ABSTRAK

Judul : Analisis Kinerja Pelayanan Angkutan Umum Area Urban dengan Metode Servqual (Studi Kasus: Transjakarta D11 Rute Terminal Depok-BKN), Nama : Nihayati, Nim:41117320071, Dosen Pembimbing : Dr. Andri Irfan Rifai, ST.,MT., 2019.

Urbanisasi terus meningkat karena semakin sukarnya kesempatan kerja di daerah. Semakin banyak tenaga kerja ke kota metropolitan. Dampak yang muncul adalah aktivitas transportasi ke pusat kota yang semakin padat. Pola pergerakan ke pusat kota Jakarta dari kota-kota diluar Jakarta memicu adanya pertumbuhan kendaraan. Diperlukan kebijakan pemerintah untuk membenahi transportasi penghubung kota Jakarta. Meningkatnya permintaan transportasi terintegrasi maka makin banyak yang harus di penuhi terkait transportasi yang diperlukan.

Salah satu penilaian kinerja angkutan umum massal ini adalah analisis kinerja pelayanan Transjakarta D11 rute Terminal Depok-BKN. Pemilihan strategi penelitian yang digunakan adalah kuantitatif dan kualititatif dengan metode penelitian yang digunakan adalah metode penelitian Deskriptif. Melalui pendekatan ini bertujuan untuk mengetahui secara spesifik, jelas dan terperinci bagaimana kinerja dan kualitas pelayanan yang diberikan instansi menurut persepsi penerima layanan.

Berdasarakan analisis kinerja bahwa kinerja Transjakarta D11 pada rute Terminal Depok-BKN memiliki total nilai kinerja sebesar 26 maka menurut keputusan Dirjen Perhubungan Dasar 2002 dapat dikatakan sangat baik. menurut keputusan Dirjen Perhubungan Dasar 2002 dapat dikatakan sangat baik. Kualitas pelayanan Transjakarta D11 dengan Servqual Score 0,012 dapat dikatakan bahwa tingkat kepuasan pelanggan Transjakarta D11 secara keseluruhan pelanggan kurang puas atas pelayanan yang diterima.

Kata kunci : Urbanisasi, Angkutan Umum, Kinerja, Pelayanan, Transjakarta, Standar Pelayanan, Kualitas Pelayanan

ABSTRACT

Title : Analisis Kinerja Pelayanan Angkutan Umum Area Urban dengan Metode Servqual (Studi Kasus: Transjakarta D11 Rute Terminal Depok-BKN), Name : Nihayati, NIM : 41117320071, Supervisor : Dr. Andri Irfan Rifai, ST.,MT., 2019

Urbanization continues to increase due to increasingly difficult employment opportunities in the region. More and more workers are going to metropolitan cities. The impact that arises is the increasingly crowded transportation activities to the city center. The pattern of movement to downtown Jakarta from cities outside Jakarta triggers vehicle growth. Government policies are needed to improve transportation links in Jakarta. As the demand for integrated transportation increases, more needs to be fulfilled related to the required transportation.

One of the performance evaluations of mass public transportation is an analysis of the performance of Transjakarta service D11 in the Terminal Depok-BKN route. The selection of research strategies used is quantitative and qualitative with the research method used is descriptive research method. Through this approach aims to find out specifically, clearly and in detail how the performance and quality of services provided by agencies according to the perception of service recipients.

Based on performance analysis that the performance of Transjakarta D11 on the Terminal Depok-BKN route has a total performance value of 26, according to the decision of the Director General of Basic Transportation 2002 it can be said to be very good. according to the decision of the Director General of Basic Transportation 2002 it can be said to be very good. The service quality of Transjakarta D11 with a Servqual Score of 0.012 can be said that the level of customer satisfaction of Transjakarta D11 as a whole is that customers are less satisfied with the service received.

Keywords: Urbanization, Public Transportation, Performance, Services, Transjakarta, Service Standards, Service