

ABSTRAK

Judul: Analisis Tingkat Kepuasan Penumpang Terhadap Fasilitas Dan Pelayanan Terminal Tawang Alun Kabupaten Jember, Penulis: Catur Hariwahyutirto, Nim: 41118210014, Dosen Pembimbing: Muhammad Isradi, S.T., M.T., IPM. , Tahun 2022.

Kebijakan pemerintah dalam menjadikan layanan publik sebagai prioritas, tentunya akan berhubungan dengan tanggapan ataupun kepuasan masyarakat sebagai pengguna fasilitas pelayanan publik. Untuk mengetahui tingkat kepuasan pengguna jasa yaitu dengan mengetahui ukuran tingkat kepuasan dan tingkat kinerja pelayanan, maka akan diketahui apa saja perbaikan dan peningkatan yang akan dilakukan pihak pengelola Terminal Tawang Alun Kabupaten Jember. Dalam perhitungan penelitian ini dilaksanakan berdasarkan hasil kuesioner yang telah berpedoman pada standar pelayanan minimum yaitu PM NO. 40 tahun 2015 yang kemudian diolah dengan menggunakan metode Customer Satisfaction Index (CSI), kemudian Importance Performance Analysis (IPA), dan Analysis Service Quality. Dalam perhitungan dengan menggunakan CSI didapatkan indeks kepuasan sebesar 71,51%. Dimana berdasarkan ketentuan bahwa apabila nilai <81% maka dinyatakan bahwa penumpang puas dengan pelayanan yang diberikan. Untuk metode IPA didapatkan 5 atribut pelayanan yang memerlukan prioritas perbaikan. Dan yang terakhir yaitu metode Analysis Service Quality didapatkan 5 dimensi yaitu Berwujud (Tangible) didapatkan hasil gap sebesar -0,60, Keandalan (Reliability) didapatkan hasil gap sebesar -0,53, Ketanggapan (Responsiveness) didapatkan hasil gap sebesar -0,49, Jaminan (Assurance) didapatkan hasil gap sebesar -0,6, Empati (Empathy) didapatkan hasil gap sebesar -0,64.

Kata Kunci Kepuasan Pelanggan, Fasilitas Terminal, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Analysis Service Quality.

ABSTRACT

Title : Analysis Of Passenger Satisfaction Levels With The Facilities And Service Of The Terminal Tawang Alun Jember Regency. Name: Catur Hariwahyutirto, Nim: 41118210014, Lecture Mentor: Muhammad Isradi, S.T., M.T., IPM. , Since 2022.

Government policy in making public services a priority, of course, will relate to the response or satisfaction of the community as a pengguna of public service facilities. To determine the level of satisfaction of service users, namely by knowing the size of the level of satisfaction and the level of service performance, it will be known what improvements and improvements will be made by the manager of the Tawang Alun Terminal, Jember Regency. In this study, it was carried out based on the results of a questionnaire that was guided by the minimum service standard, namely PM NO. 40 of 2015 which was then processed using the Customer Satisfaction Index (CSI) method, then Importance Performance Analysis (IPA), and Service Quality Analysis. In calculations using the CSI obtained a satisfaction index of 71.51%. Where based on the provisions that if the value <81% it is stated that the passengers are satisfied with the services provided. For the IPA method, there are 5 service attributes that require improvement priorities. And finally, the Service Quality Analysis method, there are 5 dimensions, namely Tangible, which results in a gap of -0.60, Reliability, a gap of -0.53, Responsiveness, a gap of -0.49, Assurance results in a gap of -0.6, Empathy (Empathy) results in a gap of -0.64.

Key words : Customer satisfaction, Terminal facilities, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Service Quality Analysis.