

ABSTRAK

Judul : Analisis Tingkat Kepuasan Penumpang Terhadap Kinerja Perusahaan dan Pelayanan Kereta Api Bandara (*Airport Railink Service*), Nama : Khaerunissa, NIM : 41113320021, Dosen Pembimbing : Ir. Muhammad Isradi, ST, MT, 2018

Penelitian ini membahas kepuasan penumpang terhadap pelayanan Kereta Api Bandara (Airport Railink Service), untuk analisa peneliti menggunakan metode "Importance Performance Analysis" yang selanjutnya dilakukan Analisa Korelasi Bivariat dan Regresi Linear Berganda dengan menggunakan program SPSS, selanjutnya Uji Hipotesa dengan menggunakan Metode Chi-Kuadrat (X²) dengan jumlah sampel 100 responden. Dari hasil penelitian diketahui bahwa penilaian penumpang terhadap Kereta Api Bandara rata-rata sudah Baik dan Puas. Berdasarkan Analisa Regresi Linear Berganda yang dilakukan didapat bahwa kinerja perusahaan mempunyai hubungan yang signifikan dengan nilai signifikansi $0,000 < 0,05$ dan sedangkan Analisa Regresi yang dilakukan didapat bahwa persentase pengaruh kinerja perusahaan terhadap kepuasan penumpang yaitu 89,5 % dengan kontribusi penilaian tertinggi dimulai dari dimensi Empathy, Reliability, Assurance, Responsiveness dan Tangibles. Berdasarkan Diagram Cartesius yang terbentuk dan dilakukan uji hipotesa dengan Uji Chi-Kuadrat (X²) didapatkan indikator-indikator penilaian yang berpengaruh terhadap peningkatan kepuasan penumpang yang terletak pada Kuadran I dan Kuadran IV dimana H₀ ditolak, sedangkan indikator-indikator penilaian yang tidak mempengaruhi kepuasan penumpang terletak pada Kuadran II dan Kuadran III dengan H₀ diterima.

Kata kunci: Kepuasan Penumpang, Kualitas Pelayanan, Kereta Api Bandara (*Airport Railink*)

ABSTRACT

Title: Analysis of Passenger Satisfaction Level on Company Performance and Airport Railink Service, Name: Khaerunissa, NIM: 41113320021, Advisor: Ir. Muhammad Isradi, ST, MT, 2018

This study discusses passenger satisfaction with Airport Railink Service, for researcher analysis using the "Importance Performance Analysis" method which is then performed Bivariate Correlation Analysis and Multiple Linear Regression using the SPSS program, then Hypothesis Testing using the Chi-Squared Method (X^2) with a sample size of 100 respondents. From the results of the study note that passenger ratings of the Airport Train are on average Good and Satisfied. Based on the Multiple Linear Regression Analysis conducted, it is found that the company's performance has a significant relationship with a significance value of $0,000 < 0.05$ and while the Regression Analysis is obtained that the percentage of company performance influence on passenger satisfaction is 89.5% with the highest rating contribution starting from the dimension Empathy, Reliability, Assurance, Responsiveness and Tangibles. Based on the Cartesian diagram which was formed and tested the hypothesis by the Chi-Square Test (X^2) obtained assessment indicators that affect the increase in passenger satisfaction located in Quadrant I and Quadrant IV where H_0 is rejected, while the assessment indicators that do not affect passenger satisfaction located in Quadrant II and Quadrant III with H_0 accepted.

Keywords: Passenger Satisfaction, Service Quality, Airport Railink