



Jakarta MRT Public reactions towards Jakarta's new icon

July 2019



- The Jakarta MRT is the long-awaited public transport solution for Jakarta's notorious traffic gridlock.
- Phase 1 took 5+ years to build, and was officially launched on 24 March 2019.
- By May 2019, the system carries 70-80K passengers per day on weekdays, and 90K or more per day on weekends and holidays.

Cimigo spoke to 300 residents of Greater Jakarta in May 2019 to seek their opinions & experiences of the MRT.

Overview of our survey respondent profile

Survey respondents were recruited between 8-17 May 2019 using intercept method at MRT stations and public locations such as offices, schools and malls,

	Total
Base	300
Gender	
Male	50%
Female	50%
Age Group	
15-19	10%
20-29	30%
30-39	30%
40 - 55	30%
Occupation	
Workers	64%
Students	19%
Others	17%

	Total
Base	300
Marital Status	
Married with children	54%
Married without children	4%
Not married / single	41%
SES	
A1	25%
A2	25%
B	30%
C	20%
Residential area	
DKI Jakarta	60%
Greater Jakarta	40%

Half of our respondents are MRT riders, while half are non-riders.
No significant differences were found in the profile of MRT riders and non-riders.

MRT is a point of pride for Jakarta

- The public has a **positive view towards the MRT** – it is seen as a **great transport solution** and a point of **pride** for Jakarta.
- The **cleanliness, punctuality & speed** of the trains, were particular points that impressed riders, overall **satisfaction with the MRT is high**.
- We found **three main segments** of MRT riders with distinct riding patterns:
 - **Heavy Users** (18% of riders) rely on the MRT for their daily transport for a wide range of purposes – they are most likely to find the MRT convenient.
 - **Weekday Warriors** (27% of riders) are weekday commuters who use the MRT to get to work or school.
 - **Fun Seekers** (55% of riders) mainly ride the MRT occasionally, mostly on weekends, for recreational purposes (“jalan-jalan”) – these are people who may ride the MRT for its novelty and to share their experience on social media.
- The MRT line currently has **limited coverage** and **lacks integration** to other public transport systems.
 - **Ojek Online** (“Ojol” or app-based motorcycle taxis) is currently a **crucial first-mile and last-mile transport option** for MRT riders.
- **Enthusiasm to try the MRT among non-riders is very high**, setting an encouraging precedent for the service as it expands over the coming years.



Positive public response to the MRT

The positive news and social media coverage about the MRT is well reflected in our survey.

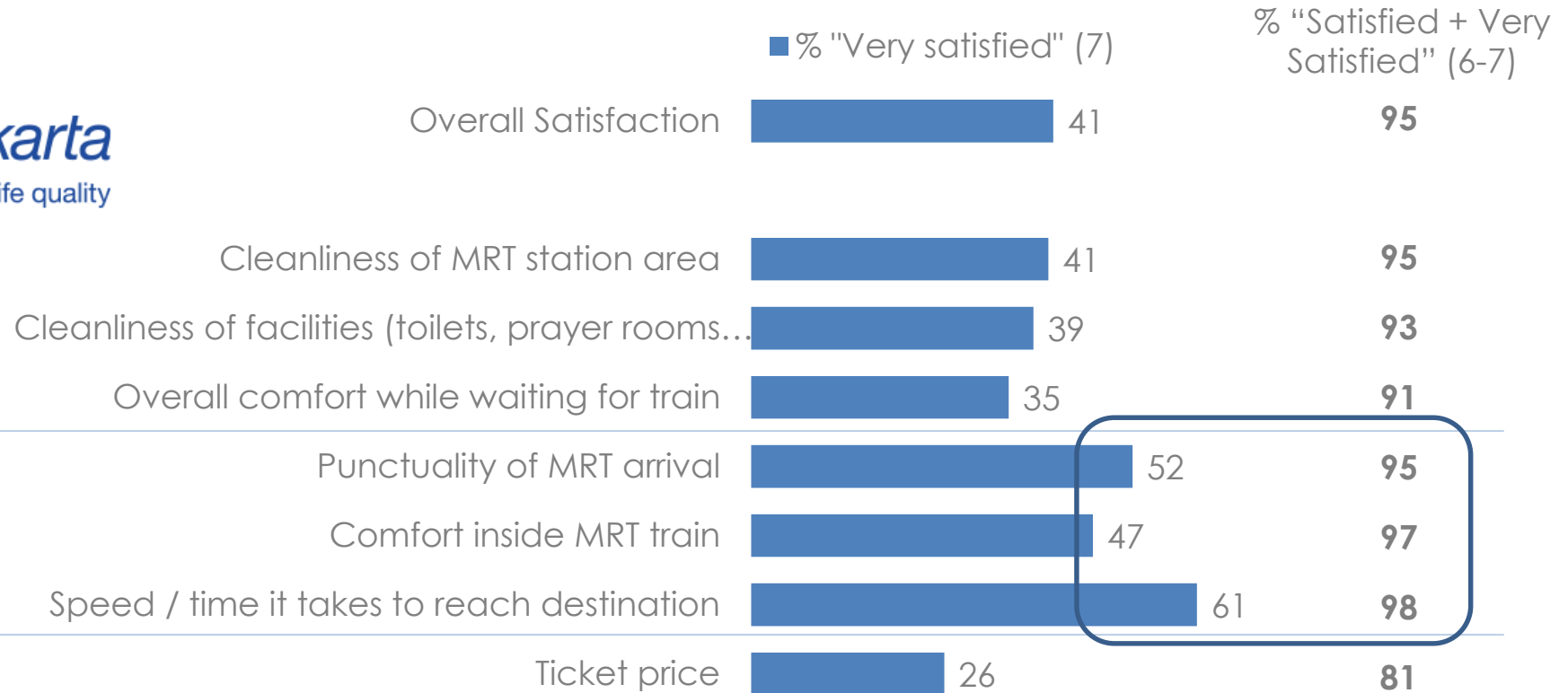
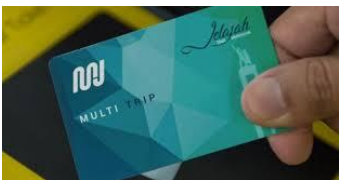
- Almost all (98%) see it as a great solution for Jakarta – a modern, fast & reliable transport option that can help reduce traffic jams, and a point of pride for Jakarta & Indonesia.
- More than half (56%) spoke highly of the MRT train being well designed overall, especially its comfortable interior.
- Two in five (42%) praised the stations for their modern design and accessible locations covering Jakarta “hotspots”.

