

Analisis pengaruh aksesibilitas, biaya, dan kualitas pelayanan terhadap keputusan pengguna jasa transportasi Mass Rapid Transit (MRT) pada masa pandemi COVID-19 di Jakarta = Analysis the effect of accessibility, cost and service quality on the decisions of users of Mass Rapid Transit (MRT) during the pandemic in Jakarta

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Abstrak

Skripsi ini mengkaji tentang pengaruh aksesibilitas, biaya, dan kualitas pelayanan terhadap keputusan pengguna layanan Mass Rapid Transit (MRT) selama masa pandemi di Jakarta. Penelitian ini merupakan penelitian bivariat dengan menggunakan dua teori, yaitu teori kualitas pelayanan dan teori keputusan pengguna. Teori kualitas pelayanan menggunakan lima dimensi reliability, responsiveness, assurance, empathy, dan tangible. Lalu untuk teori keputusan pengguna memiliki lima dimensi, yaitu waktu, keamanan dan kenyamanan, serta mengukur variabel waktu dan aksesibilitas terhadap keputusna pengguna. Penelitian ini menggunakan teknik pengumpulan data mixed method, yaitu dengan memperoleh data kuantitatif dan kualitatif melalui survei dan wawancara. Survei dilakukan secara daring melalui platform google forms dengan menghasilkan sebanyak 130 responden. Selain itu, juga dilakukan wawancara mendalam dengan beberapa pihak yang berkaitan dengan penyelenggaraan layanan MRT Jakarta, para ahli atau pengamat transportasi publik, praktisi dan akademisi yang kompeten dalam bidang transportasi, serta beberapa pengguna layanan MRT Jakarta yang bersedia untuk diwawancarai lebih lanjut. Hasil penelitian menunjukkan bahwa pengaruh biaya, aksesibilitas dan kualitas layanan MRT Jakarta dalam membangun keputusan pengguna memiliki hubungan positif dengan kekuatan hubungan lemah pada setiap variabelnya. Hasil tersebut diperoleh melalui uji korelasi Somers'd (130 responden).

.....This study examines the effects of accessibility, cost and service quality on the decisions of users of Mass Rapid Transit (MRT) during the pandemic in Jakarta. This research is a bivariate research using two theories, namely service quality theory and user decision theory. Service quality theory uses five dimensions of reliability, responsiveness, assurance, empathy, and tangible. Then the theory of user decision has five dimensions, namely time, security, and comfort and measuring variable cost and accessibility. This study uses mixed data collection techniques, namely by obtaining quantitative and qualitative data through surveys and interviews. The survey was conducted online through the google form platform by generating as many as 130 respondents. In addition, in-depth interviews were also conducted with several parties related to the implementation of MRT Jakarta services, experts or observers of public transportation, practitioners and academics who are competent in the field of transportation, as well as several users of MRT Jakarta services who are willing to be interviewed further. The results showed that accessibility, cost and the service quality in building decision of users of MRT has a positive relationship and the strength of the relationship is weak on each variables . These results are obtained through the Somers'd (130 respondents).