

THE INFLUENCE OF THE USE NATIONAL TRAFFIC MANAGEMENT CENTER (NTMC) TECHNOLOGY AT THE NATIONAL POLICE TRAFFIC CORPS CONTACT CENTER IN HANDLING TRAFFIC ACCIDENTS

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ABSTRACT

This research aims to analyze the influence of the use of National Traffic Management Center (NTMC) technology at the National Police Traffic Corps contact center in handling traffic accidents. The government, through Korlantas Polri, established the National Traffic Management Center (NTMC) to realize safe, secure, orderly, and integrated traffic and road transportation services. The service provided is in the form of the NTMC Contact Center application which was developed in 2017 to complement the call center and SMS center services that have been available since 2014. The ease of use of technology and the provision of quality services will have an impact on community satisfaction. The purpose of this research is to analyze the influence of acceptance of the use of technology, the influence of service quality on the NTMC Contact Center application for the National Police Traffic Corps, and the simultaneous influence of acceptance of the use of technology and quality of service on the NTMC Contact Center application for the National Police Traffic Corps on the level of public satisfaction in handling traffic violations and accidents. Theoretical concepts in the Technology Acceptance Model, User Acceptance, and Community Satisfaction are used to analyze the acceptance of technology use and service quality on community satisfaction in the NTMC Contact Center application for the National Police Traffic Corps. The research method used in this research is quantitative explanatory research with a population of 10,000 people who downloaded the NTMC Contact Center Polri application on Google Playstore. From the total population, a sample of 100 people can be obtained using the Slovin formula. The sampling technique used was the snowball sampling technique. The results of the research show that there is a positive and significant influence of acceptance of the use of technology, influence of service quality, and a simultaneous influence of acceptance of the use of technology and service quality in the NTMC Contact Center application on the level of public satisfaction in handling traffic violations and accidents.

Keywords: *technology, national police traffic corps, traffic accidents*

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INTRODUCTION

The increase in types of transportation modes and the number of vehicles available, especially land transportation modes, has caused several problems, one of which is traffic accidents. Traffic accidents are something that can happen all over the world, and result in various losses. The resulting losses can take the form of material loss and loss of life. Therefore, problems that occur on the highway need to be paid close attention. Serious measures are being taken to reduce the number of losses and victims of traffic accidents which are feared to increase from year to year.

The process of securing a demonstration against the Omnibuslaw law is certainly not an easy matter for the National Police Mobile Brigade Unit personnel at Polda Metro Jaya. Considering the large number of demonstrators, preventive measures are needed so that the demonstration process can run peacefully without any chaos or anarchy. Based on the explanations above.

As confirmed in Law no. 22/2009 concerning Road Traffic and Transportation, Article 247 paragraph 3, Korlantas Polri is the control center for the communication and information system for traffic and road transportation on a national scale. Apart from that, Korlantas Polri is also the manager, supervisor, and person in charge. One of the government's efforts to provide services to the community in preventing and handling accidents was the formation of the National Police Traffic Management Center, which was later referred to as NTMC Polri (Erlangga & Pramegia, 2018). NTMC is an information and communication control center that integrates information systems for five stakeholders in the traffic sector, namely the National Police, the Ministry of Public Works (Ministry of Public Works), the Ministry of Transportation (Ministry of Transportation), the Ministry of Industry (Ministry of Industry), and the Ministry of Research and Technology (Ministry of Research & Technology) as the five these stakeholders.

