

Analisis Persepsi Pengguna Jasa terhadap Kualitas Pelayanan Transit Transportasi Antarmoda (Transit Service Quality) di Kawasan Transit-Oriented Development Istora-Senayan = Analysis of User Perception of Service Quality in Intermodal Transit Transportation (Transit Service Quality) in the Istora- Senayan Transit-Oriented Development Area

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Abstrak

Istora-Senayan merupakan kawasan yang didaulat dengan basis transit-oriented development oleh Peraturan Gubernur Nomor 99 Tahun 2020 tentang Panduan Rancang Kota Kawasan Pembangunan Berorientasi Transit Istora dan Senayan. Tidak lupa, kawasan Istora-Senayan berhasil mendapatkan TOD Index sebesar 0,68 yang berada di atas rata-rata overall TOD Index kategori MRT Jakarta. Namun, di balik pencapaian tersebut, masih diperlukan peningkatan dalam ranah kualitas, seperti dari segi aksesibilitas, keandalan, tarif, dan lain sebagainya. Penilaian kualitas layanan transit transportasi antarmoda perlu dilakukan sebagai landasan evaluasi sehingga tercipta kawasan TOD yang mengedepankan kenyamanan pengguna. Penelitian ini merupakan penelitian univariat dengan menggunakan teori transit service quality oleh Eboli dan Mazzula (2011) yang dielaborasi oleh teori Nathanail (2008). Terdapat delapan dimensi pada teori transit service quality, yakni route and service characteristics, reliability, comfort and cleanliness, fare, information, safety and security, customer service, dan environmental protection. Penelitian ini menggunakan teknik pengumpulan data mixed method, yaitu dengan memperoleh data kuantitatif dan kualitatif melalui survei, observasi langsung, dan wawancara. Survei dilakukan secara daring menggunakan Google Form dengan menjangkau sebanyak 130 responden. Selain itu, dilakukan pula wawancara mendalam dengan pihak-pihak yang berkaitan dengan penyelenggaraan transit transportasi antarmoda di kawasan Istora-Senayan, seperti Kementerian Perhubungan, Pemerintah Daerah, operator layanan transit transportasi antarmoda, ahli atau pengamat transportasi publik, praktisi, dan responden pengguna jasa. Hasil penelitian menunjukkan bahwa persepsi pengguna jasa transit transportasi antarmoda terhadap kualitas layanan transit transportasi antarmoda di Istora-Senayan berada dalam kategori “tinggi”. Namun, terdapat beberapa temuan mengenai kualitas transit transportasi antarmoda di kawasan Istora-Senayan yang patut mendapat perhatian, seperti aksesibilitas (dimensi rute dan karakteristik wilayah), peningkatan manajemen waktu tempuh (dimensi reliabilitas), manajemen kepadatan penumpang (dimensi kenyamanan dan kebersihan), dan keberadaan petugas yang sigap melayani pengguna di jam sibuk (dimensi pelayanan pelanggan).

.....Istora-Senayan is an area designated as a transit-oriented development based on Governor Regulation Number 99 of 2020 on the Guidelines for the Design of the Istora and Senayan Transit-Oriented Development Area. It is worth noting that the Istora-Senayan area has achieved a TOD Index of 0.68, which is above the average overall TOD Index for the MRT Jakarta category. However, behind this achievement, there is still a need for improvement in terms of quality, such as accessibility, reliability, fares, and others. The assessment of intermodal transit service quality needs to be conducted as a basis for evaluation to create a TOD area that prioritizes user comfort. This research is a univariate study that utilizes the transit service quality theory by Eboli and Mazzula (2011), elaborated by Nathanail's theory (2008). There are eight dimensions in the transit service quality theory, namely route and service characteristics, reliability, comfort

and cleanliness, fare, information, safety and security, customer service, and environmental protection. This study uses a mixed-method data collection technique, obtaining quantitative and qualitative data through surveys, direct observations, and interviews. The survey was conducted online using Google Forms, capturing 130 respondents. In addition, in-depth interviews were conducted with relevant parties involved in the provision of intermodal transit transportation services in the Istora-Senayan area, such as the Ministry of Transportation, local government, intermodal transit transportation service operators, public transportation experts or observers, practitioners, and service users. The research findings indicate that the perception of intermodal transit transportation service quality by users in the Istora-Senayan area falls into the "high" category. However, there are several findings regarding the quality of intermodal transit transportation in the Istora-Senayan area that deserve attention, such as accessibility (route and service characteristics), improving travel time management (reliability), passenger density management (comfort and cleanliness), and the presence of responsive staff during peak hours (customer service).