Users were particularly impressed by the general cleanliness of the trains & stations (47%) and the punctuality of the trains (32%).

Satisfaction with the MRT is very high, it is seen as a way to beat traffic!

Over 9 of 10 MRT riders were “satisfied” with their overall experience, with 2 in 5 “very satisfied”; the punctuality, speed and comfort of the trains were highlights.

How satisfied are you with your experience on a scale of 1-7? (1=very dissatisfied, 7=very satisfied)

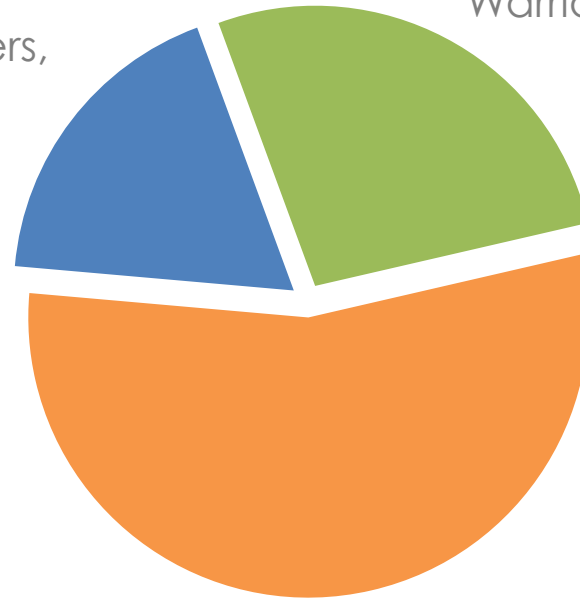


We found three distinct types of MRT riders: Heavy Users, Weekday Warriors and Fun Seekers

Heavy Users and Weekday Warriors are more regular MRT riders, while Fun Seekers are occasional riders.



