

ABSTRAK

Judul : Evaluasi Kinerja Operasional Dan Pelayanan Bus Akap Trayek Tangerang – Ngawi Dengan Metode Importance Performance Analysis (IPA). Nama : Djody Indriawan (41119010021). Dosen Pembimbing : Sylvia Indriany, S.T., M.T.

Bus AKAP Harapan Jaya adalah transportasi bus cepat, nyaman dan ber-AC. Pada penelitian ini meninjau Bus Harapan Jaya dengan rute Tangerang-Ngawi untuk jadwal keberangkatan siang yaitu pukul 12:00 WIB dengan kelas bus eksekutif dan kapasitas 32 seat. Tujuan penelitian ini untuk mengetahui dan mengevaluasi kinerja operasional dan pelayanan Bus Harapan Jaya dengan mengacu kepada data yang diperoleh.

Penelitian ini mengacu kepada Surat Keputusan Direktur Jenderal Perhubungan Darat Nomor: SK.687/AJ.206/DRJD/2002 Tentang Pedoman Teknis Penyelenggaraan Angkutan Penumpang Di Wilayah Perkotaan Dalam Trayek Tetap Dan Teratur untuk kinerja operasional. Peraturan Menteri Perhubungan Republik Indonesia Nomor PM 29 Tahun 2015 Tentang Perubahan Atas Peraturan Menteri Perhubungan Nomor PM 98 Tahun 2013 Tentang Standar Pelayanan Minimal Angkutan Orang Dengan Kendaraan Bermotor Umum Dalam Trayek dan analisis menggunakan Metode IPA untuk kinerja pelayanan dan kepuasan penumpang.

Dari kinerja operasional Bus Harapan Jaya rute Tangerang-Ngawi didapat faktor muat >70%, waktu tempuh rata-rata 12 sampai 13 jam, waktu henti rata-rata 1 jam, kecepatan kendaraan rata-rata 20-30 km/jam untuk dalam kota, dan 60-120 km/jam untuk luar kota, dan rata-rata waktu tunggu 30 menit. Nilai rata-rata tingkat kualitas pelayanan mencapai 3,68 masuk dalam kategori cukup baik, rata-rata tingkat harapan mencapai 3,98 masuk dalam kategori baik.

Kata Kunci: Bus Harapan Jaya, Kinerja dan Pelayanan, Faktor Muat, Waktu Perjalanan, *Importance Performance Analysis (IPA)*.

ABSTRACT

Title: Evaluation of operational performance and service of the Tangerang – Ngawi route akap bus with the Importance Performance Analysis (IPA) method. Name: Djody Indriawan (41119010021). Supervisor : Sylvia Indriany, S.T., M.T.

Harapan Jaya AKAP Bus is a fast, comfortable and air-conditioned bus transportation. In this study, we reviewed the Harapan Jaya Bus with the Tangerang-Ngawi route for the afternoon departure schedule at 12:00 WIB with an executive bus class and a capacity of 32 seats. The purpose of this study is to determine and evaluate the operational and service performance of Harapan Jaya Bus by referring to the data obtained.

This research refers to the Decree of the Director General of Land Transportation Number: SK.687 / AJ.206 / DRJD / 2002 concerning Technical Guidelines for the Implementation of Passenger Transport in Urban Areas on Fixed and Regular Routes for Operational Performance. Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 29 of 2015 concerning Amendments to the Regulation of the Minister of Transportation Number PM 98 of 2013 concerning Minimum Service Standards for Transportation of People by Public Motor Vehicles on the Route and analysis using the IPA Method for service performance and passenger satisfaction.

From the operational performance of the Harapan Jaya Bus on the Tangerang – Ngawi route, a load factor of $>70\%$ was obtained, the average travel time was 12 to 13 hours, the average downtime was 1 hour, the average vehicle speed was 20-30 km/h for within the city, and 60-120 km/h for outside the city, and the average waiting time was 30 minutes. The average value of the level of service quality reached 3,68 included in the gd category, the average level of expectation reached 3,98 included in the good category.

Keywords: Harapan Jaya Bus, Performance and Service, Load Factor, Travel Time, Importance Performance Analysis (IPA).