ABSTRAK

Judul : Evaluasi Kepuasan Penumpang Terhadap Angkutan Umum (Angkutan Kota D10 Trayek Ciputat – Pondok Aren), Nama : M. Wahid Hasan P, NIM : 41117010102, Dosen Pembimbing : Ir. Zainal Arifin, MT 2023.

Angkutan kota D10 merupakan angkutan kota di wilayah Ciputat yang terletak di Kota Tangerang Selatan yang menghubungkan antara Ciputat sampai dengan Pondok Aren dengan jarak pergi sekitar kilometer. Banyak masyarakat yang menggunakan angkutan kota D10 ini sebagai prasarana untuk tujuan kebutuhannya. Dilihat setelah masa pandemi covid-19 sekarang ini, masyarakat sudah mulai kembali berkehidupan normal. Dalam hal ini, tentu saja sangat berpengaruh terhadap kualitas kinerja pelayanan angkutan kota D10. Oleh karena itu, setelah masa pandemi covid-19 ini peneliti sangat tertarik untuk melakukan penelitian kinerja pelayanan angkutan D10 disepanjang rute trayek Ciputat – Pondok Aren untuk mengetahui kondisi kinerja pelayanan angkutan tersebut.

Penelitian ini menggunakan pedoman Surat Keputusan Ditjen Perhubungan Darat 2002. Pengumpulan data dilakukan dengan survei dan penyebaran kuisioner. Teknik analisis data mengunakan uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier berganda, uji F, uji T dan koefisien determinasi dengan didasari ServQual (*service quality*).

Hasil pengujian didapati nilai total keseluruhan dalam kinerja operasional seperti faktor muat (*load factor*), waktu perjalanan, kecepatan perjalanan, waktu antara (*headway*), frekuensi pelayanan, waktu tunggu, jumlah kendaraan yang beroperasi dan waktu pelayanan sebesar 24 pada nilai total bobot 18 – 24 dikategori baik. Adapun hasil pengaruh kinerja pelayanan angkutan kota D10 setelah masa normal terhadap kepuasan penumpang dalam uji T menunjukkan bahwa variabel *responsiveness* dan *tangible* secara parsial berpengaruh signifikan, sedangkan variabel *reliability, assurance* dan *emphaty* tidak berpengaruh signifikan terhadap kepuasan penumpang. Selanjutnya dalam uji F bahwa *reliability, responsiveness, assurance, tangible* dan *emphaty* secara simultan atau bersama-sama berpengaruh signifikan terhadap kepuasan penumpang.

Kata Kunci : Kinerja Pelayanan, Kepuasan Penumpang, Regresi Linier Berganda, Standar Pelayanan Minimum, ServQual.

ABSTRACT

Title : Evaluation Of Passenger Satisfaction On The Performance Of Public Transportation (Transportation City D10 Ciputat – Pondok Aren), Name : M. Wahid Hasan P, NIM : 41117010102, Supervisor :Ir. Zainal Arifin, MT, 2023.

transportation D10 is city transportation in the Ciputat area, which is located in the city of South Tangerang, which connects Ciputat to Pondok Aren with a distance of about kilometers. Many people use the D10 city transportation as infrastructure for their needs. Judging from the current Covid-19 pandemic, people have started to return to normal life. In this case, of course it greatly influences the quality of the performance of D10 city transport services. Because, after the Covid-19 pandemic, researchers were very interested in conducting research on the performance of the D10 transportation service along the Ciputat – Pondok Aren route to find out the performance conditions of the transportation service.

This study uses the guidelines of the Decree of the Directorate General of Land Transportation 2002. Data collection was carried out by means of surveys and questionnaires. Data analysis techniques used validity test, reliability test, classical assumption test, multiple linear regression, F test, T test and coefficient of determination based on ServQual (service quality).

The test results found that the overall total value in operational performance such as load factor, travel time, travel speed, headway, service frequency, waiting time, number of vehicles operating and service time is 24 with a total weight value of 18 - 24 are in good category. As for the results of the influence of the performance of D10 city transportation services after the normal period on passenger satisfaction in the T test shows that the responsiveness and tangible variables partially have a significant effect, while the reliability, assurance and empathy variables have no significant effect on passenger satisfaction. Furthermore, in the F test that reliability, responsiveness, assurance, tangible and empathy simultaneously or together have a significant effect on passenger satisfaction.

Keywords : Service Performance, Passenger Satisfaction, Multiple Linear Regression, Minimum Service Standards, ServQual.