

INTI SARI

Judul: Evaluasi Kinerja Pelayanan dan Tarif Bus Pemadu Moda (Studi kasus: trayek Bogor – Bandara Internasional Soekarno Hatta), Nama: Ratu Ayu Fauziah, NIM: 41115010056, Dosen Pembimbing: Ir. Sylvia Indriany, MT, 2019.

Bus pemadu moda DAMRI merupakan moda transportasi yang dikelola oleh Perum DAMRI untuk melayani perjalanan dari dan menuju bandara. Berdasarkan data Statistik Perhubungan (2017) dapat diketahui bahwa pertumbuhan rata-rata per tahun 2013-2017 untuk jumlah produksi angkutan penumpang dan barang Perum DAMRI mengalami penurunan sebesar 10,78%. Dengan demikian, penelitian ini dilakukan bertujuan untuk mengetahui kesesuaian kinerja pelayanan terhadap standar yang telah ditetapkan dan kesesuaian tarif yang berlaku saat ini.

Penelitian ini menggunakan metode survei lapangan berupa kuesioner dan pengamatan naik-turun penumpang (on bus) untuk mendapatkan data primer sedangkan data sekunder didapatkan dari Perum DAMRI dan beberapa referensi terkait dengan penelitian. Analisis yang dilakukan meliputi analisis kinerja operasional berdasarkan Standar Pelayanan Minimal (SPM) Direktorat Jenderal Perhubungan Darat SK.22.AK.005/UAKB/2012, analisis kinerja pelayanan dan kepentingan berdasarkan metode Importance Performance Analysis (IPA), uji kuesioner (uji validitas dan uji reliabilitas), uji statistik (uji korelasi dan uji chi square) dan analisis tarif berdasarkan produksi pelayanan dan Biaya Operasional Kendaraan (BOK).

Hasil evaluasi menunjukkan bahwa kinerja operasional untuk trayek Bogor (Botani) – Bandara Internasional Soekarno Hatta berdasarkan Standar Pelayanan Minimal (SPM) dinilai sudah sangat baik (26). Sedangkan untuk kinerja pelayanan menurut responden dinilai sudah baik (72,27%) dengan rata-rata tingkat kesesuaian antara kinerja pelayanan dan kepentingan sebesar 84%. Tarif yang berlaku adalah Rp55.000 sedangkan tarif hasil analisis BOK yang diperoleh adalah Rp18.878 untuk seat-trip, Rp46.381 untuk pnp-km dan Rp43.072 untuk pnp-trip. Dengan demikian, saat ini Perum DAMRI telah mendapat keuntungan dengan menerapkan 5 ritasi untuk setiap bus yang beroperasi. Sedangkan untuk tarif menurut responden dinilai sudah sesuai dikarenakan faktor ketepatan waktu perjalanan bus, waktu operasional yang tersedia dan perasaan aman akan barang yang di bawa sudah terlaksanakan dengan baik.

Kata Kunci: Standar Pelayanan Minimal (SPM), Biaya Operasional Kendaraan (BOK), DAMRI trayek Bogor – Bandara Internasional Soekarno Hatta, metode Importance Performance Analysis (IPA)

ABSTRACT

Title: Title: Evaluation of Service Performance and Tariff's Intermodal Passenger Transport (Case study: Route Bogor – Soekarno Hatta International Airport), Name: Ratu Ayu Fauziah, NIM: 41115010056, Supervisor: Ir. Sylvia Indriany, MT, 2019.

DAMRI's intermodal passenger transport is a mode of transportation managed by Perum DAMRI to service trips from and to the airport. Based on data from Transportation Statistics (2017), it can be seen that the average growth per year of 2013-2017 for the total production of passenger and goods transportation by the Perum DAMRI has decreased by 10,78%. Thus, in this study we will discuss the suitability of service performance against the established standards and the current tariff compliance.

This study uses a field survey method in the form of a questionnaire and observing the getting in and getting off of passengers to obtain primary data while secondary data is obtained from the Perum DAMRI and several references related to research. The analysis carried out included analysis of operational performance based on the Minimum Service Standards (MSS) of the Directorate General of Land Transportation SK.22.AK.005/UAKB/2012, analysis of service performance and interests based on the Importance Performance Analysis (IPA) method, questionnaire test (validity test and reliability test), statistical tests (correlation test and chi square test) and tariff analysis based on service production and Vehicle Operating Costs (VOC).

The evaluation results show that the operational performance for Bogor (Botani) - Soekarno Hatta International Airport route based on Minimum Service Standards (MSS) is considered to be very good (26). While for service performance according to respondents it was considered good (72,27%) with an average level of suitability between service performance and interests of 84%. The applicable tariff is Rp55.000 while the tariff for the BOK analysis obtained is Rp18.878 for seat-trip, Rp46.381 for passenger-km and Rp43.072 for passenger-trip. Thus, at this time Perum DAMRI has benefited by applying 5 ritations for each bus operating. Whereas for the tariff according to the respondent, it is considered appropriate because of the factor of the accuracy of the time of the bus trip, the available operational time and the feeling of security of the goods that have been carried out properly.

Keywords: Minimum Service Standards (MSS), Vehicle Operating Costs (VOC), DAMRI Bogor - Soekarno Hatta International Airpor route, Importance Performance Analysis (IPA) method