Ten activities are included in the scope of communication and information control of traffic and road transportation in Law no. 22/2009 Article 249 (e), including 1. Information and communication related to public transport, traffic, and roads. 2. Quick action from law enforcement regarding incidents that occur and impact traffic, such as accidents, traffic jams, and other violations. 3. Incidents related to accidents, traffic jams, or other traffic violations are immediately analyzed and evaluated. 4. Implementation of law enforcement in real-time online using applications or electronic devices. 5. SIM, STNK and BPKB services. 6. Information related to the loss or discovery of motor vehicles. 7. Information related to air quality. 8. Escort, patrol, road management, and guarding as a form of support for traffic control. 9. Traffic movements controlled by law enforcement officers. 10. Information related to public services and road conditions

Collection of actual information about traffic which is then processed so that it can be conveyed to parties who need it, including the public and interested parties. This information is then coordinated with related parties to become a reference material for controlling problem handling. The process of collecting, processing, and conveying this information is carried out by NTMC Polri. At this stage, NTMC Polri is a subsystem of the Police Technology Management System (SIMTEKPOL) (Erlangga & Pramegia, 2018).

As the center for traffic monitoring in Indonesia. NTMC Polri is a Traffic Management Center in Indonesia that functions as K3I (Command, Communication, Coordination, and Information). Providing integrated, orderly, safe, and safe traffic and road transportation services is one of the objectives of implementing the existing system at NTMC Polri. NTMC Polri is tasked with monitoring traffic conditions at several points where traffic jams occur and working with several radio channels to communicate their monitoring to the radio. The aim of providing traffic information through broadcast media is to provide faster and more efficient services, thereby resulting in better and faster public services. The implementation of the National Police's NTMC services is regulated by National Police Traffic Corps Regulation No. 1/2015 concerning Polri's National Traffic Management Center (NTMC) Service Standards where Polri's NTMC services must be based on professional, procedural, and accountable principles.

Before developing technology-based services, NTMC Polri had provided services including the NTMC Polri Call Center (021-500669), NTMC Polri social networks (Twitter, Facebook, and Instagram), NTMC Polri website, SMS Center 9119 NTMC Polri. NTMC Polri as a

provider of public information services provides access to call centers and SMS centers that connect with users of public information services. Police Headquarters Regulation No. 1/2015 concerning the National Police's National Traffic Management Center (NTMC) Service Standards, contains services provided by call centers or SMS centers in the form of data collection and documentation of information/questions from every incoming telephone call to the call center number 1500669 and SMS center 9119, as well as answers/ actions in response to calls received during the duration of each operator's assignment. The call center is also tasked with recording and reporting prominent information/incidents to the Head of the National Police's NTMC Unit on duty (for example: accidents that result in 5 or more MD victims, bomb terrors, accidents involving public officials, etc.). Apart from the Call Center and SMS center, there are also social media network operator services via Twitter, Facebook, and the NTMC Polri Website (Ishaq et al., 2023).

The results of NTMC operational implementation in June-August 2022, the receipt of reports from three types of services, namely Call 1500669, SMS 9119, and the NTMC Application had quite mixed results. However, more service users use the hotline telephone owned by NTMC. The services provided by these three tools start from reporting traffic violations, and accidents to technical problems with traffic devices on the highway.

This research examines the influence of the use of National Traffic Management Center (NTMC) technology at the National Police Traffic Corps contact center in handling traffic accidents.

Technology Acceptance Model

The Technology Acceptance Model is a concept to determine the form of acceptance of a new technology in society. In this concept, society can accept or reject the technology. This form was first published by Davis, Fred D., Bagozzi & Warshaw (1998). Several factors influence society's acceptance of using technology, these factors include usefulness (consumers believe that using this system can improve its performance), and ease of use (consumers believe If you use this system, you will find it easier to use a technology. Acceptance of a data system is determined by 2 aspects, namely the perceived usefulness and the perceived ease of use. The perceived usefulness is shown by how far this system will improve its performance if used by someone, on the other hand, the design of ease of use is shown by ease of use. For someone to use a system, it does not require much effort from the user so the user will use the system.

How consumers accept and welcome technology in data systems is explained clearly and in detail in the TAM concept. Apart from detailing how technology is accepted by society, TAM also details what factors influence the acceptance of technology in the data system. The target of TAM here is to provide a concept of the determinant factors of PC acceptance. In this case, TAM cannot be compared with the TRA concept because TAM is designed only for a person's attitude towards using a PC, so TAM is suitable for modeling computer acceptance.

