

Perancangan Kualitas Layanan Mass Rapid Transit Melalui Analisis Efek Faktor Pembentuk Kepuasan Terhadap Intensi Perilaku Pengguna Menggunakan PLS-SEM dan QFD = Design of Mass Rapid Transit Service Quality Through Analysis of Factors Affecting Satisfaction on User Behavioral Intentions Using PLS-SEM and QFD

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Abstrak

Masalah kemacetan di Jakarta memicu pemerintah menetapkan kebijakan transportasi dengan mengadopsi transportasi umum masal. Beberapa moda transportasi umum massal telah diperkenalkan, namun jumlah pengguna angkutan umum masih rendah. Salah satu penyebab adalah rendahnya kualitas pelayanan. Sehingga pemerintah memperkenalkan Mass Rapid Transit System (MRT) sebagai moda transportasi umum baru. Sebagai moda baru, perlu dilakukan identifikasi dan evaluasi kualitas layanan untuk mendorong orang bersedia menggunakannya. Penelitian ini dilakukan untuk merancang model pengaruh kualitas layanan dan kepuasan pelanggan MRT terhadap niat pengguna dengan menjelaskan hubungan berbagai faktor yang terlibat sebagai dasar rancangan strategi pemenuhan kualitas layanan. Penyelidikan komprehensif tentang faktor yang berkaitan dengan hubungan antara kualitas layanan MRT dan citra perusahaan terhadap kepuasan pelanggan dan niat perilaku pengguna transportasi umum merupakan kontribusi yang akan dilakukan melalui penelitian ini. Pengembangan analisis PLS-SEM ke dalam matriks kinerja sebagai dasar perumusan strategi kualitas layanan oleh operator angkutan umum melalui metode HoQ. Dari analisa yang dilakukan diketahui bahwa model PLS-SEM yang dirancang dapat digunakan sebagai kerangka kerja untuk memprediksi nilai dan hubungan faktor pembentuk kepuasan dan perilaku pengguna MRT. Selain itu ditemukan 15 teknikal respon untuk merancang strategi perbaikan kualitas.

.....Jakarta's massive economic growth has led to rapid urbanization. The urbanization and population growth, incommensurate with the infrastructure development, has caused transportation problems. This has triggered the government to establish sustainable transportation policies by adopting mass public transportation as a tool to attract people to use mass public transportation and reducing private vehicle users. Several modes of mass public transportations have been introduced by Jakarta government such as bus and train services, but the number of public transport users is still low. One of the causes of the small number of public transport users in Greater Jakarta is the low quality of transportation services compared to other modes. Therefore, the government introduces Mass Rapid Transit System (MRT) as a new mode of public transportation, the first underground rail system in Indonesia. Considered as a new public transportation mode, the provider needs to evaluate the quality service offered to persuade people to use it and to retain them. This study aims to assess the importance dimension of service quality and customer satisfaction on MRT passengers' behavior intention using partial least square structural equation models (PLS-SEM). This paper will explore the impact of several factors on passenger behavior intention towards public transport services. A comprehensive investigation of the factors regarding the relationship between Mass Rapid Transit (MRT) service quality and corporate image on customer satisfaction and behavior intention of transportation public user is a contribution that will be made through this research. We introduce the

development of PLS-SEM analysis into an important performance matrix as the basis for formulating a service quality strategy by mass rapid transit public transport operators through the House of Quality method. The results shows that PLS-SEM model can be used as a framework to predict the value and relationship of the factors forming satisfaction and behavior of MRT users. In addition, 15 technical responses were found to design quality improvement strategies trough QFD