ABSTRACT

SERVICE QUALITY OF PIONEER TRANSPORTATION ROUTES AT THE DAMRI MAKASSAR BRANCH POOL UNDER THE CLASS II LAND TRANSPORT MANAGEMENT OFFICE OF SOUTH SULAWESI

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This study aims to describe the service quality of the pioneer road transport on the route from the DAMRI Makassar *Branch Pool to* Tondong *via* Malino, *which is managed by the Class II Land Transport Management Office (*BPTD*) of* South Sulawesi. *This route is part of the Pioneer Road Transport Subsidy Program, initiated by the Ministry of Transportation, aimed at enhancing transportation accessibility in remote, underdeveloped, and developing regions.*

The study employed a descriptive quantitative approach, employing data collection techniques in the form of questionnaires administered to 110 service user respondents. The findings indicate that service quality is rated as good in four main dimensions, including comfort, reliability, physical appearance of the vehicles, and crew competence. The majority of respondents expressed satisfaction with the transportation capacity, the condition of the bus interior, the temperature inside the vehicles, as well as the attitude and appearance of the drivers. Nevertheless, there are noted concerns regarding delays in departure schedules and the low level of service utilization by the community.

This study recommends improvements in punctuality, provision of more evenly distributed stopping points, and promotion of services to increase attractiveness and user numbers. Overall, this pioneer transport service plays a strategic role in supporting community mobility, economic activities, and tourism in South Sulawesi.

Keywords: *Service Quality, Pioneer Road Transport, Public Transportation,* DAMRI *Route,* South Sulawesi

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