

## Beyond The Wheel: Encouraging Public Transport Acceptance in Palembang with Green Strategic

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### ABSTRACT

**Purpose** This study aims to evaluate green economy strategies to enhance the adoption of public transportation in Palembang and provide policy recommendations. In this research, green economy strategies focus on optimizing the use of public transportation to reduce carbon emissions, improve energy efficiency, and develop a more sustainable and environmentally friendly transportation system. **Methodology** The research employs a quantitative approach, utilizing regression analysis, correlation, and ANOVA, supported by interviews with policymakers. **Findings** The results reveal a significant relationship between green economy strategies and public transportation acceptance. However, no significant differences were observed for certain groups of employees. **Suggestion** The findings of this study advocate for strengthening public transportation policies based on green economy principles to enhance public transportation acceptance.

**Keywords:** Green economy; green strategies; public transportation; strategic management.

### ABSTRAK

**Tujuan** Penelitian ini bertujuan untuk mengevaluasi strategi ekonomi hijau untuk meningkatkan adopsi transportasi umum di Palembang dan memberikan rekomendasi kebijakan. Dalam penelitian ini, strategi ekonomi hijau berfokus pada optimalisasi penggunaan transportasi umum untuk mengurangi emisi karbon, meningkatkan efisiensi energi, dan mengembangkan sistem transportasi yang lebih berkelanjutan dan ramah lingkungan. **Metodologi** Penelitian ini menggunakan pendekatan kuantitatif, menggunakan analisis regresi, korelasi, dan ANOVA, didukung oleh wawancara dengan pembuat kebijakan. **Temuan** Hasil penelitian mengungkapkan hubungan yang signifikan antara strategi ekonomi hijau dan penerimaan transportasi umum. Namun, tidak ada perbedaan signifikan yang diamati untuk kelompok karyawan tertentu. **Saran** Temuan penelitian ini menganjurkan untuk memperkuat kebijakan transportasi umum berdasarkan prinsip-prinsip ekonomi hijau untuk meningkatkan penerimaan transportasi umum.

**Kata kunci:** Green economy; manajemen strategi; strategi hijau; transportasi publik.

## INTRODUCTION

The transportation sector plays a crucial role in addressing the challenges of climate change and aspiration. High dependence on private vehicles causes around 78.33% of trips in Palembang to be made by private vehicles (Palembang, 2021), far exceeding the

growth in road length (Kadarsa et al., 2017). The current public transportation network is still underutilized (Intan et al., 2024). This lack of usability is one of the main causes of congestion and pollution, as well as high carbon emissions and worse air pollution, even though the government has made efforts to expand and improve its quality (Primastuti & Puspitasari, 2022). It is important to address issues such as the lack of supporting infrastructure, such as bus stops and special lanes, as well as low accessibility, which contribute to low public satisfaction and awareness of using public transportation.

In their research, Agustien et al. (2022a) stated that the parameters of the level of satisfaction assessed were service (comfort, cleanliness, safety, and trust), service time, fares, infrastructure facilities, punctuality, public transportation service provider services, availability of information and public transportation operator services. Factors such as the relatively cheap cost of private vehicles compared to public transportation (Malau et al., 2024) and the lack of policies or incentives to encourage the use of public transportation also hinder the transition from private vehicles to public transportation (Wibowo, 2023). In addition, the lack of access to public transportation to the city center makes people prefer to use private vehicles to travel (Arifin et al., 2023), thus causing dependence on the use of private vehicles (Anable, 2005).

The green economy strategy is considered very important in prioritizing sustainable development by reducing greenhouse gas emissions and increasing energy efficiency while ensuring economic growth and improving the community's quality of life (Deakin, 2001). The development of an efficient, cheap, and environmentally friendly public transportation system is the best way to implement this approach in the transportation sector (Mohareb & Felix, 2017). Policies such as subsidies for public transportation, incentives for loyal users, and environmental awareness campaigns can encourage more people to use them (Goeverden et al., 2006; Börjesson et al., 2020).

Improving the quality of services, such as comfort, punctuality, and safety, is also important. This strategy has been used in many cities around the world and has shown significant results. Environmentally friendly transportation policies can be taken as examples in Singapore and Tokyo, which have increased the use of public transportation by reducing congestion rates, providing better services, and building a wider transportation system (Febriansyah, 2023) (Nanda, 2017). The green economy affects the transportation sector and the economy as a whole. Adopting a green economy strategy in Palembang is expected to reduce pollution and congestion and generate long-term economic benefits. Increasing the use of public transportation will encourage investment, economic growth, job creation, and city competitiveness (Wahiddiyah et al., 2024). In addition, improving air quality and reducing carbon emissions will positively impact public health and residents' quality of life (Megargee, 2020; Ganeshwaari & Koshy, 2022).

