

ABSTRAK

Judul: Analisis Kepuasan Penumpang Terhadap Kawasan Transit Oriented Development (TOT) Dukuh Atas, Nama: Budhi Harta, NIM: 41116010016, Dosen Pembimbing: Dr. Ir. Hermanto Dwiatmoko, MStr., IPU. 2020.

Jakarta adalah ibu kota Indonesia dengan penduduk lebih dari 10 juta jiwa. Diperkirakan lebih dari empat juta penduduk di daerah sekitar Jabodetabek menempuh perjalanan ke dan dari kota setiap hari kerja. Masalah transportasi semakin mulai menarik perhatian politik dan telah diprediksikan bahwa tanpa terobosan transportasi utama. Persoalan tersebut yang mendorong PT MRT Jakarta untuk mengembangkan konsep kawasan berorientasi transit atau Transit Oriented Development (TOD) di beberapa stasiun yang ada di fase 1 koridor selatan – utara. TOD merupakan area perkotaan yang dirancang untuk memadukan fungsi transit dengan manusia, kegiatan, bangunan, dan ruang publik yang bertujuan untuk mengoptimalkan akses terhadap transportasi publik sehingga dapat menunjang daya angkut penumpang dan juga dapat dimanfaatkan untuk melakukan kegiatan ekonomi.

Penelitian ini membahas mengenai kepuasan penumpang terhadap pelayanan kawasan Transit Oriented Development (TOD) Dukuh Atas. Menggunakan metode “Importance Performace Analysis” dan bagaimana integrasi apakah menemui kesulitan. Dilakukan analisis Validitas dan Reliabilitas serta Korelasi Bivariat dan Regresi Linear Sederhana dengan menggunakan program SPSS. Uji hipotesa dengan metode “Chi Square” (X^2) dengan jumlah sampel 100 responden.

Dari hasil penelitian ini diketahui bahwa penilaian penumpang terhadap Kawasan TOD Dukuh Atas sudah puas. Berdasarkan analisis Bivariat yang dilakukan terdapat korelasi yang kuat antara kinerja dan kepentingan penumpang. Sedangkan analisis Regresi Linear didapat bahwa persentase pengaruh kinerja terhadap kepentingan penumpang yaitu 87,5%. Berdasarkan Diagram Cartesius yang terbentuk dan dilakukan uji hipotesa Chi Square didapat faktor-faktor kinerja pelayanan yang berpengaruh terhadap kepentingan penumpang pada kuadran II dan III. Berdasarkan integrasi yang terjadi tidak adanya kesulitan dalam melakukan perpindahan antar moda penghubung karna sebanyak 57% dari 100 orang responden menjawab tidak ada kesulitan dalam melakukan perpindahan antar moda penghubung.

Kata Kunci: Diagram Cartesius Importance Performace Analysis, Kawasan Transit Oriented Development (TOD), Kepuasan Pelanggan, Kinerja Pelayanan.

ABSTRACT

Title: Analysis of Passenger Satisfaction of Dukuh Atas Transit Oriented Development (TOD) Area, Name: Budhi Harta, Student Number: 41116010016, Supervisor: Dr. Ir. Hermanto Dwiatmoko, MStr., IPU. 2020.

Jakarta is the capital of Indonesia with a population of 10 million. It is estimated that more than four million residents in the area around Jabodetabek travel to and from the city every working day. Transportation problems are increasingly starting to attract political attention and it has been predicted that without major transportation breakthroughs. These problems have led PT MRT Jakarta to develop the concept of transit-oriented areas or Transit Oriented Development (TOD) in several stations in phase 1 of the south - north corridor. TOD is an urban area that is designed to integrate transit functions with people, activities, buildings and public spaces that aim to optimize access to public transportation so that it can support the carrying capacity of passengers and can also be used to carry out economic activities.

This study discusses passenger satisfaction with Dukuh Atas Transit Oriented Development (TOD) service area. Using the "Importance Performance Analysis" method and how integration does encounter difficulties. Validity and Reliability and Bivariate Correlations and Simple Linear Regression were analyzed using the SPSS program. Hypothesis test using the "Chi Square" (X²) method with a sample size of 100 respondents.

From the results of this study it was discovered that the passenger assessment of the Upper Hamlet TOD Area was satisfied. Based on the Bivariate analysis conducted there is a strong correlation between performance and the interests of passengers. While the Linear Regression analysis found that the percentage of performance influence on the interests of passengers is 87.5%. Based on the Cartesian diagram which was formed and the Chi Square hypothesis test obtained factors of service performance that affect the interests of passengers in quadrants II and III. Based on the integration that occurs there is no difficulty in switching between the modes of connecting because 57% of 100 respondents answered that there was no difficulty in switching between modes.

Keyword: Cartesian Chart Importance Performance Analysis, Customer Satisfaction, Service Performance, Transit Oriented Developmen Area (TOD)