observations object, otherwise as a data support and can give the information for the observation material. In this observation, the secondary data resources are literature, article, and website, journal that related with the observation.

**J. Data Collecting**

Data collection techniques that can be used in this study are as follows:

**J.1 Questionnaires**

Questioner is a method for obtaining primary data from the respondents by way of filling in the questionnaire collated and based on variables that have been defined in this study. According to Arikunto (2006).

Instruments of data collection tools used in the study, are:

1. Questionnaires are a number of written questions used to obtain information from respondents. For example name, age, gender, level of education.
2. Questions about level of people satisfaction with the use of public open space in pedestrian area on Pemuda street Surabaya.

## K. Technic data Analysis

In this study technique performed using Community Satisfaction Index (IKM) is calculated using the weighted average value of each element of the service. In calculating the HPI 14 elements or indicators are examined.

Each element or service has the same weighting by the following formula:

$$\text{Average values} = \frac{\text{All of values category}}{\text{values of Category}} = \frac{1}{25} = 0,04$$

Then to obtain the value of SME the following formula is used:

$$\text{IKM} = \frac{\text{All of the value in each category}}{\text{All category}} \times \frac{\text{Value}}{\text{Penimbang}}$$

**Table 1.4**

**Perception Value, Interval Value, Quality, Services**

NO	Interval Value	Perception Value	Quality	Services
1	0,0-0,8	0	E	Strongly not excellent
2	0,81-1,60	1	D	Not excellent
3	1,61-2,40	2	C	Enough
4	2,41-2,30	3	B	Excellent
5	3,21-4,0	4	A	Strongly excellent

Then the results of the calculations above are categorized as follows:

Meanwhile, to indicate the level of satisfaction of the sub-indicators is to determine the first interval, namely:

$$I = \text{Range} / \sum K$$



Noted:

I = Interval

Range = High-Score - Lowest Score

K = A lot of classes