Data from BPS Palembang City (2023) shows that 51.24% of commuters in Indonesia use private vehicles, while only 41.93% use public transportation. This shows that the government can increase the use of public transportation by implementing policies such as incentives and subsidies. These steps will make public transportation more attractive and cheaper than private vehicles, thereby reducing the number of vehicles on the road, air pollution, and traffic congestion. Green transportation policies require collaboration between the government, private companies, and the general

public.

The government's policies to date are stated in Law No. 22 of 2009 concerning Traffic and Road Transportation. Article 138 states, "The government is obliged to ensure the availability of safe, comfortable, and affordable public transportation for the community." This means that the government must ensure that public transportation available to the community is safe, comfortable, and affordable by setting appropriate safety, comfort, and fare standards. Presidential Regulation No. 61 of 2011 focuses more on the national strategy to reduce greenhouse gas emissions in various sectors, including transportation, and Minister of Transportation Regulation No. 10 of 2012 concerning the management and regulation of public transportation operations, including technical requirements, administration, and operational permits for its organizers. Furthermore, the regional government policy is stated in the Circular of the Governor of South Sumatra Province Number: 013/SE/Dishub/2019 concerning the One-Day Movement in One Month Using Public Transportation (LRT, BRT, City Transportation) to Go to the Office and Back in the Palembang City Area and the Circular of the Governor of South Sumatra Province Number: 060/SE/Dishub/2021 concerning the Movement Using the Palembang Urban Light Rail Transit (LRT), as well as the Circular of the Regional Secretary of South Sumatra Province Number: 005/SE/Dishub/2022 concerning the Use of Public Transportation Facilities and Infrastructure to All-State Civil Apparatus within the South Sumatra Provincial Government. These policies are supporting factors for the implementation of sustainable public transportation.

Government policies can be used as program targets to increase public transportation revenue, which can be found in regulations, official speeches, work programs, and government actions (Ariesandi et al., 2020). In the context of a green economy, this policy focuses on environmental sustainability, reducing negative impacts on ecosystems, saving resources, and energy efficiency. This study emphasizes the integration of environmentally friendly policies in the public transportation sector, with measurements of its success through the use of environmentally friendly technologies, energy efficiency, and increasing public awareness (Jamal et al., 2024; Gunanto et al., 2023).

Private companies, government, and community participation are very important in supporting the development of cost-effective and environmentally friendly transportation routes. Green campaigns are expected to change people's views on public transportation and encourage more sustainable mobility patterns. Public transportation infrastructure, such as bus stops and stations, must be updated for convenience and service reliability. The main obstacle faced is the lack of public awareness of the benefits of using public transportation. Implementing a green economy strategy is expected to increase the use of public transportation, reduce greenhouse gas emissions, reduce congestion, and improve the quality of life of the Palembang community. This strategy supports the government's greenhouse gas emission targets and builds a more sustainable future for Palembang and Indonesia by producing an efficient, environmentally friendly, and inclusive public transportation system.

This study is relevant for Palembang and other cities in Indonesia that face similar constraints. Green economy strategies in public transportation management can support sustainable and environmentally friendly city development (Wahiddiyah et al.,

2024). This study is expected to identify the best way to increase public transportation acceptance and provide policy suggestions for increasing public awareness, improving infrastructure, and concrete incentives. So that this study can help the government and stakeholders make effective and sustainable policies. Ultimately, this policy will improve Palembang residents' environment and quality of life.

## **HYPOTHESIS DEVELOPMENT**

The focus of this study is how the implementation of green economy strategies impacts the use of public transportation in Palembang. Public transportation in the city faces many problems, such as congestion, air pollution, and high dependence on private vehicles caused by the lack of accessibility of public transportation to residential areas, making people more comfortable using private vehicles to travel (Arifin et al., 2023). In the city of Palembang, several factors that can cause congestion include the high use of private vehicles, limited urban road capacity, suboptimal spatial planning, dual-function sidewalks that are used not only for pedestrians but also for street vendors, low traffic discipline and no less important is the still low interest of the community in using public transportation for work, school, shopping or social activities (Agustien et al., 2022b). This problem is the reason for the need for strong planning to increase the use of public transportation and reduce its negative impacts on the environment. Therefore, to overcome this problem, a development change is needed, one of which is applying the green economy transportation concept (Primastuti & Puspitasari, 2022).

