IAPA 2025 Hybrid Annual Conference & Congress
INDIGESNOUS PUBLIC ADMINISTRATION
ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

Service Quality Analysis of JakLingko Mobile Application in Jakarta's Public Transportation

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Abstract

In today's digital era, technology has been adapted into various aspects of society, including public transportation. One such application available to the public is the JakLingko app. This application develops a Mobility as a Service (MaaS) model, which is a single application for various modes of transportation. The available transportation modes include TransJakarta, Jakarta MRT, Jakarta LRT, and KRL Commuter Line. The JakLingko application, with its integration concept, is expected to facilitate public access to public transportation through the features available on the application. However, in reality, there are members of the public who frequently encounter difficulties when using the application. Therefore, this study aims to analyze the quality of electronic services on the JakLingko app. The approach used is quantitative, with data collection techniques including an online survey of 135 respondents. The study also employs a qualitative method through interviews and literature reviews, which serve as supporting data. The results indicate that the quality of electronic services on the JakLingko app is of high quality. This finding is supported by several dimensions and measurement indicators, which also received high ratings from JakLingko app users.

Keywords: JakLingko App, Electronic Service Quality, M-Government.

INTRODUCTION

Public transportation is a vital component of urban mobility systems, serving to provide accessibility, reduce congestion, and improve travel efficiency for the public. In Indonesia—particularly in Jakarta—public transportation continues to evolve in response to the city's high levels of mobility. According to data from the Jakarta Central Statistics Agency (Badan Pusat Statistik/BPS) in 2023, the average number of daily trips in Jakarta exceeds 25 million, with approximately 60% of those trips still relying on private vehicles. This indicates that despite ongoing improvements in public transportation, its usage must be further increased to alleviate traffic congestion and enhance the efficiency of urban mobility. In response to these challenges, the Jakarta Provincial Government launched the JakLingko application as part of its digitalization strategy for public services in the transportation sector. The app is designed to integrate various modes of transportation into a single digital platform, making it easier for the public to travel by offering features such as electronic payments, real-time vehicle tracking, and integrated journey planning.

In developing a service, one cannot overlook the importance of service quality and how effectively it operates. The quality of service in mobile applications often significantly influences users' decisions to adopt and continue using the application (Abidin et al., 2022). Focusing on public transportation apps, Jakarta offers several alternatives such as TJ: TransJakarta, MRT-J, and KAI Access or C-Access.

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

Among these options, the JakLingko application stands out due to its key advantage: the integration of multiple transportation services within a single platform. This allows public transport users to install just one application that supports access to various modes of transportation. According to data from PT JakLingko Indonesia, the app has successfully accommodated the high mobility demands of Jakarta residents by offering an integrated ticketing and payment system, enabling users to seamlessly transfer between different transportation modes (Amira Sofa, 2021). With its wide range of available transport options, JakLingko is expected to facilitate user mobility by providing a comprehensive and integrated public transportation service.

Nevertheless, based on numerous user reviews and feedback across various digital platforms, several complaints regarding the quality of service provided by the application have been identified. The digitalization of transportation through electronic services, as implemented in the JakLingko application, still faces several challenges that need to be addressed. Technical issues such as app malfunctions, inaccuracies in real-time data, and limited internet access for certain users remain significant obstacles in the optimal implementation of this technology.

These issues highlight the need for a more in-depth evaluation of how users view the service quality of the JakLingko application, and to what extent the app meets user expectations in supporting efficient urban mobility. Common user complaints include app stability, payment features, and the accuracy of information provided within the platform. The application has received low ratings on both the App Store (1.7) and Google Play Store (2.2), with predominantly negative reviews. These indicators suggest an urgent need to assess the electronic service quality of the JakLingko application. The ongoing user difficulties and low satisfaction ratings raise the following research question: "How is the quality of electronic service in Jakarta's public transportation system, as delivered through the JakLingko Mobile Application?"

