

## Evaluasi Kualitas Pelayanan Angkutan Umum Multimoda Berbasis Gender di DKI Jakarta = Gender-Based Service Quality Evaluation of Multimodal Public Transportation in DKI Jakarta

Mohammad Owais, author

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### Abstrak

Di DKI Jakarta, meskipun terdapat pembangunan infrastruktur yang ekstensif, terjadi penurunan signifikan dalam penggunaan transportasi umum. Hal ini dapat disebabkan oleh kualitas layanan yang kurang memadai. Berbagai studi telah menyoroti pentingnya mengevaluasi kualitas layanan dalam transportasi umum untuk memastikan kepuasan penumpang dan menarik pengguna baru. Namun, belum ada kesepakatan tentang metodologi yang paling efektif dan indikator yang sesuai untuk melakukan analisis semacam itu. Selain itu, semakin diakui pentingnya mempromosikan kesetaraan gender dalam transportasi umum multimoda (MMPT) dan memahami perbedaan gender serta persepsi terhadap layanan MMPT. Sebuah studi kasus dilakukan di DKI Jakarta, ibu kota Indonesia, untuk menganalisis indikator-indikator yang berpengaruh terhadap kualitas MMPT. Analisis ini menggunakan Importance Performance Analysis (IPA) yang dikombinasikan dengan prosedur Tarrant dan Smith. Bagi pengguna yang menggunakan MMPT setidaknya sekali seminggu, indikator kualitas layanan yang paling berpengaruh meliputi keamanan terhadap kejahatan, fasilitas bagi penyandang disabilitas, wanita hamil, dan lansia, pengumuman dalam bahasa yang diperlukan, kejelasan informasi terkait perjalanan, dan ketersediaan tempat duduk di dalam kendaraan. Namun, terdapat perbedaan signifikan dalam cara perempuan dan laki-laki memandang pentingnya dan kinerja indikator terkait ketersediaan tempat duduk, koordinasi antar operator transportasi, dan informasi penumpang. Di sisi lain, bagi mereka yang menggunakan MMPT dua kali atau lebih dalam seminggu, indikator kualitas layanan yang paling berpengaruh meliputi keamanan terhadap kejahatan dan saat naik turun transportasi, fasilitas bagi penyandang disabilitas, wanita hamil, dan lansia, ketersediaan peta, pengumuman informasi, kejelasan informasi terkait perjalanan, dan ketersediaan papan/screen informasi dalam bahasa yang diperlukan. Namun, terdapat perbedaan signifikan dalam cara perempuan dan laki-laki memandang pentingnya indikator terkait ketersediaan tempat duduk di dalam kendaraan, kenyamanan berpindah dari satu moda ke moda lainnya, dan koordinasi antar layanan atau operator transportasi yang berbeda, serta dalam hal kinerja indikator terkait sikap personel keamanan dan staf, keamanan terhadap kejahatan, keamanan saat naik turun transportasi, kejelasan pengumuman informasi, koordinasi antar layanan atau operator transportasi yang berbeda, dan kebisingan, kualitas udara, serta kebersihan.

.....In DKI Jakarta, despite the extensive infrastructure development, there has been a significant decline in the usage of public transportation. This can be attributed to the inadequate quality of the services provided. Various studies have highlighted the significance of evaluating the quality of service in public transportation to ensure passenger satisfaction and attract new users. However, there is no agreement on the most effective methodology and suitable indicators for conducting such analyses. In addition, there is a growing recognition of the importance of promoting gender equality in multimodal public transportation (MMPT) and understanding gender differences and perceptions of MMPT services. A case study was carried out in DKI Jakarta, the capital of Indonesia, to analyze the influential indicators of the quality of MMPT. The

analysis used the Importance Performance Analysis (IPA) combined with the Tarrant and Smith procedure. For users who use MMPT at least once a week, the most influential indicators of service quality include safety against crimes, facilities for disabled people, pregnant women, and senior citizens, announcements in the required languages, clarity in travel-related information, and the availability of seats inside vehicles. However, there are significant differences in how women and men perceive the importance and performance of indicators related to seating availability, coordination between transport operators, and passenger information. On the other hand, for those who use the MMPT two or more times per week, the most influential indicators of service quality include safety against crimes and getting on and off transport, facilities for disabled people, pregnant women, and senior citizens, availability of maps, announcements of information, clarity travel-related information and availability of information boards/screens in the required language. However, there are significant differences in how women and men perceive the importance of indicators related to availability of seats inside vehicle, convenience of going from one mode to other and coordination between different transport services or operators, and also in term of the performance of indicators related to attitude of security personnel and staff, safety against crimes, safety getting on and off transport, clear announcement of the information, coordination between different transport services or operators and noise, air quality and cleanliness.