This study considers the green economy strategy, which focuses on sustainable development by increasing energy efficiency and reducing greenhouse gas emissions. Countries such as Sweden and Germany are examples of successful implementation of the green economy (Wahiddiyah et al., 2024).

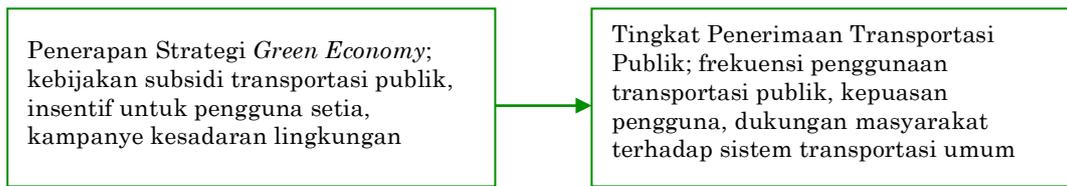
The hypotheses of this study include:

H1: Implementing the green economy strategy significantly increased the acceptance of public transportation in Palembang.

H2: There is a difference in the perception of the use of public transportation between government and private employee groups.

## **Research Model**

This study focuses on seeing how the implementation of green economy strategies impacts the acceptance of public transportation in Palembang. The implementation of green economy strategies is an independent variable for users of green strategies that include various policies and initiatives, such as public transportation subsidies, incentives for loyal users, and environmental awareness campaigns. The level of acceptance of public transportation is the dependent variable, which can be calculated using factors such as frequency of use, user satisfaction, and public support for the public transportation system. The purpose of this research model is to test two hypotheses. Furthermore, this study will use surveys and statistical analysis to find the relationship between the implementation of green economy strategies and changes in the acceptance of public transportation. This model will provide a clear picture of how effective green economy strategies are in increasing public access to public transportation in Palembang.



**Figure 1. Research Model**

Source: Author

This model suggests that the level of acceptance of public transportation in Palembang can be influenced by the implementation of green economy strategies. Thus, this research model can test the hypothesis that green economy strategies significantly influence the level of acceptance of public transportation.

## METHODOLOGY

### Sample and Data Collection

This study uses a quantitative approach with regression, correlation, and ANOVA tests supported by qualitative interviews with policymakers. The population in this study consists of individuals involved in education and decision-making or who have the ability to influence transportation-related policies and come from government agencies, universities, and transportation institutions. The population includes all components or elements relevant to public transportation issues and green economy strategies, the results of which can be generalized from the sample (Sugiyono, 2017; Hanafiah et al., 2020). The research sample was selected based on certain characteristics relevant to the research objectives, such as involvement with public transportation, concern for environmental issues, ability to influence policy, and involvement in education or socialization of green economy strategies (Kumara, 2018). The purposive sampling technique was used, and 148 respondents were selected based on certain criteria. This sample calculation technique uses the Slovin formula with a tolerance level of error of 5% (Hanafiah et al., 2020). Data were collected by distributing questionnaires using a Likert Scale instrument that had been tested for validity and reliability, and supported by interviews to strengthen the findings. The data results were processed using SPSS software to produce research conclusions.

### Data analysis

The data obtained from the questionnaire were processed using SPSS for further analysis. Descriptive statistical data processing such as mean, median, mode, and standard deviation were used to provide an overview of the data collected (Febriani, 2022; Pandriadi, 2023). Linear regression analysis was used to assess the relationship between the independent variable (green economy strategy) and the dependent variable (public transportation acceptance) (Kurniawan, 2008; Ulul, 2018). The aim was to determine what influences public acceptance of public transportation in Palembang City. Furthermore, variables such as environmental awareness and use of public transportation were evaluated by correlation.

ANOVA test was used to find significant differences between respondent groups (Walpole & Myers, 2016; Aziza et al., 2024). In this study, ANOVA was used to evaluate whether the implementation of green economy policies had a different effect on the

acceptance of public transportation in various employee groups. The null hypothesis indicates that the green economy strategy does not have a significant effect if the p-value  $< 0.05$ . shows that different groups have different preferences for public transportation. This study provides an in-depth look at how the green economy approach works and how certain variables affect public transportation use in Palembang City.

## RESULTS

### Correlation Test

The results of the Pearson correlation test show a very strong relationship between green economy strategies and public transportation acceptance, with a correlation coefficient of 0.847, which is significant at the 99% confidence level ( $\alpha = 0.01$ ). This positive correlation indicates that the better the implementation of green economy strategies, the higher the public acceptance of public transportation. Although this relationship is significant, it is important to note that correlation does not indicate causation. Therefore, further regression analysis is needed to explore the direct effect of green economy strategies on public transportation acceptance.

