

ABSTRAK

Judul : Analisis Kinerja dan Tingkat Kepuasan Bus Sekolah Rute 12 Terminal Kalideres-Gajah Mada. Nama : Afif Farisandy, Nim : 41113010019, Dosen Pembimbing : Sylvia Indriany., Ir, MT., 2019

Meningkatnya jumlah kendaraan roda dua yang diiringi peningkat angka kecelakaan dan pelanggaran lalu lintas terutama oleh pengemudi yang masih pelajar, membuat pemkot DKI Jakarta mengadakan angkutan bus sekolah gratis. Namun dengan meningkatnya pengguna bus sekolah, sehingga pada jam sibuk bus sekolah mengalami *over load* dan dikhawatirkan berdesak-desakan dapat terjadi konflik antar sekolah, untuk itu tugas akhir ini bertujuan mengevaluasi kinerja bus sekolah rute 12.

Untuk memenuhi tujuan tersebut di lakukan survey on board dan wawancara mengenai pelayanan terhadap penumpang, selanjutnya analisis dilakukan berdasarkan Standar Pelayanan Minimal (SPM), *Importance Performance Analysis* (IPA), uji statistik dan Peraturan Gubernur Provinsi Daerah Khusus Ibukota Jakarta tentang pembentukan organisasi dan tata kerja unit pengelola angkutan sekolah dinas perhubungan darat.

Dari analisis kinerja operasional bus sekolah berdasarkan Standar Pelayanan Minimal (SPM), bus sekolah pada rute ini masuk dalam penilaian baik, dengan beberapa indikator yang masih kurang diantaranya kecepatan perjalanan, waktu pelayanan, frekuensi, awal dan akhir perjalanan. Selanjutnya pada hasil kuisioner kepuasan pengguna dengan uji *Importance Performance Analysis* (IPA) pada kuadran A terdapat sebanyak 4 indikator yang menjadi prioritas utama diantaranya ruang tunggu yang bersih dan nyaman, ketepatan waktu kedatangan dan keberangkatan, kemampuan petugas dalam membantu kesulitan yang dihadapi penumpang, kepedulian petugas terhadap penumpang. dan pada kuadran D terdapat 1 indikator yang berlebihan yaitu kesabaran staf dalam memberikan pelayanan. Dari hasil uji hipotesis didapatkan data yang menunjukkan bahwa faktor pelayanan pada kuadran A tidak mempengaruhi kepuasan penumpang, sedangkan faktor pelayanan pada kuadran B, C dan D mempengaruhi tingkat kepuasan penumpang.

Kata Kunci : Bus sekolah rute 12, Standar Pelayanan Minimal (SPM), *Importance Performance Analysis* (IPA), Kepuasan pengguna.

ABSTRAK

Title: analysis of the performance and the level of satisfaction of School Bus Routes 12 Terminal Kalideres-Gajah Mada. Name: Afif Farisandy, Nim: 41113010019, lecturer of the supervisor: Sylvia Indriany., Ir., MT., 2019

The increasing number of two-wheeled vehicle that accompanied peningkata the numbers of accidents and traffic offenders especially by drivers who are still students, making the Jakarta City Government organized a free school bus transportation. However with the increasing school bus users, so the school bus during rush hour mangalami over load and feared overcrowding may occur conflicts between schools, for that final project aims to evaluate performance of school bus rute12.

To meet that goal in doing a survey on board and interviews regarding the service of passengers, further analysis was performed based on minimum service Standards (SPM), Importance Peformance Analysis (IPA), test statistics and rules The Governor of the province of Jakarta about the formation of the Organization and the work unit manager land transportation Office of school transportation.

Operational performance analysis of school buses based on minimum service Standards (SPM), school buses on the route is included in the assessment of both, with some indicators are still lacking include speed of travel, the time of service, frequency, starting and the end of the trip. Further on the results of user satisfaction with the kuisoner test Importance Peformance Analysis (IPA) on which A quadrant 4 indicators into key priorities include the waiting room clean and comfortable, the timeliness of arrivals and departure, the ability of officers in helping passengers facing difficulties, caring officer against passengers. and on the quadrant D there are 1 excessive indicators i.e. patience of staff in providing service. Hypothesis test results obtained from data showing that a pad service factor quadrant A does not affect the satisfaction of the passengers, while the service factors on quadrant B, C and D affect the level of satisfaction of passengers.

Keywords: School Bus routes 12, minimum service Standards (SPM), Importance Peformance Analysis (IPA), user satisfaction.