

## **ANALYSIS OF THE IMPLEMENTATION OF THE TRANS TANGERANG TAYO APPLICATION IN REALIZING SMART CITY-BASED TRANSPORTATION**

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Submitted: March 22, 2025 Revised: March 22, 2025, Accepted: April 22, 2025

### **Abstract**

This study analyzes the implementation of the Trans Tangerang Tayo application as part of efforts to achieve smart city goals in the transportation sector of Tangerang City. The application was developed to enhance the accessibility, efficiency, and user experience of public transportation services through key features such as real-time tracking, route and schedule information, and digital payment systems. The findings show that the application significantly improves travel planning, reduces waiting time uncertainty, and facilitates cashless transactions, aligning with smart mobility principles. However, the study also identifies challenges, including system stability, low digital literacy, and limited integration with other transportation modes, such as angkot and commuter trains (KRL). Addressing these issues requires strengthening technological infrastructure, increasing community digital literacy, and accelerating multimodal transport integration. This study contributes to the existing body of knowledge by providing insights into the role of digital innovation and public-private collaboration in supporting smart mobility initiatives. The findings have important implications for policymakers and transportation operators, highlighting the need for sustainable and technology-driven solutions to improve public transportation systems. Future research can explore the economic impact, evaluate broader implementation, and analyze the use of advanced technologies like IoT and Big Data to optimize smart transportation services.

**Keywords :** *Smart City, Smart Mobility, Public Transportation, Trans Tangerang Tayo, Real-Time Tracking, Digital Innovation, Transportation Efficiency.*

### **INTRODUCTION**

The 2024 General Election in Indonesia marks a crucial moment in the political landscape, where Urban development planning in Indonesia has undergone a significant transformation by adopting the smart city concept as a primary priority in infrastructure and public service development. This concept emphasizes the integration of information and communication technology (ICT) to enhance the effectiveness, safety, and sustainability of public services (Bangun & Suwandi, 2022). By leveraging ICT, local governments can provide more responsive and efficient services, supporting sustainable urban development goals (Sekti & Kholifah, 2024). One significant implementation of this concept is the management of intelligent transportation systems, such as in Tangerang, where the launch of the Trans Tangerang Tayo application represents a strategic step toward improving technology-based public transportation systems. This application was designed to support the Bus Rapid Transit (BRT) system, offering comfort and speed in areas with high traffic density (Ramadhan et al., 2020). However, despite being launched in 2020, the BRT system in Tangerang, particularly

Corridor 3, still faces challenges in meeting customer expectations related to service quality and integration with other transportation systems (Nusandari et al., 2022).

Evaluation of the **Tayo application** is crucial to ensure that the service aligns with Tangerang's vision of becoming a smart city. Research indicates that public education and training on the use of this application need to be enhanced so that available technology can be maximized (Aisyah et al., 2023). Moreover, active community involvement in implementing the smart city concept is a key element of success (Teguh Khristianto et al., 2024). With close collaboration among government, citizens, and technology, the smart city concept can be realized effectively and sustainably, delivering tangible benefits to Indonesia's urban society.

Studies show that **public transportation** plays a vital role in sustainable urban development. Research by Lestari & Adianto (2023) emphasizes that the success of public transport systems heavily depends on user satisfaction regarding attributes such as **safety, comfort, and reliability**. This finding aligns with evidence from Surabaya, where these aspects significantly influence public decisions to use public transportation modes. However, in Tangerang, the user satisfaction rate for the BRT system—only 59.99%—indicates a considerable gap between current performance and user expectations, underscoring the need for service improvements. In addressing these challenges, the **Tayo app**, as a technology-based solution, has the potential to bridge this gap by improving user experience in public transportation systems and supporting the development of **smart city-based transportation** in Indonesia, which is increasingly relevant amid rapid urbanization (A. J. Putri & Salahudin, 2021).

The **Tayo application** can also support the integration of transportation services such as **BRT, TransJakarta, and KRL**, which are essential for improving operational efficiency and connectivity across transport modes. Widiyanto et al. (2023) highlight that an integrated transport system must be supported by technology to increase public transport attractiveness. However, the success of implementing applications like Tayo depends heavily on the knowledge and participation of stakeholders, including both the government and the public, in executing smart city programs (A. J. Putri & Salahudin, 2021). Additionally, research by Rahmatullah et al. (2022) shows that **intermodal integration** plays a crucial role in addressing traffic congestion and improving community mobility. Therefore, collaboration among various stakeholders and the use of appropriate technology are key to creating a **sustainable and efficient public transportation system** in Indonesia.