Acceptance of the use of technology comes from 2 cognitive factors, namely acceptance of the use of technology comes from the consequences of 2 cognitive factors, namely perceived usefulness and perceived ease of use (Davis et al., 1989). TAM adopts the relationship due to the impact of beliefs, attitudes, intentions, and attitudes as proposed by social psychologists Fishbein and Ajzen (Fishbein & Ajzen, 1975) and the famous Theory of Reasoned Action (TRA). Based on special beliefs, a person makes an action towards a subject based on the desire

to act towards a subject. Davis, Fred D., Bagozzi & Warshaw (1998) adapted TRA by increasing 2 beliefs in a specific way regarding the use of technology.

Ease of use of data systems will be an important point for consumers to seriously and intensively use technology. Therefore, the usefulness of use can be seen from several factors including External Variables, Seriousness of Attitude to Use (Behavioral Intention to Use), Factual System Use (Actual System Use), attitudes or actions in using technology (Attitude Toward Using), Perceived ease of use of technology (Perceived Ease of Use), Seriousness of Attitude to Use (Behavioral Intention to Use), Perceived Usefulness, Acceptance. If consumers have experienced the benefits and ease of using technology, then this will also influence consumers' attitudes toward accepting technology.

Measuring Community Satisfaction

For Kotler, quoted by Tjiptono & Tjiptono (2012), there are several procedures used in each industry to measure and monitor the satisfaction of its customers and competitors' consumers. Kotler identified 4 procedures for measuring consumer satisfaction, including:

Complaint and Suggestion System

An organization or institution that is oriented toward customer satisfaction will provide great opportunities for customers to provide input, complaints, or opinions. Consumers can provide input, complaints, or opinions via suggestion boxes, service hotlines, etc. Data from these consumers will provide ideas for organizations or institutions to overcome problems in the field. Service providers can immediately fix any matters of concern to the community.

Ghost Shopping (Mystery Shopping)

In this procedure, the police service organization uses several people or ghost shoppers whose function is to act like service users or potential consumers of the organization's products or services. After that, the ghost shoppers will collect the findings in the field and then immediately find a solution.

Lost Customer Analysis

At this stage, the police organization asks clients who have used a service at the police organization so that they can find out what things can be used as material for correction as to why consumers switch to other services. After knowing the reasons why consumers switch, the organization can make further improvements.

Customer satisfaction survey

Questionnaires, telephone, postal, or direct Q&A can be used as a way to conduct surveys related to customer satisfaction. When using the survey method, organizations will get opinions or feedback from consumers, both negative and positive opinions.

METHOD

This research was carried out using an explanatory research approach. Explanatory research is research where the researcher describes whether there is a relationship or impact between variables through hypothesis testing. This research explains the influence between variables and can make predictions from the influence of various variables. In this research, the author wants to see whether or not there is an influence of acceptance of the use of technology on the level of community satisfaction in handling traffic violations and accidents, the influence of service quality on the level of community satisfaction in handling traffic

violations and accidents, and whether or not there is an influence of acceptance of the use of technology and quality. services on the NTMC Contact Center application on the level of public satisfaction in handling traffic violations and accidents (Fishbein & Ajzen, 1975).

The approach to this research is quantitative, using a survey method to disseminate the data (Arikunto, 2019). Data collection was also carried out through interviews with service providers and service users. This research uses a quantitative approach because this research is presented with numbers. This is the opinion of Arikunto (2015) who stated that quantitative research is a research approach that is widely required to use values, starting from collecting information, understanding that information, and the performance of the results. In this research, information is combined using a questionnaire. The results of the questionnaire are analyzed to identify the impact of each variable which is calculated using multiple regression analysis. After getting the results from distributing the questionnaire, the researcher then compared them with the results of interviews conducted with several related informants.

This research was conducted on the NTMC Contact Center Application for the National Police Traffic Corps. This selection is based on where the researcher carries out the preliminary study. The selection also considers the number of people sufficient to be the unit of analysis.