These findings have important implications for environmentally friendly transportation policies. Policymakers can strengthen green transportation programs, such as increasing public transportation efficiency and reducing greenhouse gas emissions, to encourage increased use of public transportation. The implementation of this strategy in addition to optimizing the use of public transportation, including the use of environmentally friendly fuels and infrastructure improvements, is expected to reduce congestion and air pollution in the city of Palembang.

### Linear Regression Test

The regression test results show that every increase in the implementation of green economy strategies in the use of public transportation by one unit is correlated with an increase in public transportation acceptance by 1,937 units ( $B=1,937$ ,  $p<0.05$ ). The correlation test also shows a significant relationship ( $r=0.847$ ,  $p<0.01$ ), indicating that the implementation of green economy strategies is closely related to the increase in public transportation acceptance in Palembang.

The Unstandardized Coefficients column in Table 1 shows that the constant value ( $B=-7.944$ ) indicates that public transportation acceptance tends to decrease when green economy strategies are not implemented. The green economy strategy coefficient value ( $B=1.937$ ) indicates that when green economy strategies are implemented more, public transportation acceptance will increase. This indicates that policies or initiatives related to green economy strategies have a positive impact on increasing public transportation acceptance, so they should be prioritized.

In terms of Standardized Coefficients (Beta = 0.847), this value indicates that the green economy strategy variable contributes 84.7% to the variability of public transportation acceptance. The t value of 19.222 with a significance of 0.000 strengthens this result, where a significance of less than 0.05 indicates that the results of this regression can be said to be statistically significant. In other words, the results of this analysis support the alternative hypothesis (H1), which states that the implementation of the green economy strategy has a significant effect on increasing public

transportation acceptance, meaning that the number of people using public transportation has increased significantly as a result of the implementation of the green economy strategy. Green economy strategies, such as public transportation subsidies, incentives for public vehicle use, and environmental awareness campaigns, are successful in transportation management, thereby increasing user satisfaction, frequency of public transportation use, and public support for public transportation.

**Table 1 Regression analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-7.944	2.818		-2.819	.005
Strategi <i>Green Ekonomi</i>	1.937	.101	.847	19.222	.000

Source : Author (2025)

This discussion will provide significant benefits for policymakers in the field of transportation. The Palembang city government can increase efforts related to the green economy approach to reduce dependence on private vehicles and increase the use of public transportation. In addition, these findings indicate that campaigns that emphasize the economic benefits and environmental awareness of using public transportation can be an effective way to change people's behavior and encourage more people to use public transportation. With the wider implementation of the green economy approach, there is expected to be a sustainable increase in the use of public transportation, reduced congestion and pollution, and improved quality of life for people in the city of Palembang.

Based on the results of the ANOVA test shown in Table 3, there is a relationship between the green economy strategy and employee groups on the acceptance of public transportation, including:

**Table 2 ANOVA test result**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18039.719 <sup>a</sup>	47	383.824	10.714	.000
Intercept	89079.562	1	89079.562	2486.503	.000
Kelompok_Pegawai	170.333	3	56.778	1.585	.198
X	13174.647	20	658.732	18.387	.000
Kelompok_Pegawai * X	1282.520	24	53.438	1.492	.088
Error	3582.524	100	35.825		
Total	324752.000	148			
Corrected Total	21622.243	147			

a. R Squared = .834 (Adjusted R Squared = .756)

Source: Data processing 2024

**Employee Group:** The test results show a significance value of 0.198, which is greater than 0.05, indicating that there is no significant difference in the way employees use public transportation between the employee group and the comparison group. The comparison group, in this case, is non-employees, consisting of individuals outside the government and private sectors or between government employees and private employees. Thus, it can be concluded that acceptance of public transportation is not influenced by employment status or the type of agency where they work.

**Green economy strategy :** The significance value of 0.000 is smaller than 0.05, indicating that implementing green economy policies significantly increases public transportation acceptance. This means that the implementation of green economy policies has a significant impact on the acceptance of public transportation, regardless of the type of work employed. This shows that public acceptance of public transportation is truly influenced by the green economy policies and programs implemented.

**Interaction between Employee Group and Green Economy Strategy:** The interaction significance value of 0.088 is greater than 0.05, indicating that the acceptance of public transportation does not have a significant effect on the relationship between green economy strategy and employee group. In other words, although the green economy strategy has a significant impact, the impact is not uniform among employee types.

Green economy strategies have a significant impact on overall acceptance of public transportation; this impact is not significant by employee group or the interaction between strategy and employee group, but is consistent across groups. These findings suggest that green economy strategies can be broadly implemented without changing the approach for each employee group. A primary focus should be on strengthening the implementation of environmental policies in transportation.

