

Evaluasi Kinerja Layanan Transportasi di Terminal Penumpang (Studi pada Terminal Kota Depok) = Evaluation of Transportation Service Performance at Bus Station (Study at Depok City Bus Station)

Yogi Febri Setyawan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920565285&lokasi=lokal>

Abstrak

Terminal Penumpang memiliki peran strategis dalam mendukung mobilitas masyarakat dan konektivitas wilayah. Penelitian ini bertujuan mengevaluasi kinerja layanan Terminal Kota Depok berdasarkan Teori Kepuasan Pelanggan dan Konsep Quality of Service di bidang Transportasi dari Transportation Research Board, yang meliputi dimensi Ketersediaan, Pemeliharaan Fasilitas, Keamanan dan Keselamatan, serta Kemudahan dan Kenyamanan. Importance-Performance Analysis (IPA) digunakan untuk menilai kinerja dan menentukan prioritas perbaikan atribut layanan. Dengan pendekatan mixed-method, data kuantitatif diperoleh melalui survei terhadap 115 responden, sedangkan data kualitatif melalui wawancara terstruktur dan studi dokumen. Hasil penelitian menunjukkan rata-rata tingkat kepuasan penumpang sebesar 69,62%, yang berarti kinerja layanan Terminal Kota Depok tergolong “kurang memuaskan”. Beberapa atribut layanan, seperti fasilitas kesehatan, bangunan ramah disabilitas, kebersihan, pos keamanan, dan CCTV perlu menjadi prioritas perbaikan karena masuk ke dalam Kuadran A Matriks IPA. Kuadran A menunjukkan bahwa atribut-atribut layanan tersebut memiliki tingkat kepentingan tinggi tetapi kinerja rendah menurut penumpang. Model IPA diharapkan mampu memberikan rekomendasi prioritas perbaikan dan mendukung efisiensi alokasi anggaran.

.....Bus Station play a strategic role in supporting community mobility and regional connectivity. This study aims to evaluate the service performance of Terminal Kota Depok based on the Customer Satisfaction Theory and Quality of Service concept in transportation by Transportation Research Board, which includes the dimensions of Availability, Facility Maintenance, Safety and Security, as well as Comfort and Convenience. The Importance-Performance Analysis (IPA) method was used to assess performance and determine priority service attributes for improvement. Using a mixed-method approach, quantitative data were collected through surveys of 115 respondents, while qualitative data were obtained from structured interviews and document studies. The findings indicate that the average passenger satisfaction level is 69.62%, which classifies the service performance of Terminal Kota Depok as “less satisfactory.” Several service attributes, such as healthcare facilities, disability-friendly infrastructure, cleanliness, security posts, and CCTV, require urgent improvement as they fall into Quadrant A of the IPA Matrix. Quadrant A suggests that these attributes are highly important to passengers but have low performance. The IPA model is expected to offer prioritized recommendations for improvement and support efficient budget allocation.