Research on technology-based transportation applications, such as Tayo, has focused on **user satisfaction, operational effectiveness, and transportation system integration**. Accessibility remains a key component in ensuring the success of such applications. For instance, Rahmatullah et al. (2022) examined intermodal integration in Semarang, highlighting the importance of system integration in enhancing efficiency and user satisfaction. Similarly, Devi et al. (2022) emphasized that improving mass transportation services, such as BRT, aligns with Tayo's goal of enhancing public transportation services.

The **Importance Performance Analysis (IPA)** method is used in this study to evaluate BRT user satisfaction and the effectiveness of the Tayo application, providing strategic recommendations for local governments. Dinar et al. (2023) demonstrate the relevance of applying information technology in supporting public transportation integration. This study employs **primary data** from surveys of BRT Corridor 3 users and **secondary data** from Tangerang City's Department of Transportation reports, although some secondary data references were unavailable. The research also highlights the importance of **accessibility and intermodal integration**, both motorized and non-motorized, as key factors in developing public transportation (Nugraheni et al., 2022).

The **Tayo application** holds great potential as a **model for smart city-based transportation development** in Indonesia by addressing existing weaknesses such as limited route information and connectivity. The development of features like **digital payment systems and real-time monitoring** is essential to meet current public transport service standards. Research by Imanuel et al. (2024) reinforces the importance of **data integration** in developing effective transportation applications. It is expected that this study will assist policymakers in improving public transportation services in

Tangerang and contribute to the growing literature on **smart city implementation**, as highlighted by V. D. Putri et al. (2021), who emphasize the importance of integration in electronic governance.

## **METHOD**

The analysis of the implementation of the Trans Tangerang Tayo application as part of the smart city concept to support the Bus Rapid Transit (BRT) system in Tangerang City was conducted using a qualitative descriptive approach. This study evaluates the role of the Tayo application in improving the quality of public transportation, service efficiency, and user satisfaction. The research focuses on BRT Corridor 3, which connects Tangerang City Mall with CBD Ciledug, due to the high mobility of users, including the general public, workers, and students. The Tayo application, which provides real-time information on bus schedules, routes, and intermodal connectivity, serves as an effective tool for technological evaluation. Findings indicate that real-time information significantly enhances user experience and satisfaction with public transportation services, as highlighted in previous studies (Wiratama & Suryadjaja, 2023).

This research collected data through in-depth interviews with purposively selected informants, chosen based on demographic diversity and patterns of Tayo application usage. The interview guide covered demographic attributes, user experiences, and perceptions of service features such as safety, comfort, and reliability. The results provide deep insights into individual experiences, elements influencing satisfaction, and challenges faced by users. The study emphasizes the importance of understanding community mobility needs in designing efficient and responsive transportation systems. Thus, the Tayo application has the potential to make a significant contribution to improving public transportation systems in Tangerang City, in line with the qualitative descriptive evaluation approach (Umair et al., 2021).

Secondary data collection was conducted through document analysis from various sources, including official government documents and reports from the Tangerang City Transportation Agency, as an essential practice to understand public transportation policies and strategies. The study also refers to academic literature on public transport and smart city implementation to identify policies, strategies, and challenges in transportation management in Tangerang. This document analysis not only strengthens the interpretation of primary data but also integrates relevant policy perspectives and academic theories (Iman Abdurrasyid Husain et al., 2020). The information gathered provides a richer context to support the research narrative and assist in interpreting interview results (Fitriani, 2023). Informants' perceptions and experiences regarding the importance of service attributes were explored through in-depth thematic analysis to identify priority areas for improving the Tangerang BRT service. This approach allows for a deep understanding of users' key needs and expectations, forming the foundation for strategic recommendations. Previous research indicates that effective transportation policies must consider user needs and technological challenges (Rakhmatulloh et al., 2019). Therefore, this study provides strategic insights to enhance the quality of technology-based transportation.

As part of ethical standards, this study obtained informed consent from participants before conducting interviews. Informants were given detailed explanations about the research objectives, its benefits, and assurances of privacy and data confidentiality. Participation was voluntary, with the right to withdraw at any time without consequences. Furthermore, personally identifiable data were avoided to ensure confidentiality. This research not only produces valid data-based recommendations but also emphasizes an ethical and transparent data collection process (Rusdiono & Arifin, 2023).

## **RESULTS AND DISCUSSION**

### **Background and Objectives of the Development of the Trans Tangerang Tayo Application**

The Tangerang City Government has adopted a strategic step to realize smart mobility as part of the

smart city concept through the development of the Trans Tangerang Tayo application. Rapid urbanization in Tangerang City has triggered various public transportation challenges, such as congestion, uncertain transportation schedules, and lack of integration between transportation modes (Emmanuel et al., 2023). The Tayo application is designed to provide modern, efficient, and integrated transportation services with the support of digital technology, as explained by the Head of the Urban Transportation Division of Tangerang City, Asep Mulyana (Emmanuel et al., 2023). Information and Communication Technology (ICT) becomes a key element in supporting a comfortable, environmentally friendly, and affordable transportation system in accordance with the smart mobility theory (Inac & Oztemel, 2021).