## DISCUSSION

The results of the data analysis in this study indicate that the green economy strategy has a significant role in increasing public acceptance of public transportation in Palembang City. This is in line with the results of the linear regression test, which shows that implementing the green economy strategy significantly affects the acceptance of public transportation. This finding is supported by research (Wahiddiyah et al., 2024) that implementing green policies, such as public transportation subsidies and increasing green infrastructure, can encourage the shift from private vehicles to public transportation, especially in big cities with high levels of air pollution. In increasing the acceptance of public transportation, similar things were also expressed by van Goeverden et al. (2006), Nanda (2017), Rasyidi (2023), and Lestira et al. (2023) that if subsidies are given, the public will be more interested in using public transportation.

The correlation test results showing a Pearson value of 0.847 confirm a very strong relationship between green economy strategies and public transportation acceptance. This finding indicates that the better the implementation of green economy strategies, the higher the level of public acceptance of the use of public transportation. Research by Nanda (2017) states a similar relationship where cities that implement green economy policies consistently experience a significant increase in public transportation use. Factors such as providing environmentally friendly facilities and educational campaigns that support environmental sustainability also contribute to public acceptance of public transportation (Agustien et al., 2022b).

Meanwhile, the results of the ANOVA test showed that differences in employee groups did not have a significant effect on the acceptance of public transportation, with a significance value of  $0.198 > 0.05$ . These results indicate that in terms of using public transportation, both public and private sector employees accept it equally, indicating that green economy initiatives have the same impact on all employees, meaning that

policies in transportation generally have a broad and uniform impact regardless of employment status or socio-economic background of users.

In addition, there is no effect that the relationship between employee groups and green economy strategies affects the acceptance of public transportation, with a significance value of  $0.088 > 0.05$ . This means that although the green economy strategy is quite successful in increasing the acceptance of public transportation, its impact does not differ between different employee groups. In his writing (Toure, 2022), he also stated something similar: the implementation of green transportation policies in several cities consistently impacts various social and economic groups. This impact is without any significant interaction between demographic variables and the effectiveness of the policy.

This study found significant differences between public and private vehicles based on route distance in Palembang. Private vehicles, such as cars, take less time to reach their destinations than public vehicles, such as Trans Musi buses and city transportation, even though the distance is relatively the same. This is due to traffic congestion and more frequent stops on public vehicles. However, using private vehicles can increase traffic density and contribute to greenhouse gas emissions. Infrastructure and service improvements are needed to encourage more people to switch to public transportation and make it more efficient and attractive to users.

The analysis results show that 53% of passengers prefer alternative routes to main routes, while 47% still use the main route. Most passengers choose alternative routes to avoid traffic jams or speed up travel time. On the other hand, passengers who still use the main route do so because of considerations of schedule certainty, comfort, or limited transportation options. This condition reflects that the quality of transportation infrastructure in Palembang affects passenger behavior and route preferences. Inadequate infrastructure or frequent traffic jams encourage passengers to seek more efficient alternatives. If shorter and less congested alternative routes can be optimized, the potential for reducing greenhouse gas emissions becomes greater. Therefore, developing a good transportation infrastructure is crucial to improving air quality and transportation efficiency in Palembang.

Thus, the results of this study confirm that the green economy approach can increase the acceptance of public transportation as a whole and have a broad impact on the entire community. This finding provides policy implications that implementing green economy strategies in the transportation sector needs to be continuously strengthened, with a focus on improving environmentally friendly infrastructure and public education, as well as providing incentives that can encourage changes in community behavior in choosing sustainable transportation modes.

## CONCLUSION

This study shows that optimizing the use of public transportation is a green economy strategy that significantly affects the use of public transportation in Palembang. Replacing cash transportation subsidies with public transportation ticket cards is recommended to encourage the use of public transportation. This policy needs to be supported by improving environmentally friendly infrastructure and public education campaigns.

## Research implications

In an effort to increase public transportation acceptance, it is recommended that transportation money subsidies be replaced with public transportation ticket cards so that employees are motivated to use public transportation. In addition to improving infrastructure and services, the next step that can be taken is to revise Law No. 22 of 2009 concerning Traffic and Road Transportation and government intervention through regulations that require employees to use public transportation at certain hours through Presidential Regulations, Regulations of the Minister of Transportation and support from regional regulations such as the Regulation of the Governor of South Sumatra or Circulars of the South Sumatra Provincial Government and the City of Palembang which are also important to strengthen sustainable transportation policies in addition to improvements in terms of infrastructure and public transportation facilities.

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