

Pengaruh kebijakan pemerintah daerah di bidang transportasi terhadap kualitas pelayanan angkutan umum (studi kasus di Kota Cirebon dan Kota Tegal) = The Effect of District Government Policy at Department of Transportation Toward Service Quality of Public Transportation (Case Study at District of Cirebon and Tegal)

Santospriadi, author

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Abstrak

Penelitian ini bertujuan untuk menjelaskan faktor-faktor kebijakan pemda di bidang transportasi yang berpengaruh terhadap kualitas pelayanan Angkutan umum. Pendekatan penelitian yang digunakan adalah metode studi kasus pada 2 kota yaitu Kota Cirebon dan Tega! dengan melakukan wawancara dan kuisisioner. Analisa data diolah dengan statistik dibantu komputer program SPSS versi 15.0. Untuk menentukan faktor-faktor kebijakan dan kualitas pelayanan angkutan umum digunakan pendapat pakar dan ahli yaitu anggota DPRD dan Dinas perhubungan dikota studi. Untuk analisa pengaruh variabel kebijakan transportasi terhadap variabel kualitas pelayanan angkutan umum. Metode yang digunakan adalah teknik analisa statistik non parametrik korelasi Spearman.

Berdasarkan hasil penelitian diperoleh faktor-faktor kebijakan di bidang transportasi di kota Cirebon dan Tegal adalah nilai kepedulian, sikap, keadilan dan kepentingan umum, sedangkan faktor-faktor kualitas pelayanan angkutan umum adalah berwujud, keandalan, koresponsifan, jaminan, dan empati. Diperoleh hasil pula bahwa kebijakan transportasi secara umum cukup berpengaruh terhadap kualitas pelayanan angkutan umum di kedua kota tersebut Untuk memperbaiki kekurangan dan kelemahan dari segi kebijakan diperlukan peraturan daerah yang khusus mengatur tentang standar kualitas pelayanan yang harus diberikan oleh pemerintah, ataupun pihak swasta.

.....This study purpose to explain the factors of local government policies at department of transportation which have effects on Service quality of public transportation. The research method which used is a case study in 2 cities both Cirebon and Tegal by doing interviews and questionairs. Data analysis was processed by statistic and using Computer program of SPSS version 15.0. This study used the opinions of experts such as DPRD members and department of transportation at district where study have been done to determine the factors, policies and public transportation quality. Analysis of effects between transportation policy variables and Service quality of public transportation variables. This study used non parametric statistical analysis techniques by Spearman correlation.

Based on study result found that policy factors at department of transportation in district of Cirebon and Tegal were the values of awareness, attitudes, justice and public interest, while the factors of Service quality of public transportation were tangible, reliability, responsive, assurance, and empathy. Study result also found that in general transportation policy was enough effect for Service quality of public transportation the quality of public transport both of cities. It was suggested to improve the deficiency and weakness in policy tenns was required district rules which managing a special regulation on Standard Service quality which should be given by government or private instituton.