Heavy Users,
18%



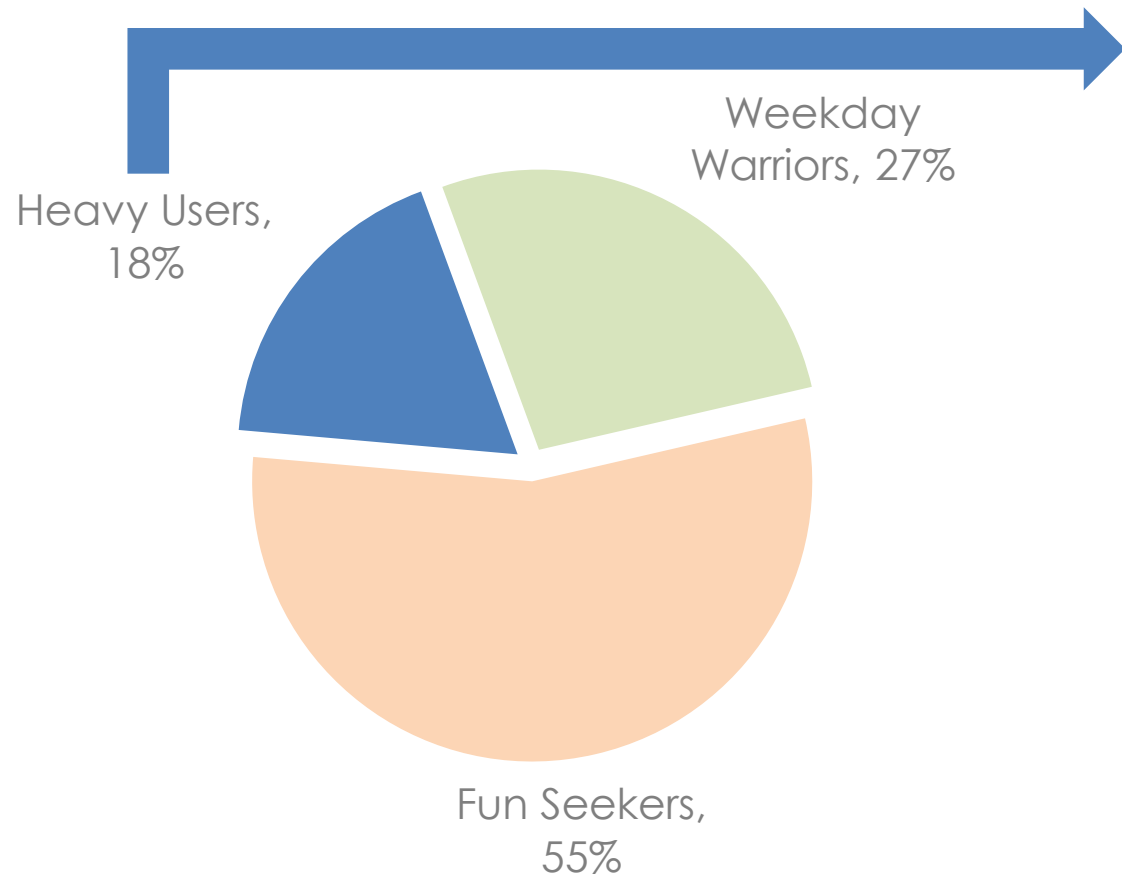
Weekday
Warriors, 27%



Fun Seekers,
55%

Heavy Users rely on MRT for transportation

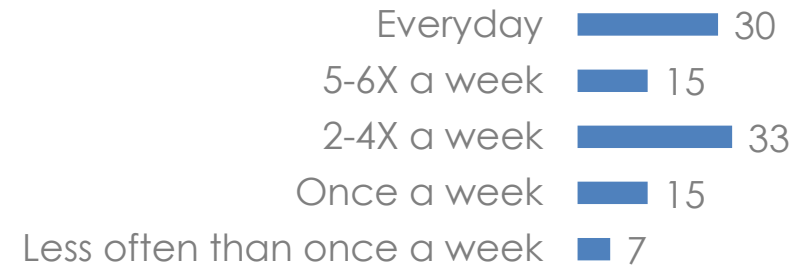
About 1 in 5 MRT riders are Heavy users; these are people who ride the MRT regularly (at least once a week) for a wide range of purposes, mainly work, on both weekdays and weekends.



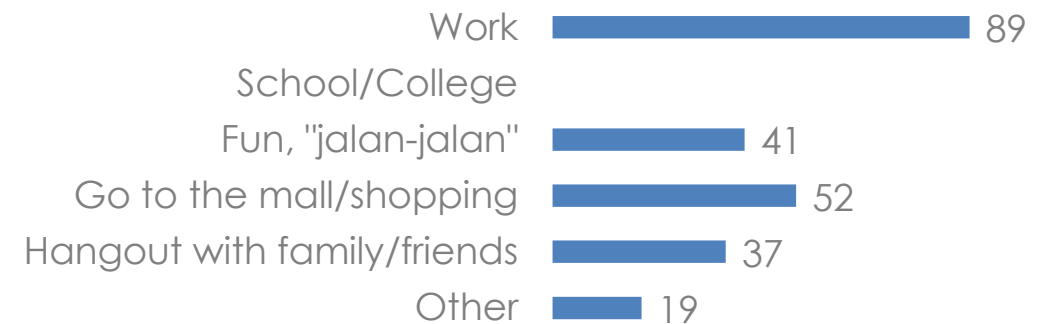
When do they use MRT? (%)



How often do they use MRT? (%)