This study examines the quality of electronic service in the context of digital public transportation through a case study of the JakLingko application in Jakarta. To support this analysis, the theoretical foundation includes several interrelated key concepts: electronic services, technology-based public service delivery (e-government/m-government), and electronic service quality theory, with a primary focus on the M-Gov Service Quality (M-Gov Qual) framework developed by Al-Hubaishi et al. (2017). This research incorporates three main theoretical concepts: electronic service (e-service), electronic-based public service delivery (e-government), and electronic public service quality.

Electronic service, or e-service, refers to the concept of delivering services through electronic or digital media, such as the internet or mobile applications. E-services represent an advancement in service delivery, conducted online by transmitting information through the use of internet networks or other digital tools utilized by stakeholders such as the public, private sector actors, and community members (Muallidin, 2015). The rise of electronic-based services has also shifted traditional, conventional service models. The adaptation of public services into electronic service formats aims to achieve several goals and benefits, including enhancing service productivity, creating a more proportional workforce, and promoting cost efficiency in terms of both operations and infrastructure (Avaniappan & Anuar, 2017).

The adaptation of electronic services into public service delivery has given rise to what is known as electronic-based public services. Electronic public services, commonly referred to as electronic

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

government (e-government or E-Gov), involve the use of information and communication technology (ICT) to enhance the connection between the government and the public, with the aim of improving the quality of public services, as well as increasing efficiency and transparency (Indrajit, 2002:3). According to Dunleavy et al. (2006), e-government has the potential to transform the relationship between government and citizens by facilitating easier access to information and encouraging greater public engagement. The digitalization of public services enables citizens to access services more quickly, conveniently, and efficiently, without being limited by time or location. Scholl (2003:65) emphasizes that one of the main objectives of e-government is to deliver more responsive and accurate services to the public.

In delivering public services, one of the key aspects the government must consider is the quality of the service itself. Service quality is a concept related to the extent to which a service meets the expectations or needs of its users. A service can be considered high quality when the available products or services aligns with user expectations or requirements (Parasuraman et al., 1998). Electronic-based public services that involve public participation are expected to create a service system that is more adaptive to community needs and capable of accommodating social dynamics through inclusive and sustainable technological integration. In the context of Jakarta, for example, the implementation of the JakLingko application as a form of digital public service reflects the government's efforts to establish a technology-driven integrated transportation system. The application not only serves as a platform for integrating multiple modes of transport—such as TransJakarta, MRT, LRT, and KRL—but also represents a paradigm shift from conventional service delivery to mobile government (m-Gov)-based services.

There are several theoretical approaches used to assess the quality of electronic-based public services. These models aim to evaluate the extent to which government services delivered through digital platforms meet the expectations and needs of the public. One notable theory related to service quality in electronic public services (e-government) is proposed by Al-Hubaishi et al. (2018). This theory specifically evaluates the quality of mobile-based public electronic services or applications and is known as the Mobile Government Service Quality (M-Gov ServQual) framework. The model is specifically designed to assess government digital services delivered through mobile applications and consists of five main dimensions: interaction quality, system quality, information quality, environment quality, network quality, and outcome quality. In this study, an adjustment was made to the Network Quality dimension, considering that network conditions in Jakarta still vary depending on the internet service providers used by each individual.

The first dimension is interaction quality. This dimension reflects the service provider's ability to communicate with users, either through direct channels such as staff at bus stops or stations, or indirect channels such as digital complaint services. It assesses the attitude, empathy, and responsiveness of the service provider in addressing user issues. Strong performance in this dimension helps build user trust and loyalty toward the application. The second dimension is environment quality, which relates to the app's user interface, ease of navigation, and visual design. An application that is visually appealing and user-friendly encourages continued and consistent use. The third dimension is information quality, which measures the extent to which the information displayed in the application—such as

