

ABSTRAK

Fasilitas *park and ride* merupakan fasilitas penting untuk menunjang kinerja pelayanan transportasi umum dan berperan dalam upaya penurunan angka kemacetan lalu lintas jalan. Ketersediaan fasilitas *park and ride* yang nyaman dan aman dapat meningkatkan minat masyarakat untuk beralih moda ataupun melakukan perjalanan multimoda menggunakan angkutan umum sebagai *backbone*. *Park and Ride* (PAR) Lebak Bulus merupakan salah satu fasilitas parkir yang vital untuk menunjang operasional *Mass Rapid Transit* (MRT) terutama bagi komuter dari dan menuju Provinsi DKI Jakarta. Namun demikian, tingkat layanan PAR Lebak Bulus dinilai masih belum baik, sehingga perlu dilakukan evaluasi peningkatan kinerja sesuai dengan standar yang berlaku. Kinerja layanan *Park and Ride* Lebak Bulus dievaluasi berdasarkan Standar Pelayanan Minimal (SPM) parkir di DKI Jakarta dan Pedoman Teknis Penyelenggaraan Fasilitas Parkir Dirjen Hubdat 1996. Kemudian, analisa metode *Importance Performance Analysis* (IPA) dan metode *Customer Satisfaction Index* (CSI) digunakan untuk mengetahui indikator kinerja layanan yang penting dan perlu untuk ditingkatkan. Secara umum, pengguna cukup puas terhadap fasilitas dan layanan PAR Lebak Bulus yaitu dengan tingkat kepuasan pengguna (CSI index) sebesar 56,76% untuk mobil dan 62,05% untuk sepeda motor. Namun demikian, berdasarkan SPM dan Pedoman Teknis Penyelenggaraan Fasilitas Parkir kondisi eksisting PAR Lebak Bulus masih belum sesuai dengan standar. Berdasarkan Analisa IPA dan CSI indikator kinerja layanan *park and ride* yang perlu ditingkatkan, yaitu penataan parkir oleh petugas, kualitas perkerasan pada area parkir, kejelasan rambu dan marka arah sirkulasi parkir.

Kata kunci : *Park and Ride*, Kinerja layanan, *Importance Performance Analysis*, *Customer Satisfaction Index*

ABSTRACT

Park and ride facilities are important to support the performance of public transportation services and have a role to reduce road traffic congestion. The availability of park and ride facilities that are comfortable and safe can increase public interest in switching modes or making multimodal trips using public transportation as the backbone. Park and Ride (PAR) Lebak Bulus is one of the vital parking facilities to support Mass Rapid Transit (MRT) operations, especially for commuters to and from DKI Jakarta Province. However, the service level of Park and Ride Lebak Bulus is considered not good enough, so it is necessary to evaluate performance improvement by applicable standards. The performance of Lebak Bulus Park and Ride services is evaluated based on Minimum Service Standards (SPM) parking in DKI Jakarta and Technical Guidelines for the Implementation of Parking Facilities by the Director General of Hubdat 1996. The analysis method was Importance Performance Analysis (IPA), and the Customer Satisfaction Index (CSI) was used to determine the service performance indicators that are important and need to be improved. Generally, users are quite satisfied with PAR Lebak Bulus facilities and services, with a user satisfaction level (CSI index) is 56.76% for cars and 62.05% for motorcycles. However, based on SPM and Technical Guidelines for the Implementation of Parking Facilities, the existing condition of Lebak Bulus PAR didn't meet the standard. Based on the analysis of IPA and CSI, the performance indicators of park and ride that need to be improved are the arrangement of parking by officers, the quality of the pavement in the parking area, clarity of signs, and markings for parking circulation directions.

Keywords: Park and Ride, Service performance, Importance Performance Analysis, Customer Satisfaction Index