

ABSTRAK

Kepuasan pelanggan adalah salah satu faktor yang mempengaruhi loyalitas pelanggan. Pengalaman yang baik akan selalu diingat pelanggan. Tetapi secara kasat mata banyak jalan tol yang tidak memenuhi SPM atau kualitas layanannya dibawah standar. Tujuan dari penelitian ini adalah mengetahui hubungan antara kondisi jalan, kecepatan tempuh, aksesibilitas, mobilitas, keselamatan, unit pertolongan, lingkungan dan tempat istirahat dan pelayanan terhadap kepuasan pengguna di wilayah Jabodetabek. Data primer diperoleh dari hasil kuesioner kepada 589 pengguna jalan tol di wilayah Jabodetabek dengan menggunakan teknik sampling proportionate stratified random sampling. Data yang diperoleh diolah dengan menggunakan metode SEM PLS. Evaluasi dilakukan untuk outer model (model pengukuran) dan kemudian Inner model. Hasil pengujian hubungan antar variabel menunjukkan bahwa kepuasan pelanggan berpengaruh secara signifikan kepada substansi pelayanan Aksesibilitas, Mobilitas, Keselamatan, Unit pertolongan/penyelamatan dan bantuan pelayanan dan Lingkungan. Sedangkan yang tidak berpengaruh terhadap kepuasan pengguna yaitu substansi pelayanan Kondisi jalan, Kecepatan tempuh rata-rata dan Tempat istirahat dan pelayanan.

Kata-kata kunci: SEM (*Structural Equation Modelling*), PLS (*Partial Least Square*), Substansi Pelayanan Jalan Tol dan Kepuasan Pengguna.

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ABSTRACT

Customer satisfaction is one of the factors that influence customer loyalty. A good experience will always be remembered by customers. But in plain view there are many toll roads that do not meet the SPM or the quality of their services is below standard. The purpose of this study was to determine the relationship between road conditions, travel speed, accessibility, mobility, safety, rescue units, environment and rest areas and services on user satisfaction in the Greater Jakarta area. Primary data was obtained from the results of a questionnaire to 589 toll road users in the Greater Jakarta area using a proportionate stratified random sampling technique. The data obtained was processed using the PLS SEM method. Evaluation is carried out for the outer model (measurement model) and then the inner model. The results of testing the relationship between variables indicate that customer satisfaction has a significant effect on the substance of the service Accessibility, Mobility, Safety, Help/Rescue Unit and Service Assistance and the Environment. While those that do not affect user satisfaction are the substance of the service, road conditions, average travel speed, and rest and service areas.

Keywords : SEM (Structural Equation Modeling), PLS (Partial Least Square), Toll Road Service Substance and User Satisfaction.



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