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

routes, schedules, and fares—is accurate, complete, and regularly updated. This dimension is critical, as incorrect or outdated information can directly affect users' travel decisions. The fourth dimension is system quality, which focuses on the technical aspects of the application, such as accessibility, speed, reliability, and system security. A stable system supports user convenience in planning trips without technical interruptions. An application that frequently crashes or responds slowly will reduce user trust. The final dimension is outcome quality, which measures the impact of the application on user efficiency—whether in terms of time, cost, or convenience. This dimension also reflects the overall level of user satisfaction with the services provided by the application. These five dimensions serve as a strong conceptual foundation for evaluating and analyzing the electronic service quality of the JakLingko application. Moreover, this framework is highly relevant as it specifically focuses on the evaluation of mobile-based services, aligning well with the context of a mobile application used by urban communities such as those in Jakarta.

RESEARCH METHOD

The approach used in this study is a quantitative approach, involving the systematic collection and analysis of numerical data to gain insights into the electronic service quality of the JakLingko application. Data was collected through an online survey using a questionnaire distributed to active users of the JakLingko application who had been using the app for at least the past 10 months. This quantitative data collection aimed to measure user perceptions across the five service quality dimensions based on the M-Government Service Quality framework (Al-Hubaishi et al., 2017), namely: interaction quality, system quality, information quality, environment quality, and outcome quality.

To complement and provide deeper context to the quantitative findings, a qualitative approach was also employed through in-depth interviews with key informants, including representatives from PT JakLingko, application users, as well as relevant stakeholders such as transportation experts and academics. The qualitative data was analyzed using an illustrative method, aimed at reinforcing or interpreting the survey findings in a narrative and contextual manner. In addition, this study also utilized secondary data sourced from user reviews on digital platforms such as Google Play Store, App Store, and social media. These secondary sources were used to strengthen the analysis and broaden the understanding of the dynamics surrounding JakLingko's digital service delivery.

Based on its objective, this study falls under the category of descriptive research, aimed at providing a comprehensive overview of the electronic service quality of the JakLingko application. The research is purely academic in nature and is expected to contribute theoretically to the study of digital public services, while also serving as a practical basis for the future evaluation and development of the JakLingko application. In terms of timeframe, this study employs a cross-sectional research design, in which data is collected during a specific period of time.

RESULT AND DISCUSSION

Data were obtained from 135 respondents through a quantitative survey, as well as qualitative data gathered through in-depth interviews with five key informants—including representatives from PT JakLingko Indonesia, the Indonesian Transportation Society (MTI), an academic from the Faculty of

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

Administrative Sciences, University of Indonesia (FIA UI), and active users of the JakLingko application. The research findings indicate that the overall electronic service quality of the JakLingko application is rated as high.

However, this high rating does not necessarily imply that the application is fully optimized or free of issues. Through data triangulation—which involved interview results and content analysis of user reviews on social media, Google Play Store, and the App Store—various complaints were conveyed. These reflect deficiencies in certain aspects, such as system stability, information accuracy, and ease of use. This condition suggests that although the application has met quality standards in several dimensions, there remains significant room for improvement. Therefore, the results of this study can serve as an important reference for JakLingko application developers to carry out further evaluation and continuous improvement in order to enhance service quality.Top of Form