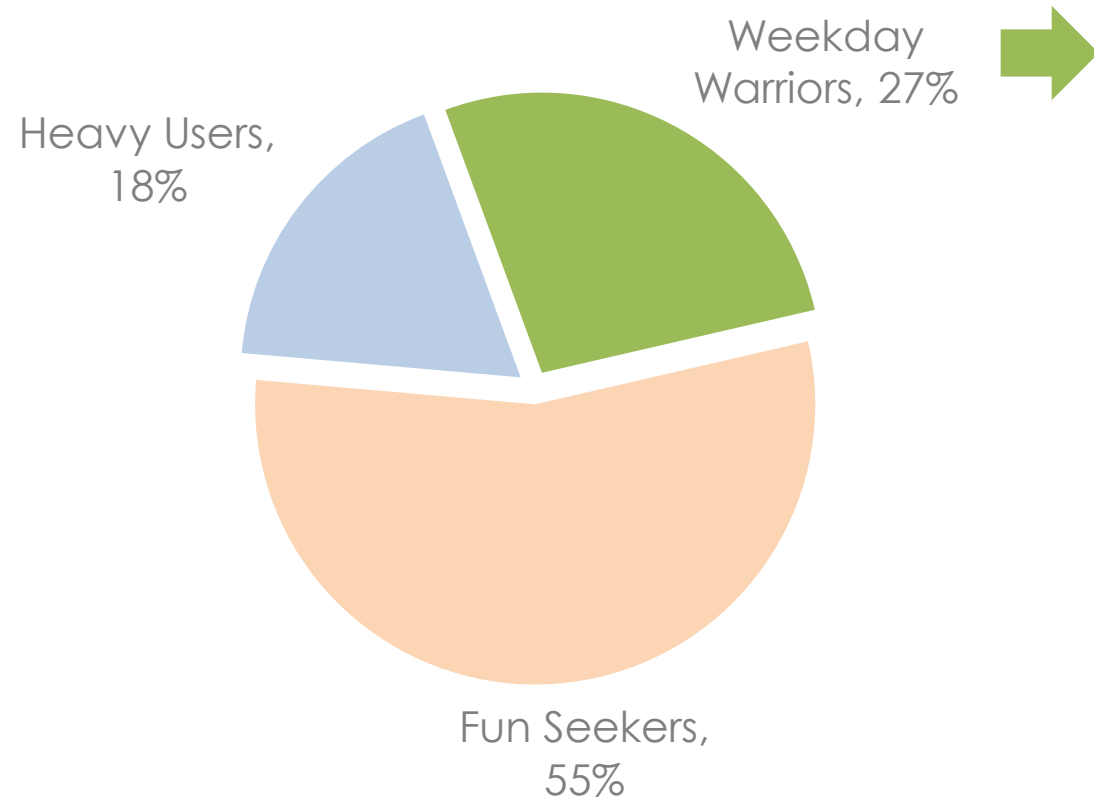


Purpose of MRT travel? (%)



Weekday Warriors are weekday MRT commuters

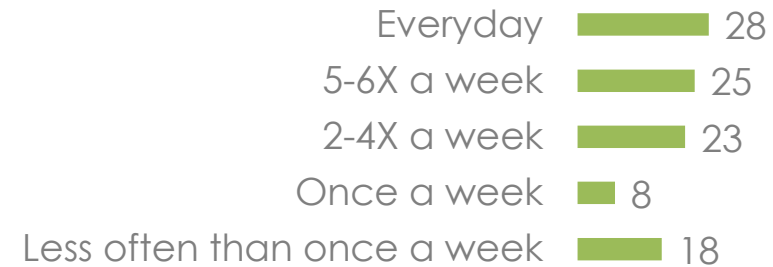
Weekday Warriors often use MRT only to go to work or school / college on weekdays, and do not use the MRT on weekends.



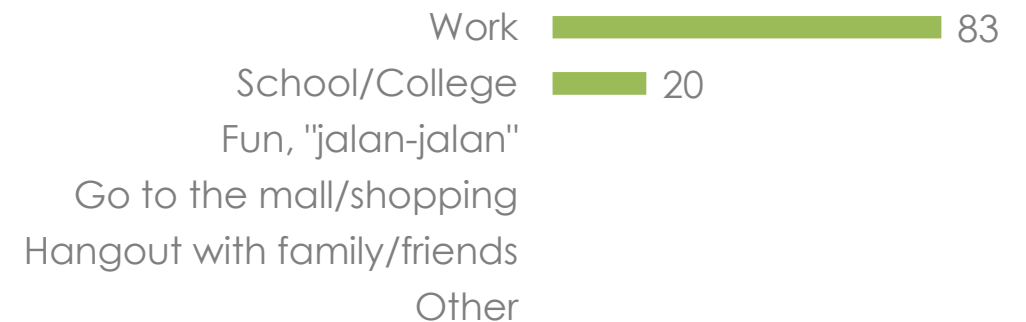
When do they use MRT? (%)



How often do they use MRT? (%)

