

Kualitas Pelayanan Light Rail Transit di Provinsi DKI Jakarta = Service Quality of Light Rail Transit in DKI Jakarta Province

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Abstrak

Penelitian ini membahas mengenai Kualitas Pelayanan Light Rail Transit di Provinsi DKI Jakarta. Kualitas pelayanan transportasi penting karena di dalam regulasi mengenai standar pelayanan untuk transportasi publik sudah diatur di Indonesia. Penelitian ini bertujuan untuk menganalisis bagaimana kualitas pelayanan Light Rail Transit di Provinsi DKI Jakarta melalui kepuasan penggunaannya. Pembahasan penelitian ini menggunakan teori kualitas pelayanan yang terdiri dari enam dimensi, yaitu tangible, reliability, responsiveness, insurance, empathy, dan comfort. Pendekatan penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa survei dan wawancara mendalam. Setelah penelitian dilakukan dengan menggunakan 120 sampel, hasil penelitian menunjukkan terdapatnya kesenjangan antara kualitas pelayanan yang diberikan dengan yang diharapkan oleh pengguna. Kesenjangan ini menunjukkan bahwa harapan pengguna ke enam dimensi lebih tinggi dibandingkan dengan kenyataan yang diterima di lapangan. Semakin kecil nilai kesenjangannya, maka dapat dikatakan pelayanannya semakin baik.

Berdasarkan hasil penelitian, dimensi yang memiliki gap terendah yaitu reliability dengan skor -0.09 sedangkan dimensi yang memiliki gap tertinggi yaitu dimensi comfort dengan skor -0,17. Hasil dari penelitian menyarankan bahwa pelayanan Light Rail Transit di Provinsi DKI Jakarta perlu ditingkatkan dari segi ketersediaan kursi tunggu, kemampuan petugas, serta keamanan dan kenyamanan saat berada di dalam stasiun maupun dalam gerbong kereta guna memberikan pelayanan maksimal kepada pengguna.

.....This research discussed the quality of Light Rail Transit Jakarta. Light Rail Transit Jakarta is one of the latest kind of public transportation in DKI Jakarta. The quality of transportation services is important because regulations regarding service standards for public transportation have been regulated in Indonesia. This research aims to analysis the public service quality of LRT Jakarta through a measurement of the satisfaction of it's users. The measurement is conducted through quantitative approach using the theory of quality of public transportation that was modified from quality of service which has dimensions, tangible, reliability, responsiveness, insurance, empathy, and comfort. This research utilizes data from survey and depth interview to measure the public service quality of LRT Jakarta. After research conducted using 120 samples, the results of this study are based on the indicators used as research instruments indicate that the quality of Light Rail Transit Jakarta is good. Based on the research, the dimension that has the lowest gap is reliability with score -0.09, while the dimension with the highest gap is comfort dimension with score -0.17. Based on the translation and research that has been done, the result shows that the quality of quality of LRT Jakarta counts as quite fair. The result suggest that services of the LRT Jakarta should be improve in many ways, such us availability of waiting seats, ability of the officer, security and also comfortness while at the station or in the train to provide maximum services for the passenger.