

ABSTRAK

Judul : Analisis Kinerja Penumpang Terhadap Pelayanan Bus Gunung Harta Rute Jakarta – Malang, Nama : Ridwan Budi Haryanto, Nim : 41114010066, Dosen Pembimbing : Sylvia Indriany, Ir, MT. Tahun : 2019

Penelitian ini membahas mengenai kepuasan penumpang terhadap pelayanan Bus Gunung Harta Rute Jakarta - Malang. Untuk analisis, penulis menggunakan metode “Importance Performance Analysis” yang selanjutnya dilakukan analisis Validitas dan Reliabilitas serta Korelasi Bivariat dan Regresi Linear Sederhana dengan menggunakan program SPSS. Uji hipotesa dengan metode “Chi Square” (X^2) dengan jumlah sample 177 responden. Dari hasil penelitian diketahui bahwa penilaian penumpang terhadap Bus Gunung Harta sudah sangat baik dan sangat puas. Berdasarkan analisis Korelasi Bivariat yang dilakukan didapat nilai signifikansi $0,000 < 0,05$ dan nilai Pearson Correlation 0,81 berarti terdapat korelasi yang sangat kuat antara kinerja petugas dengan kepuasan penumpang. Sedangkan pada analisis Regresi Linear yang dilakukan, didapat bahwa presentase pengaruh kinerja pelayanan terhadap kepuasan penumpang yaitu 84,2%. Berdasarkan diagram Cartesius yang terbentuk dan dilakukan uji hipotesa dengan uji Chi Square (X^2) didapat faktor-faktor pelayanan yang berpengaruh terhadap peningkatan kepuasan penumpang yang terletak pada kuadran A, C, dan D dimana H_1 diterima, sedangkan faktor-faktor yang tidak mempengaruhi terletak pada kuadran B dengan H_1 ditolak.

Kata Kunci: Kualitas pelayanan, Kepuasan pelanggan, Bus AKAP, Diagram Cartesius Importance Performance Analysis, Chi Kuadrat

ABSTRACT

Judul : Analysis of Passenger Performance Against the Gunung Harta Bus Service Route Jakarta - Malang, Nama : Ridwan Budi Haryanto, Nim : 41114010066, Dosen Pembimbing : Sylvia Indriany, Ir, MT. Tahun : 2019

This study discusses passenger satisfaction with the Jakarta - Malang Gunung Harta Bus service. For analysis, the authors use the "Importance Performance Analysis" method, which then analyzes Validity and Reliability and Bivariate Correlations and Simple Linear Regression using the SPSS program. Hypothesis testing using the "Chi Square" (X^2) method with a sample of 177 respondents. From the results of the study note that the passenger assessment of the Gunung Harta Bus was very good and very satisfied. Based on the Bivariate Correlation analysis, the significance value is $0,000 < 0.05$ and the Pearson Correlation value is 0.81, which means that there is a very strong correlation between the performance of officers and passenger satisfaction. While in the Linear Regression analysis conducted, it was found that the percentage of service performance influence on passenger satisfaction is 84.2%. Based on the Cartesian diagram which was formed and tested the hypothesis with the Chi Square test (X^2) obtained service factors that affect the increase in passenger satisfaction located in quadrants A, C, and D where H_1 is received, while the factors that do not affect lies in quadrant B with H_1 rejected.

Keywords: *Service quality, customer satisfaction, AKAP Bus, Cartesian Importance Performance Analysis, Chi Square*