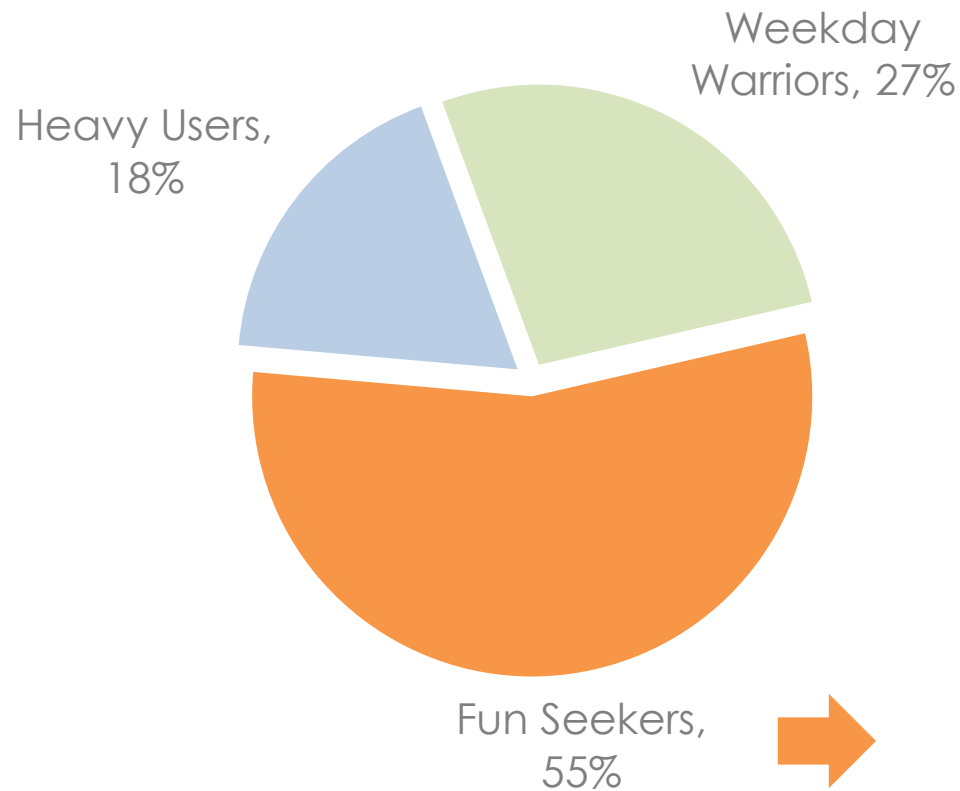


Purpose of MRT travel? (%)



Over half of riders are Fun Seekers who ride occasionally for recreation

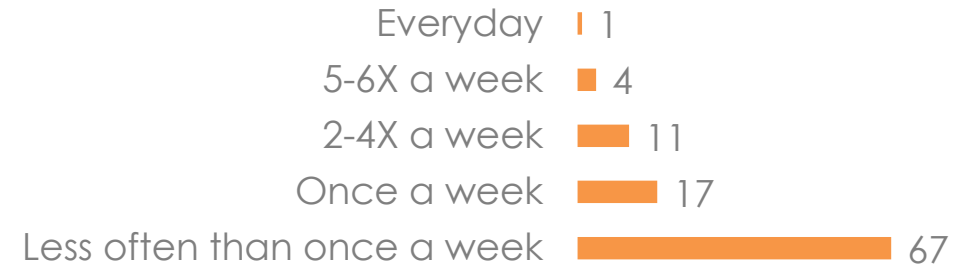
Fun Seekers are more likely to ride MRT less often than once a week and mainly on weekends to refresh, hangout or have fun and see the sights ("jalan-jalan").



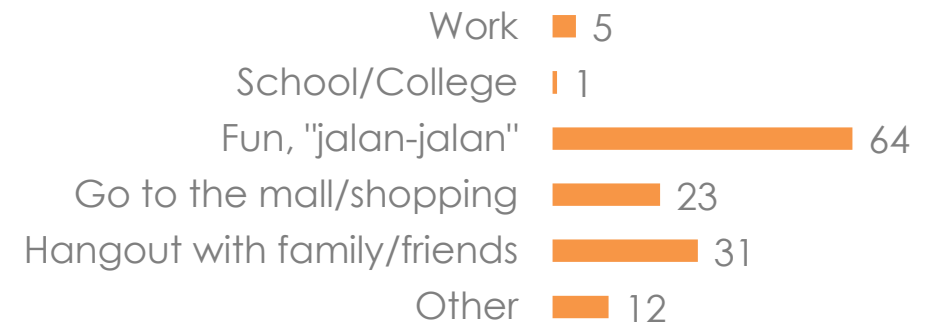
When do they use MRT? (%)



How often do they use MRT? (%)



