

Analisis Kualitas Pelayanan Mikrotrans Jak Lingko di Wilayah Jakarta Timur selama Pandemi COVID-19. = Analysis of Jak Lingko Microtrans Service Quality in the East Jakarta Region during the COVID-19 Pandemic

Nurwanti Dwi Agustin, author

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Abstrak

Program Jak Lingko sebagai integrasi antar moda transportasi umum hadir sebagai salah satu upaya Pemerintah Provinsi DKI Jakarta untuk memberikan pelayanan transportasi publik yang lebih baik. Salah satu armada angkutan umum yang terintegrasi dengan Jak Lingko yang dibahas dalam skripsi ini yaitu mikrotrans Jak Lingko di Wilayah Jakarta Timur selama pandemi COVID-19, armada angkutan ini sama halnya dengan angkutan kota (angkot), tetapi memiliki berbagai layanan modern. Meskipun memiliki berbagai layanan modern, masih sering ditemukan permasalahan pada layanan mikrotrans Jak Lingko di Jakarta Timur. Berdasarkan fenomena tersebut, maka peneliti melakukan penelitian yang berjudul "Analisis Mikrotrans Jak Lingko di Wilayah Jakarta Timur selama Pandemi COVID-19". Penelitian ini bertujuan untuk menganalisis kualitas pelayanan mikrotrans Jak Lingko di Kota Jakarta Timur selama pandemi COVID-19. Teknik pengumpulan data dalam penelitian ini menggunakan teknik kuantitatif. Berdasarkan analisis data yang dilakukan, kualitas pelayanan mikrotrans Jak Lingko tergolong tinggi melalui perhitungan nilai rata-rata setiap dimensinya. Kualitas pelayanan mikrotrans Jak Lingko di Kota Jakarta Timur selama pandemi COVID-19 yang sudah baik juga didukung oleh hasil perhitungan Customer Satisfaction Index (CSI) yang masuk dalam kategori cukup puas dengan nilai 63%. Maka dapat disimpulkan bahwa kualitas pelayanan mikrotrans Jak Lingko di Kota Jakarta Timur selama pandemi COVID-19 yang sudah baik dan masyarakat sudah cukup puas terhadap kinerja layanannya, akan tetapi pihak mikrotrans Jak Lingko masih perlu untuk terus memperbaiki layanannya.

.....The Jak Lingko program as an integration between modes of public transportation is present as one of the efforts of the DKI Jakarta Provincial Government to provide better public transportation services. One of the public transportation fleets that is integrated with Jak Lingko discussed in this final project is the Jak Lingko microtrans in the East Jakarta Region during the COVID-19 pandemic, this transportation fleet is the same as city transportation (angkot), but has various modern transportation modes. service. Despite having a variety of modern services, problems are still often found in Jak Lingko's microtrans service in East Jakarta. Based on this phenomenon, the researcher conducted a study entitled "Analysis of Jak Lingko Microtrans in the East Jakarta Region during the COVID-19 Pandemic". This study aims to analyze the quality of Jak Lingko microtrans services in East Jakarta City during the COVID-19 pandemic. Data collection techniques in this study using quantitative techniques. Based on the data analysis conducted, the quality of Jak Lingko's microtrans services is classified as high through the calculation of the average value of each dimension. The good quality of Jak Lingko's microtrans services in East Jakarta City during the COVID-19 pandemic is also supported by the results of the Customer Satisfaction Index (CSI) calculation which is included in the fairly satisfied category with a score of 63%. So it can be concluded that the quality of Jak Lingko microtrans services in East Jakarta City during the COVID-19 pandemic was good and the public was quite satisfied with the performance of its services, but Jak Lingko microtrans services still needed to be improved.