

ABSTRACT

Title : Stakeholder Satisfaction Analysis in Implementation of Long Segment Road Maintenance with Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) Methods (Case Study : Road Cirebon – Kuningan - Ciamis), Name : Herman, Nim : 41117320069, Supervisor : Dr. Ir. Andri Irfan Rifai, S.T., M.T., M.A., I.P.M, Year : 2021

Long Segment Maintenance Contract (LSMC) is a treatment in the maintenance of one road segment continuously with the aim of getting uniform road conditions, which are stable and standard throughout the segment. This study aims to determine the level of stakeholder interest and satisfaction with the LSMC-based road maintenance on road Cirebon - Kuningan - Ciamis. The sample of this research is road users and stakeholders. The sample was carried out by purposive sampling method. Data collection was carried out by questionnaires distributed directly to stakeholders as many as 14 respondents and road users as many as 100 respondents. The statistical method uses Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The Importance Performance Analysis (IPA) method aims to determine the value of the level of conformity between the level of importance (expectations) and the level of performance which is then plotted using a Cartesian diagram, which aims to determine which attributes are included in quadrants I, II, III, IV. The Customer Satisfaction Index (CSI) method aims to determine the level of satisfaction of stakeholders and road users by considering the level of importance of the measured road attributes. The results of the research using the IPA method show that the level of conformity of stakeholders and road users is in the range of 80% - 100%, which means the level of conformity is good. This can be seen from the results of the Cartesian diagram where the majority of the question attributes are in

quadrant II so that it must be maintained, but there are some attributes that still require improvement and improvement in accordance with consumer expectations. The results of the research using the CSI method show that the level of stakeholder satisfaction is in the range of 81% - 100% which means very satisfied while the level of satisfaction of road users is in the range of 66% - 80.99% which means satisfied with the service on road Cirebon - Kuningan - Ciamis.

Keywords: *LSMC (Long Segment Maintenance Contract), Stakeholder, Pengguna Jalan, IPA (Importance Performance Analysis), CSI (Customer Satisfaction Index).*



ABSTRAK

Judul : Analisis Kepuasan Stakeholder dalam Implementasi Pemeliharaan Jalan Long Segment dengan Metode Importance Performance Analysis (IPA) dan Customer Satisfaction Index (CSI) (Studi Kasus : Jalan Cirebon – Kuningan - Cirebon), Nama : Herman, Nim : 41117320069, Pembimbing : Dr. Ir. Andri Irfan Rifai, S.T., M.T., M.A., I.P.M, Tahun : 2021

Long Segment Maintenance Contract (LSMC) adalah penanganan dalam pemeliharaan satu segment jalan secara menerus dengan tujuan mendapatkan kondisi jalan yang seragam, yaitu stabil dan standar di sepanjang segment. Penelitian ini bertujuan untuk mengetahui tingkat kepentingan dan kepuasan stakeholder terhadap pemeliharaan jalan berbasis LSMC di Jalan Cirebon – Kuningan - Ciamis. Sampel penelitian ini adalah Pengguna jalan dan stakeholder. Sampel dilakukan dengan metode purposive sampling. Pengumpulan data dilakukan dengan kuesioner disebarkan langsung ke stakeholder sebanyak 14 responden dan pengguna jalan sebanyak 100 responden. Metode statistik menggunakan Importance Performance Analysis (IPA) dan Customer Satisfaction Index (CSI). Metode Importance Performance Analysis (IPA), bertujuan untuk mengetahui nilai tingkat kesesuaian antara tingkat kepentingan (harapan) dan tingkat kinerja yang kemudian dilakukan plotting dengan menggunakan Diagram Kartesius, yang bertujuan untuk mengetahui atribut-atribut mana saja yang masuk dalam kuadran I, II, III, IV. Metode Customer Satisfaction Index (CSI) bertujuan untuk menentukan tingkat kepuasan stakeholder dan pengguna jalan dengan mempertimbangkan tingkat kepentingan dari atribut-atribut jalan yang diukur. Hasil penelitian menggunakan metode IPA menunjukkan bahwa tingkat kesesuaian stakeholder dan pengguna jalan berada pada rentang 80% – 100% yang berarti tingkat kesesuaian sudah baik. Ini dapat

dilihat dari hasil diagram kartesius dimana mayoritas atribut pertanyaan berada pada kuadran II sehingga harus dipertahankan, tetapi terdapat beberapa atribut yang masih memerlukan perbaikan dan peningkatan sesuai dengan harapan konsumen. Hasil penelitian menggunakan metode CSI menunjukkan bahwa tingkat kepuasan stakeholder berada pada rentang 81% - 100% yang berarti sangat puas sedangkan tingkat kepuasan pengguna jalan berada pada rentang 66% - 80.99% yang berarti puas terhadap pelayanan di Jalan Cirebon – Kuningan - Ciamis.

Kata kunci : LSMC (Long Segment Maintenance Contract), Stakeholder, Pengguna Jalan, IPA (Importance Performance Analysis), CSI (Customer Satisfaction Index)

