

## INTISARI

Judul : *Analisis Kinerja Pelayanan Terhadap Kepuasan Penumpang Bus Rapit Transit (BRT) Trans Tangerang (Rute Poris Plawad – Cibodas)*, Nama : Dwi Fitra Vananda, Nim : 41116010087, Dosen Pembimbing : Ir. Aditia Kesuma N.D, M.Sc., IPM., ASEAN Eng.

Sebagai kota besar, Tangerang memiliki beberapa masalah perkotaan, salah satu diantaranya adalah kemacetan dikarenakan bertambahnya jumlah kendaraan yang didominasi oleh kendaraan pribadi, sejalan dengan jumlah penduduk di Tangerang maupun warga sekitas Tangerang yang datang ke Tangerang, untuk bekerja, berbelanja, bersekolah atau sekedar rekreasi. Salah satu cara yang dilakukan oleh pemerintah kota Tangerang untuk mengatasi kemacetan yaitu menyediakan jasa transportasi berupa Bus Trans Tangerang. Oleh karena itu perlu dilakukan penelitian untuk menilai kinerja dan kualitas pelayanan untuk mengetahui seberapa besar tingkat kepuasan penumpang terhadap pelayanan kinerja Bus Trans Tangerang rute Poris Plawad – Cibodas.

Berdasarkan analisis kinerja hasil kuesioner menggunakan metode *Importance Performance Analysis (IPA)* dan *Chi Square* yang mengacu kepada 5 dimensi tingkat pelayanan (*SERVQUAL*) didapat dari pengguna Bus Trans Tangerang rute Poris Plawad – Cibodas yang menyatakan kinerja Bus Trans Tangerang Sangat Baik (SB) didapat sebesar 18,75 %. Kemudian yang menjawab Baik (B) didapat sebesar 36,3 % ; Cukup Baik (CB) didapat sebesar 34,7 % ; Kurang Baik (KB) didapat sebesar 8,35 % dan Tidak Baik (TB) didapat sebesar 1,9 %. Sedangkan kepuasan penumpang Bus Trans Tangerang Sangat Puas (SP) didapat sebesar 20,6%, kemudian yang menjawab Puas (P) didapat sebesar 37,1%, Cukup Puas (CP) didapat sebesar 32,2%, Kurang Puas (KP) didapat sebesar 8,22% dan Tidak Puas(TP) didapat sebesar 1,85%.

Penelitian ini diharapkan menjadi referensi atau bahkan pertimbangan pemerintah kota Tangerang mengambil sebuah kebijakan agar kinerja dan pelayanan Bus Trans Tangerang semakin meningkat dalam mengurangi kemacetan di kota Tangerang dan sekitarnya.

Kata kunci : Kinerja dan Kepuasan Bus Trans Tangerang, *SERVQUAL*, *Importance Performance Analysis*, *Chi Square*.

## ABSTRACT

*Title: Service Performance Analysis of Passenger Satisfaction of Trans Tangerang Rapit Bus (BRT) (Route Poris Plawad - Cibodas), Name: Dwi Fitra Vananda, Nim: 41116010087, Supervisor: Ir. Aditia Kesuma N.D, M.Sc., IPM., ASEAN Eng.*

*As a big city, Tangerang has several urban problems, one of which is congestion due to the increasing number of vehicles which are dominated by private vehicles, in line with the number of residents in Tangerang and Tangerang residents who come to Tangerang, for work, shopping, school or just for recreation. One of the ways that the Tangerang city government has taken to overcome congestion is by providing transportation services in the form of Trans Tangerang Buses. Therefore it is necessary to do research to assess the performance and quality of service to determine how much the level of passenger satisfaction with the performance of the Trans Tangerang Bus on the Poris Plawad - Cibodas route.*

*Based on the performance analysis of the results of the questionnaire using the Importance Performance Analysis (IPA) method and Chi Square which refers to the 5 dimensions of service levels (SERVQUAL) obtained from users of the Trans Tangerang Bus on the Poris Plawad - Cibodas route who stated that the performance of the Trans Tangerang Bus was Very Good (SB) was obtained by 18.75%. Then those who answered Good (B) were obtained at 36.3%; Good Enough (CB) was obtained at 34.7%; Poor (KB) was obtained at 8.35% and Bad (TB) was obtained by 1.9%. While Trans Tangerang Bus passenger satisfaction is Very Satisfied (SP) obtained by 20.6%, then those who answered Satisfied (P) were 37.1%, Quite Satisfied (CP) was obtained by 32.2%, Less Satisfied (KP) was obtained amounted to 8.22% and Dissatisfied (TP) was obtained at 1.85%.*

*This research is expected to be a reference or even a consideration for the Tangerang city government to take a policy so that the performance and service of Trans Tangerang buses will increase in reducing congestion in the city of Tangerang and its surroundings.*

*Keywords: Performance and Satisfaction of Trans Tangerang Buses, SERVQUAL, Importance Performance Analysis, Chi Square.*