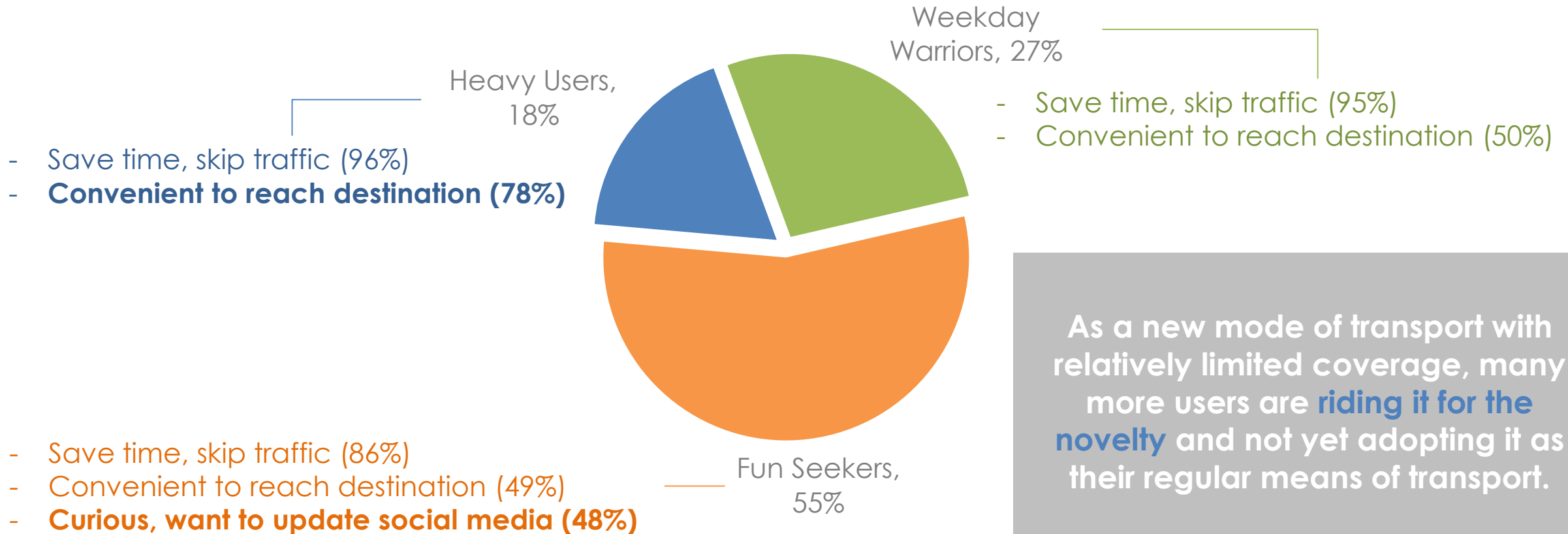
Purpose of MRT travel? (%)



MRT's fast travel times and ability to skip traffic are the main draw

Heavy Users find the MRT a convenient way to reach their destinations, while Fun Seekers are more likely to simply want the experience!

Why do you ride the MRT for your activities? (top reasons)