Bottom of Form

Interaction Quality Dimension

The interaction quality dimension in this study measures the extent to which users feel supported by the services provided through the JakLingko application, both through direct interaction with staff and indirect interaction via digital features. Direct interaction involves on-site personnel such as those at TransJakarta bus stops and MRT, LRT, and KRL stations, who play a crucial role in providing assistance during technical issues. Meanwhile, indirect interaction includes online customer service channels such as live chat, in-app complaint features, and responses via social media. Based on the survey results, 124 out of 135 respondents gave a high rating for interaction quality, while only 11 respondents rated it as low. These findings suggest that the majority of users are fairly satisfied with the interactions, particularly with field staff, who are perceived as responsive and helpful when users face issues such as QR code scanning failures or payment system errors. However, responses from online service channels remain an area of concern. Several respondents stated that the complaint handling process within the app is inconsistent, both in terms of response time and clarity of follow-up actions. Interviews with representatives from PT JakLingko revealed that communication channels such as Instagram direct messages (DMs) and WhatsApp are among the most responsive, as they are supported by an initial classification system that speeds up issue identification. Nonetheless, there is a clear need to improve the consistency of service standards, particularly across different transportation operators integrated into the JakLingko system. Variations in response time or service quality between modes of transport can negatively affect the overall perception of interaction quality. As a result, harmonizing service procedures, enhancing staff training, and integrating complaint-handling systems are crucial steps to strengthen the overall quality of user interaction.

Environment Quality Dimension

In the context of mobile applications, environment quality refers to visual design, interface structure, ease of navigation, and overall user comfort during interaction with the app. In this study, 121 out of 135 respondents rated the environment quality of the JakLingko application as high, while 14 respondents gave it a low rating. These findings indicate that, in general, users perceive the app's appearance as visually appealing, functional, and easy to understand. The application is considered to operate smoothly across various devices and features a well-structured menu layout. Interviews

ISSN Print: 2686-6242, ISSN Online: 2686-6250
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with representatives from the Indonesian Transportation Society (MTI) reinforced these findings, stating that the design and navigation of the JakLingko app align with the minimum standards for public digital services, particularly for urban populations who are relatively familiar with technology. PT JakLingko also noted that the app's user interface continues to be dynamically improved based on user feedback, reflecting a commitment to continuous development. Nevertheless, some challenges remain—especially among new users, who reported that certain features are not intuitive and lack clear guidance. This can hinder the initial user experience, particularly for older or less tech-savvy individuals. To address this, the app would benefit from implementing a more interactive onboarding feature along with simple yet informative visual guides, helping new users better understand the app's functions and navigation.

Information Quality Dimension

Information is the heart of any public transportation service application, as it forms the primary basis for users to make travel-related decisions. The JakLingko application is generally rated positively in providing information on routes, schedules, and fares, with an average score of 12.8 out of the maximum scale, and 83% of respondents giving a high rating in this dimension.

This indicates that users generally feel supported by the availability of information within the application—particularly static information, such as route lists and fare structures, which remain consistent over time. However, several critical issues emerged from in-depth interviews and user review analysis on digital platforms, highlighting a lack of accuracy in real-time information. One of the most frequently reported problems is the discrepancy between the arrival times of buses or trains shown in the app and actual conditions on the ground. These inconsistencies lead to confusion and inconvenience, especially for users who rely on precise timing for their journeys.

This issue is further confirmed by insights from PT JakLingko, which acknowledged that data synchronization among transport operators remains a significant challenge. The problem is rooted in the complexity of cross-system integration and limitations in the real-time data infrastructure, which is still not fully stable. Therefore, while static information in the application is considered adequate, there is a pressing need to improve the quality of dynamic information, such as real-time schedules and vehicle positions. Enhancing this aspect would significantly contribute to a more reliable and efficient user experience, particularly for daily travel planning.

System Quality Dimension

The system quality dimension covers the technical aspects of the application, including stability, speed, ease of use, and efficiency of transaction processes. Based on survey results, 126 out of 135 respondents gave a high rating to the system quality of the JakLingko application. This indicates that, in general, users find the app easy to operate, reasonably fast in executing its functions, and supportive of smooth travel planning and payment processes. However, these findings do not fully reflect an ideal condition. Several respondents still reported technical issues such as delays in QR code scanning, login difficulties at certain times, and synchronization problems during balance top-ups. Issues with the payment system emerged as a key concern, as they have a direct impact on users' ability to access transportation services. In addition, interviews and user reviews on digital platforms also highlighted that technical disruptions significantly affect user trust in government digital services. Therefore, although system quality was rated highly in quantitative terms, there is still a clear need for technical

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

improvements, particularly in payment validation and system stability. Strengthening technological infrastructure and conducting regular system testing—especially during peak hours—are strategic steps necessary to ensure the application's reliability in delivering efficient and responsive public services.