As a digital platform, the Tayo application enhances accessibility, service effectiveness, and connectivity between public transportation modes in Tangerang City (Maldonado Silveira Alonso Munhoz et al., 2020). The digitalization of public transportation not only improves efficiency and service quality but also reflects global trends in developing more intelligent and sustainable transportation systems (Sergi & Ucal Sari, 2021). This initiative contributes to reducing environmental impacts and improving the quality of life of the community (Bamwesigye & Hlavackova, 2019). By addressing congestion issues and increasing the capacity of public transportation, the Tayo application becomes an important step toward realizing Tangerang City's vision as a sustainable smart city (Inac & Oztemel, 2021).

According to surveys involving users, application managers, and policymakers from the Tangerang City Transportation Agency, the application greatly helps overcome transportation problems such as schedule delays and lack of route information. Users stated that the Tayo application helps them know departure schedules, bus stop locations, and Bus Rapid Transit (BRT) service routes, improving travel planning and reducing waiting times. "With the Tayo application, it's easier for me to know when the bus will arrive and at which stop I can get on," said one Trans Tayo user (Muhamad Ardan). "This allows me not to wait too long as before." Public transportation applications like Tayo have developed significantly but still face various technical problems, such as limited real-time information updates affecting bus arrival accuracy, especially during rush hours. Research shows that transportation applications need to improve the speed and accuracy of information to overcome congestion in urban areas like Jakarta and its surroundings (Kemala Dewi & Aris Krisdiyanto, 2023). In addition, integration with other transportation modes such as angkot, KRL, and ride-hailing services has not been fully realized, even though it is important to create seamless and sustainable mobility (Dewi & Sumabrata, 2023). The lack of connectivity makes it difficult for users to plan trips efficiently, which can reduce satisfaction with public transportation services (Azali et al., 2018).

As part of the Tangerang City Government's vision, the Tayo application plays a role in building a technology-based, connected, and sustainable transportation system. The implementation of technology in public transportation has proven to improve service quality while offering solutions to complex urban mobility problems (Hermawan et al., 2022). In addition, the application also aims to support digital transformation in more efficient urban mobility management, in line with efforts to create a modern and sustainable transportation ecosystem (Nayla Husna et al., 2023). The innovation offered by the Tayo application is expected to improve user satisfaction, reduce dependence on private vehicles, and support more effective transportation management. Research shows that collaboration between government policies, community participation, and the use of technology is key to building a sustainable intelligent transportation system, although technical challenges still need to be addressed (Abbas, 2022). Therefore, the development of this application must continue to meet the community's mobility needs while supporting better city development.

### **The Role of PT. Tangerang Nusantara Global in the Development of the Trans Tangerang Tayo Application**

PT Tangerang Nusantara Global plays a key role in the design and optimization of the core technology of the Trans Tangerang Tayo application, including operational management, digital payment

integration, as well as development and management of the application. This initiative supports the modernization of the public transportation system in Tangerang City by providing cashless payment and real-time bus tracking features, aiming to improve efficiency and user convenience (Nurlukman & Basit, 2021). Collaboration with the Tangerang City Government reflects an effective public-private partnership model capable of overcoming public sector resource limitations and accelerating transportation technology implementation (Nurhayati & Rahman, 2023). In developing the Tayo application, PT Tangerang Nusantara Global also collaborates with technology infrastructure providers to ensure reliable real-time data management. Features such as real-time monitoring and current traffic information rely heavily on consistent data updates. Technical challenges, such as internet connectivity disruptions in several areas, are addressed through regular system updates and technology infrastructure enhancements to ensure application stability and optimal performance (Amrullah, 2019).

The integration of digital payment via e-wallet represents a strategic step that supports ease of access and speeds up transactions in public transportation. This initiative not only reduces reliance on cash but also promotes a shift toward a more efficient technology-based payment ecosystem. This effort reflects the needs of urban communities that prioritize comfort, security, and speed in public services, while supporting the transformation toward a sustainable smart city (Kirana & Artisa, 2020). The company's responsibilities not only include technology development but also maintenance and supervision of the application to ensure it operates properly. PT Tangerang Nusantara Global collaborates with the Tangerang City Transportation Agency to monitor application performance, respond to user feedback, and evaluate features regularly. Collecting user feedback is an important method to adjust the application according to community needs. Research shows that user feedback can enhance developers' understanding of user needs and encourage continuous service improvement (Aljannan et al., 2020). However, technical challenges such as real-time data processing and limited network infrastructure often hinder optimal application use (Mehmood & Anees, 2020).