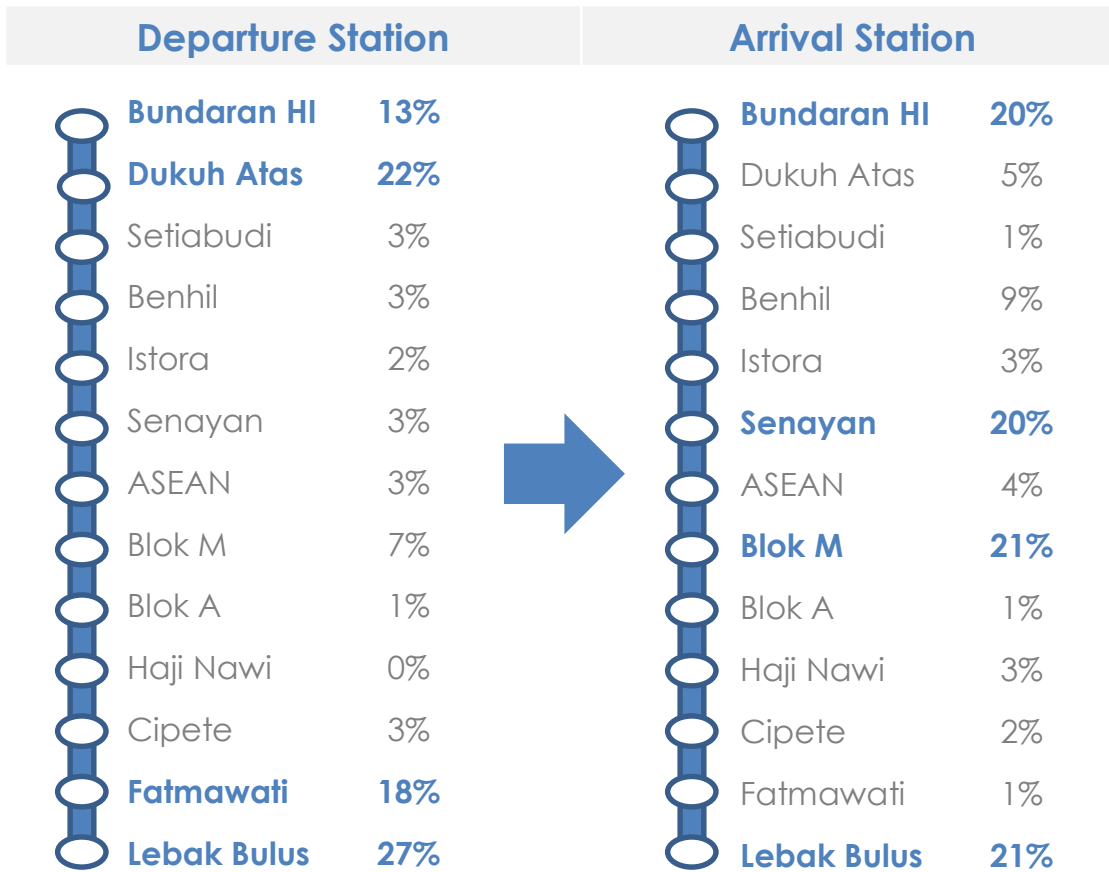


As a new mode of transport with relatively limited coverage, many more users are riding it for the novelty and not yet adopting it as their regular means of transport.

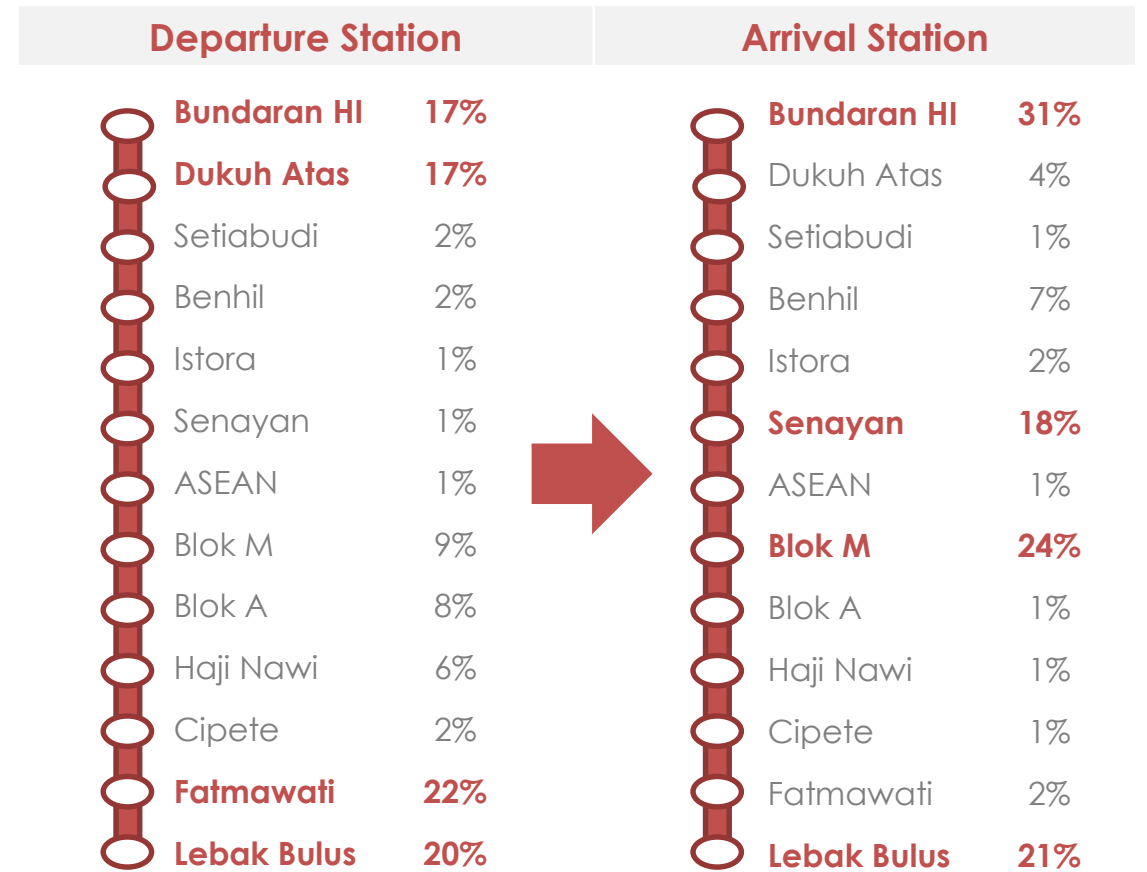
Key stations are attracting the most riders

End-line stations (Bundaran HI, Dukuh Atas, Fatmawati & Lebak Bulus) are most popular departure stations, whilst terminus stations and those located near shopping malls (Senayan, Blok M) are most popular arrival stations.