RESULTS AND DISCUSSION

From the research results that have been processed by the researcher, the researcher can conclude that acceptance of the use of technology has a positive and significant influence on the level of community satisfaction. This means that the higher the level of public acceptance of the use of technology, the higher the level of public satisfaction. On the other hand, if the variable of public acceptance of the use of technology is lower, the lower the level of public satisfaction will be.

The results of this research are strengthened by research conducted by Hartatik et al. (2015) with the research title User Satisfaction Analysis of the Implementation of the Go-Jek Application Using the TAM Method. The results of the research state that the relationship exists between variables With a correlation value of 36.54, it can be stated that there is a unidirectional relationship between X and Y and they influence each other. In this research, acceptance of the use of technology has a positive and significant influence on the high level of public satisfaction (Fandy, 2011).

From the research results that have been processed by the researcher into data analysis, the researcher can conclude that service quality has a positive and significant influence on the level of community satisfaction. This means that the better the quality of service provided by service providers to the community, the higher the level of community satisfaction will be. On the other hand, the worse the quality of service provided by service providers to the community, the lower the level of community satisfaction will be (Minton, 2023; Sutisna, 2003).

The results of this research are strengthened by research conducted by Akbar et al. (2018) entitled The Effect of Service Quality on Customer Satisfaction (Study on Priority Customers of PT. AIA Financial, Malang branch, East Java). The results of the research state that there is an important influence between service quality variables which include Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) together and individually on Customer Satisfaction (Y). This means that the research conducted by Akbar has a significant level between the variables studied. So in this research, it can be seen that

service quality has a significant positive influence on the level of community satisfaction (Khairunnisa & Prasajo, 2020; Sudadio, 2018).

From the research results that have been processed by the researcher into analysis processed by the researcher, the researcher can conclude that acceptance of the use of technology, and quality of service on the level of community satisfaction have a simultaneous influence. This means that the higher the level of public acceptance of the use of technology, and the better the quality of service provided, the higher the level of public satisfaction. On the other hand, the lower the level of public acceptance of the use of technology, and the poorer the quality of services provided by service providers, the lower the level of public satisfaction (Hill et al., 1977; Siu, 2009).

The results of this research are strengthened by research conducted by (Jayanti et al., 2014) entitled *The Influence of Service Quality on the Level of Consumer Satisfaction at Restaurants in Ngawi Regency*. The results of the research state that there is a positive and important relationship between the quality of service provided and consumer satisfaction at restaurants in Ngawi Regency. In line with research conducted by Mandasari & Giantari (2017) also researched the Influence of Perceived Usefulness, Perceived Ease of Use, and Service Quality on Satisfaction to Build Loyalty. Perceived usefulness and perceived ease of use have a positive and important influence on consumer satisfaction, perceived ease of use has a positive and important influence on perceived usefulness, service quality has a positive but not important influence on consumer satisfaction, and service quality has a positive and important influence on obedience. In this research, acceptance of the use of technology, service quality, and the level of community satisfaction have a simultaneous influence. This means that the higher the level of acceptance of technology use, the quality of service will be followed by higher public satisfaction (Hoffman & Bateson, 2001).

CONCLUSION

There is a significant positive influence on the level of public satisfaction in handling traffic violations and accidents. This is supported by statements from interviews with several informants, that the level of public acceptance of technology can be seen from the public's interest in every socialization carried out because after the socialization was carried out the use of the NTMC Contact Center application increased.

There is a positive and significant influence of service quality on the National Police Traffic Corps' NTMC Contact Center application on the level of public satisfaction in handling traffic violations and accidents. This is supported by statements from interviews with several informants, that the quality of service in the NTMC Contact Center application includes easy access to application use, satisfactory service, verification of incoming reports, and smiles, greetings, and greetings to start the service process. The services carried out are also by existing SOPs, and by the basic work program services that have been determined by the National Police Chief.

Simultaneously, the acceptance of the use of technology and the quality of service in the NTMC Contact Center application for the National Police Traffic Corps influences the level of public satisfaction in handling traffic violations and accidents.

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