ABSTRAK

Permasalahan kemacetan di Kota Bogor membuat Kementerian Perhubungan bersama Pemerintah Kota Bogor mengembangkan program layananan angkutan umum massal sesuai standar pelayanan minimal melalui subsidi berbasis skema Buy The Service (BTS). Hal ini dikarenakan banyak nya angkutan perkotaan (angkot) yang masih kurang displin. Sehingga diluncurkanlah konsep layanan angkutan umum massal berbasis bus (Bus Rapid Transit) yang bernama BisKita Trans Pakuan. Pelayanan angkutan umum massal BISKITA Trans Pakuan ini dihadirkan dengan standar layanan yang jauh lebih baik dibanding angkutan konvensional.

Penelitian ini bertujuan untuk mengetahui kinerja operasional dan tingkat kepuasan pelanggan serta mengetahui kebutuhan armada untuk menunjang kinerja operasional dari Biskita khususnya pada koridor 2. Metode penelitian ini menggunakan 3 (tiga) metode yaitu *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), *Servqual Score* (Servqual) untuk mengukur tingkat kepuasan pengguna jasa. Dan perhitungan jumlah armada dengan mengacu Direktur Jenderal Perhubungan Darat Nomor SK.687/AJ.206/DRJD/2002 Tentang Pedoman Teknis Penyelenggaraan Angkutan Penumpang Umum Diwilayah Perkotaan Dalam Trayek Tetap Dan Teratur.

Hasil penelitin ini menunjukan bahwa kebutuhan armada pada koridor 2 ini sudah mencukupi. Untuk kinerja operasional pada koridor 2 sudah dirasa puas oleh penumpang terlihat dari nilai CSI sebesar 76,22% yang berarti penumpang puas terhadap pelayanan perusahaan biskita khususnya di koridor 2. Berdasarkan perhitungan dari analisis Servqual, IPA, dan CSI tingkat kepuasan memiliki hasil yang sama,untuk kualitas pelayanan yang perlu diperbaiki yaitu adanya informasi rute perjalanan di halte/shelter jelas, kenyamanan dan kebersihan di halte/shelter baik dan Frekuensi kedatangan bus tidak teralu lama

Kata kunci: Kinerja dan Tingkat kepuasan Biskita Trans Pakuan Bogor Koridor 2, *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), *Servqual Score* (Servqual)

ABSTRACT

The traffic problems in Bogor City has made the Ministry of Transportation together with the Bogor City Government develop a mass public transportation service program according to minimum service standards through subsidies based on the Buy The Service (BTS) scheme. This is because many urban transportation (angkot) are still less disciplined. So the concept of bus-based mass public transportation services (Bus Rapid Transit) called BisKita Trans Pakuan was launched. BISKITA Trans Pakuan mass public transportation service is presented with service standards that are much better than conventional transportation.

This study aims to determine operational performance and customer satisfaction levels as well as determine fleet needs to support operational performance from Biskita, especially in corridor 2. This research method uses 3 (three) methods, namely Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), Servqual Score (Servqual) to measure the level of satisfaction of service users. And the calculation of the number of fleets with reference to the Director General of Land Transportation Number SK.687/AJ.206/DRJD/2002 concerning Technical Guidelines for Organizing Public Passenger Transportation in Urban Areas on Fixed and Regular Routes.

The results of this study indicate that the fleet requirements in corridor 2 are sufficient. For operational performance in corridor 2, passengers are satisfied as seen from the CSI value of 76.22%, which means that passengers are satisfied with the services of the biskita company, especially in corridor 2. Based on calculations from Servqual analysis, IPA, and CSI, the level of satisfaction has the same results, for the quality of service that needs to be improved, namely the existence of travel route information at clear stops / shelters, comfort and cleanliness at good stops / shelters and the frequency of bus arrivals is not too long.

Keywords: Performance and Level of satisfaction of Biskita Trans Pakuan Bogor Corridor 2, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI), Servqual Score (Servqual)