Weekday trips (n=94)



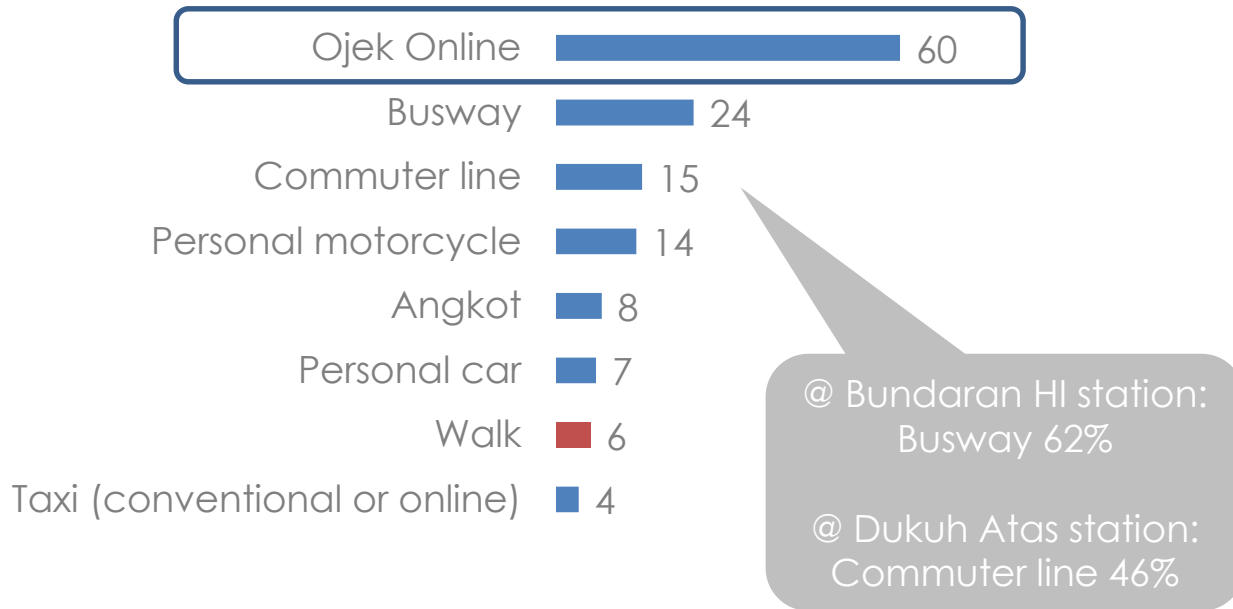
Weekend trips (n=89)



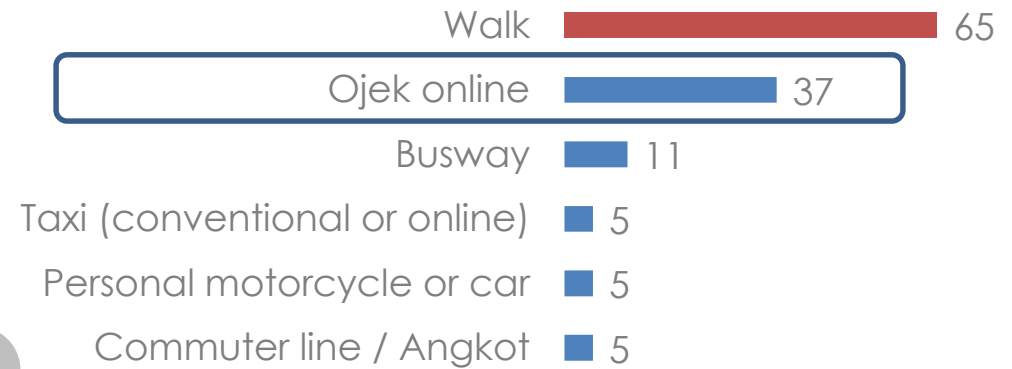
Ojek Online (Ojol) is currently a crucial first-mile and last-mile transportation

Bundaran HI and Dukuh Atas stations which are “transfer” stations show what is possible in future (higher rate of Busway & commuter line use to get to MRT station).

How do you get to departure MRT station? (%)



How do you get to your destination after reaching arrival MRT station? (%)



A few suggestions for future improvement.

Enthusiasm towards the MRT is still very high during this “honeymoon” period!

Was there anything you did not like about the MRT? (top responses mentioned by >5% shown)

Lack of facilities at stations (garbage cans, escalators, waiting / parking area)	14%
MRT route coverage still limited at this time	14%
Station access is difficult (stairs are too steep)	9%
Disorderly passengers (not following rules, jumping queue)	9%
Ticket transaction issues (payment machines not working, ticket is not easy to use – must be returned)	7%

Note that some of the suggestions are in the process of being implemented or fixed.

Almost all (97%) of those who have never tried the MRT claimed that they want to ride it in the future, with 2 in 5 (43%) claiming that they “will definitely try it”!

For further information please contact

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