ABSTRAK

Frederikus Harjon.2022520110. Analisis Tingkat Kepuasan Pengguna Terhadap Pelayanan Dan Fasilitas Bus Trans Jatim "Gajayana" Koridor I Rute Terminal Hamid Rusdi-Terminal Landungsari-Terminal Batu. Pembimbing I : Rifky Aldila Primasworo, S.T.,M.T , Pembimbing II : Pamela Dinar Rahma, S.T.,M.T.

Bus Trans Jatim Koridor 1 "Gajayana" melayani rute yang menghubungkan Terminal Hamid Rusdi, Terminal Landungsari, dan Terminal Batu. Penelitian ini bertujuan untuk mengevaluasi kinerja operasional Bus Trans Jatim Koridor 1, mengukur tingkat kepuasan pengguna, serta mengidentifikasi atribut pelayanan yang memerlukan perbaikan prioritas menggunakan metode *Importance Performance Analysis*.

Metode penelitian menggunakan survei kuantitatif deskriptif dengan melibatkan 100 responden yang telah menggunakan layanan minimal tiga kali. Analisis data dilakukan berdasarkan standar kinerja operasional Dirjen Perhubungan Darat Tahun 2002 dan pemetaan Diagram Kartesius.

Hasil penelitian menunjukkan bahwa secara keseluruhan kinerja operasional masuk dalam kategori "Baik" dengan total skor 20, ditunjukkan oleh kecepatan rata-rata 22,95 km/jam, waktu pelayanan 16 jam, dan waktu tunggu (*headway*) rata-rata 7,5 menit. Meskipun demikian, *load factor* mencapai 120% pada jam sibuk, yang mengindikasikan kondisi kelebihan muatan (*overload*). Tingkat kesesuaian antara kinerja dan harapan pengguna mencapai 94%. Terdapat 5 atribut pelayanan pada Kuadran I Diagram Kartesius yang menjadi prioritas utama perbaikan: kebersihan dan fasilitas halte, ketepatan waktu kedatangan bus sesuai aplikasi, konsistensi waktu tempuh, pembatasan jumlah penumpang, dan kecepatan respon penanganan pengaduan pelanggan.

KATA KUNCI: Angkutan Umum; Kinerja Pelayanan; Kepuasan Pengguna; Importance Performance Analysis; Bus Trans Jatim.

ABSTRACT

Frederikus Harjon. 2022520110. Analysis of User Satisfaction Levels Regarding Services and Facilities of the Trans Jatim "Gajayana" Bus, Corridor I (Hamid Rusdi Terminal – Landungsari Terminal – Batu Terminal Route). Supervisor I: Rifky Aldila Primasworo, S.T., M.T.; Supervisor II: Pamela Dinar Rahma, S.T., M.T.

The Trans Jatim "Gajayana" Bus (Corridor 1) serves a route connecting the Hamid Rusdi, Landungsari, and Batu terminals. This study aims to evaluate the operational performance of the Trans Jatim "Gajayana" Bus (Corridor 1), measure user satisfaction levels, and identify service attributes that require priority improvement using the Importance-Performance Analysis (IPA) method.

The research employs a descriptive quantitative survey involving 100 respondents who have used the service at least three times. Data analysis was conducted based on the 2002 operational performance standards set by the Directorate General of Land Transportation and through the mapping of a Cartesian diagram.

The results indicate that the overall operational performance falls into the "Good" category, with a total score of 20—characterized by an average speed of 22.95 km/h, a 16-hour service duration, and an average headway of 7.5 minutes. However, the load factor reaches 120% during peak hours, indicating an overloaded condition. The level of alignment between service performance and user expectations is 94%. Five service attributes located in Quadrant I of the Cartesian diagram have been identified as top priorities for improvement: the cleanliness and facilities of bus stops, the accuracy of bus arrival times as displayed in the application, the consistency of travel times, the enforcement of passenger capacity limits, and the responsiveness in handling customer complaints.

KEYWORDS: Public Transportation; Service Performance; User Satisfaction Importance Performance Analysis; Trans East Java Bus.