

INTISARI

Sering munculnya berita di media cetak maupun digital terkait kasus kecelakaan lalu lintas bus Antar Kota Antar Provinsi (AKAP) yang membahayakan keselamatan pengguna jasa angkutan dan masih banyak bus yang minim fasilitas sehingga menimbulkan ketidaknyamanan penumpang seperti kurang terjaganya kebersihan bus, kurangnya fasilitas kesehatan, tidak adanya informasi terkait keadaan darurat, pengatur AC yang tidak berfungsi. Oleh karena itu, perlu dilakukan penelitian mengenai Analisis Kinerja Operasional Pelayanan Dan Keselamatan Bus Antar Kota Antar Provinsi (AKAP) (Studi Kasus: PO. Haryanto Trayek Tangerang-Cepu) dengan rute Tangerang-Jakarta-Semarang-Purwodadi-Blora-Cepu.

Data yang dianalisis meliputi data primer dan data sekunder. Data primer tersebut adalah data kelayakan bus PO. Haryanto dan data tingkat kepuasan pengguna jasa bus PO. Haryanto yang dilakukan melalui survei dan pengamatan langsung. Sedangkan data sekunder yang dibutuhkan adalah peta jaringan trayek, data spesifikasi armada, jumlah armada dan jadwal keberangkatan bus PO. Haryanto trayek Tangerang-Cepu yang didapatkan melalui wawancara kepada pegawai PO. Haryanto. Untuk mengetahui kelayakan bus dilakukan pemeriksaan bus sebelum diberangkatkan, pemeriksaan bus saat beroperasi, pemeriksaan bus setelah beroperasi dan menghitung *load factor*, sedangkan untuk mengetahui nilai tingkat kepuasan penumpang data diolah menggunakan uji validitas, uji reliabilitas dan metode *Customer Satisfaction Index (CSI)*.

Hasil penelitian ini menunjukkan bahwa bus PO. Haryanto trayek Tangerang-Cepu dinyatakan laik jalan dengan catatan yaitu penyimpangan trayek dan tidak ada kotak P3K di dalam bus dan tidak adanya panduan saat keadaan darurat, untuk tingkat kepuasan penumpang menyatakan bahwa tingkat pelayanan bus PO. Haryanto trayek Tangerang-Cepu mendapatkan predikat Puas namun untuk fasilitas kesehatan masih kurang.

Kata kunci: *Customer Satisfaction Index (CSI)*, *load factor*, Pelayanan dan keselamatan bus, Kelayakan dan tingkat kepuasan penumpang bus PO. Haryanto trayek Tangerang-Cepu.

ABSTRACT

Based on the frequent news related to cases of AKAP bus traffic accidents that endanger the safety of transport service users and there are still many buses that lack of facilities, causing passenger discomfort such as lack of cleanliness of buses, lack of health facilities, absence of information regarding emergency situations, malfunctioning AC regulators. Therefore, it is necessary to do research on the Operational Performance Analysis of AKAP Bus Services and Safety (Case Study: PO. Haryanto Trayek Tangerang-Cepu) with the Tangerang-Jakarta-Semarang-Purwodadi -Blora-Cepu route.

The data analyzed include primary data and secondary data. The primary data is the PO. Haryanto bus feasibility data and data on the satisfaction level of PO. Haryanto bus service users conducted through surveys and direct observation. While the secondary data needed are route network maps, fleet specification data, number of fleets and PO. Haryanto bus departure schedules for the Tangerang-Cepu route which was obtained through interviews with PO. Haryanto employees. To determine the feasibility of the bus, it is necessary to inspect the bus before it departs, inspect the bus during operation, check the bus after operation and calculate the load factor, while to determine the value of the passenger satisfaction level, the data is processed using validity tests, reliability tests and the Customer Satisfaction Index (CSI) method.

The results of this study indicate that the PO. Haryanto bus for the Tangerang-Cepu route is declared roadworthy with a note that there is a route deviation and there is no first aid box on the bus and there is no guidance during an emergency, for the level of passenger satisfaction, it states that the level of service for the PO. Haryanto bus for the Tangerang-Cepu route received the title Satisfied but for health facilities it was still lacking.

Keywords: *Customer Satisfaction Index (CSI), load factor, Bus services and safety, feasibility and the value of the passenger satisfaction level PO. Haryanto bus for the Tangerang-Cepu route.*