Outcome Quality Dimension

Outcome quality reflects the extent to which the JakLingko application delivers tangible benefits to its users—particularly in terms of time efficiency, cost savings, and convenience in accessing public transportation services. Based on the survey results, 128 out of 135 respondents stated that the application delivers positive outcomes. Users reported that they benefited from the ease of accessing multiple modes of transportation within a single platform, cost efficiency through an integrated fare scheme, and more structured and effective travel planning. However, some respondents expressed that they were not fully satisfied, primarily due to misunderstandings about the identity and function of the JakLingko application.

The app is often mistakenly associated with JakLingko's angkot (minivan) services or the physical JakLingko card, leading to a lack of awareness among segments of the public that this digital application is part of the city's integrated transportation system. In addition, users mentioned that they are required to manually input starting and destination points each time they plan a trip, which they find inconvenient and impractical for daily use. Interviews revealed that the application has indeed provided concrete benefits, such as supporting travel efficiency, expanding public mobility access, and generating user data useful for transportation policy development. However, to enhance outcome quality further, there is a need for a more intensive public communication strategy—aimed at explaining how to use the application and clarifying the distinction between PT JakLingko as the system manager and the individual transport operators on the ground. Such educational efforts are essential for building accurate public perceptions, encouraging wider adoption, and improving long-term user satisfaction.

CONCLUSION

Based on the results of the study, it was found that the electronic service quality of public transportation, with the JakLingko application as a case study, is classified as high. This finding is supported by evaluations across five dimensions: interaction quality, environment quality, information quality, system quality, and outcome quality. The assessment of the interaction quality dimension—which considers interactions between service providers and users both offline and online—indicates that, overall, both offline staff and online user services have been capable and responsive in assisting and resolving issues faced by JakLingko application users. Next, the environment quality dimension shows that the JakLingko application offers a user-friendly interface and satisfactory service environment. Regarding the information quality dimension, the application provides comprehensive, accurate, regularly updated information—such as routes, schedules, and fares—that meets users' needs. In the system quality dimension, although technical issues such as server problems occasionally arise, overall, the JakLingko application's system remains functional and reliable for users. Lastly, in the outcome quality dimension, the JakLingko application leaves a positive impression on users by offering time

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2025.1311

and cost efficiencies, positive impacts, and general user satisfaction. Despite these high-quality ratings, the results do not necessarily imply that the application has fully met all user expectations. Negative reviews on social media and digital platforms highlight ongoing challenges, particularly related to technical performance and clarity in public communication. Therefore, continuous development and periodic evaluations are essential to maintain and enhance the quality of services.

There are still several issues in certain dimensions, such as in information quality and system quality dimensions —particularly in relation to payment processes and application responsiveness— as well as in the environment quality dimension concerning application-related challenges. Therefore, the following recommendations are proposed:

1. Improvement of real-time information accuracy (information quality): PT JakLingko Indonesia needs to strengthen data integration with transportation operators such as TransJakarta, MRT, and KRL, and ensure regular data synchronization so that the information presented in the application is accurate and reliable for users.
2. Optimization of application performance (system quality): PT JakLingko Indonesia, as the application developer, should conduct routine system performance audits and enhance back-end infrastructure capacity, especially during peak hours. Additionally, the digital payment system needs comprehensive testing to ensure the reliability of QR code scanning, balance top-up, and ticket validation functions.
3. Monitoring technical issues to ensure sustainable service quality: PT JakLingko Indonesia should implement a real-time monitoring system capable of quickly detecting and responding to technical problems. Furthermore, user complaint channels such as live chat or help centres need to be optimized to provide efficient assistance when users encounter difficulties.

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