

## Analisis Kualitas Layanan Transportasi Umum Ramah Disabilitas pada Transjakarta Cares = Quality of Transportation Services for People with Disabilities at Transjakarta Cares

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### Abstrak

Layanan Transjakarta Cares merupakan wujud kepedulian Pemerintah Provinsi DKI Jakarta yang bekerjasama dengan BUMD PT Transportasi Jakarta untuk memberikan hak kepada penyandang disabilitas yang ada di Jakarta sesuai Undang – Undang no 8 tahun 2016. Selain itu tujuan dari layanan ini adalah untuk memberikan kemudahan pada kaum disabilitas dalam aksesibilitas dan mobilitasnya. Perannya menjadi salah satu alternatif transportasi publik ramah disabilitas, dengan angka disabilitas di kota DKI Jakarta yang cukup banyak, maka peneliti tertarik untuk menganalisis kualitas layanan Transjakarta Cares. Penelitian dilakukan dengan menggunakan metode kuantitatif dengan pengumpulan data kuantitatif, survey, dan teknik pengumpulan data kualitatif dengan melakukan wawancara mendalam dengan informan, observasi, dan dokumentasi yang keseluruhannya dikaitkan dengan konsep Perceived Quality yang dikemukakan oleh Gronroos yang memiliki tiga dimensi, yaitu outcome-related dimension, image-related dimension, dan process related dimension dan tujuh sub dimensi diantaranya adalah professionalism and skill, reliability and trustworthiness, service recovery, dan servicescape. Setelah penelitian dilakukan menggunakan 100 sampel, hasil penelitian ini didasarkan berdasarkan indikator yang dijadikan instrumen dalam penelitian dan menunjukkan bahwa kualitas layanan Transjakarta Cares baik. Berdasarkan penjabaran dan penelitian yang telah dilakukan rekomendasi yang dapat diberikan.

.....The service's of Transjakarta Cares is a form of concern of the Provincial Government of DKI Jakarta in collaboration with BUMD PT Transportasi Jakarta to provide rights to people with disabilities in Jakarta in accordance with Law No. 8 of 2016. In addition, the purpose of this service is to provide convenience to people with disabilities in accessibility and mobility. Its role is one of the one of the alternatives to disability friendly public transportation, with a considerable number of disabilities in the city of DKI Jakarta, so researcher are interested in analyzing the quality of Transjakarta Cares Services. The research was conducted using quantitative methods with quantifiable data collection, survey, and qualitative data collection techniques by conducting in-depth interviews with informants, observations, and documentation that are all associated with the concept of Perceived Quality put forward by Gronroos that has three dimensions, namely outcome-related dimension, image-related dimension, and process related dimension and seven sub-dimensions including professionalism and skill, reliability and trustworthiness, service recovery, and servicescape. After the research was conducted using 100 samples, the results of this study were based on indicators that were used as instruments in the study and showed that the quality of Transjakarta Cares services was good. Based on the description and research that has been done recommendations that can be given.