To overcome this, the company can improve technology infrastructure, increase server capacity, and optimize monitoring systems through public-private collaboration (Kirkendall et al., 2019). The collection and analysis of user feedback also help identify areas requiring further development. By combining system monitoring with user feedback, developers can gain deep insights into user needs and application usage. A systematic approach in managing feedback and monitoring application performance is crucial to ensuring the success and sustainability of the Trans Tangerang Tayo application (Oriol et al., 2018). This approach not only strengthens the competitiveness of the application but also ensures that services remain relevant to the evolving needs of society.

### **Main Features, User Experience, Public Response, Challenges, and Recommendations for the Trans Tangerang Tayo Application**

The Trans Tangerang Tayo application was introduced to enhance convenience, ease, and efficiency of public transportation services with features such as real-time bus position monitoring, travel schedules and route information, and digital payment systems based on e-wallets. The use of technology in public transportation is crucial to provide modern and user-friendly services, addressing problems such as uncertain waiting times and lack of route information (Hanafi et al., 2023). These features enable users to plan their journeys better, reduce uncertainty, and improve their overall experience (Hidayatuloh et al., 2021). Practical digital payment systems also facilitate transactions, eliminate the need for cash, and improve service efficiency (Hasibuan et al., 2023). The real-time bus position monitoring feature provides significant benefits, including reduced waiting time and updated traffic information. With this information, users can choose the fastest route and save travel time. Research shows that the integration of technology in transportation systems not only improves efficiency but also contributes to reducing congestion, which is a common problem in urban areas (Nurwahyuni, 2019). Additionally, the Tayo application helps improve traffic safety by providing relevant and accurate information (Farida & Maulana, 2023). Overall, the Trans Tangerang

Tayo application reflects the importance of innovation in the public transportation sector. By leveraging modern technology, the application offers practical solutions to challenges faced by public transportation users and significantly improves service quality and user experience (Pratama et al., 2019). Initiatives like this are strategic steps in optimizing public transportation systems in Indonesia. Public response to the launch of the Trans Tangerang Tayo application has been generally positive, especially among users familiar with digital technology. Real-time monitoring features and access to bus schedule information are highly appreciated by most users (Devi et al., 2022). However, significant challenges remain, such as low digital literacy among adult or senior users, who often need additional guidance to use the application. This indicates that low digital literacy can hinder technology access for some communities (Gunawan & Dyatmika, 2022). Moreover, unstable internet connections in some locations affect the accuracy of real-time data updates, indicating the need for technology infrastructure improvements (Widianto et al., 2023).

Further development also requires the integration of other transportation modes, such as angkot and KRL, to create effective intermodality. Research shows that without this integration, users face difficulties accessing various transportation modes through a single centralized platform, which is a key element of sustainable urban mobility (Devi et al., 2022). Efforts to accelerate transportation service integration and improve system stability will be strategic steps in optimizing the performance of the Tayo application. Overall, the Trans Tangerang Tayo application has great potential to meet the mobility needs of Tangerang City residents in a modern and efficient way. With enhanced application features, digital literacy outreach, and strengthened infrastructure, this application can become a smart transportation model that supports the smart city concept and improves the quality of public transportation services in Indonesia (Widianto et al., 2023).

## **CONCLUSION**

This study focuses on the development of the Trans Tangerang Tayo application as a strategic step to support the smart city concept in Tangerang City's public transportation sector. The research findings show that this application plays a crucial role in improving accessibility, efficiency, and user experience in public transportation services. Its key features—including real-time monitoring, schedule and route information, and digital payment—have proven effective in helping passengers plan their trips better, reduce uncertainty about waiting times, and facilitate cashless transactions. However, the study identified several challenges, such as system instability, low digital literacy, and limited integration with other transportation modes like angkot and KRL. These challenges indicate the need to strengthen technological infrastructure, improve user education, and integrate various modes of transport into a centralized platform to create more connected and efficient mobility.

This study aims to enhance understanding of the role of digital technology in supporting public transportation systems as part of smart mobility. By emphasizing collaboration between the public and private sectors, the study highlights that the development of technology-based services requires cross-sector synergy to ensure sustainable implementation and continuous service improvement. The findings have significant implications for government and public transportation operators. Services like Trans Tangerang Tayo, through strengthening technology infrastructure and improving digital literacy, can encourage people to shift from private vehicles to more environmentally friendly and efficient public transport. This shift would help reduce traffic congestion and carbon emissions. The study can also serve as a foundation for developing better public transportation policies, particularly by examining the economic impact of technology adoption, further analyzing user satisfaction through mixed methods, and exploring how smart mobility can be supported by advanced technologies such as the Internet of Things (IoT) and Big Data.

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