INTISARI

Jalan Tol Bakter yang dikelola oleh PT. Hutama Karya adalah jalan bebas hambatan yang menghubungkan pergerakan lalu lintas antar Kabupaten Lampung Selatan dan Kabupaten Lampung Tengah. Jalan Tol Bakter saat ini sudah beroperasi lebih dari 3 (tiga) tahun. Namun selama ini, belum pernah dilakukan penelitian, apakah jalan Tol Bakter telah memenuhi harapan penggunanya. Berdasarkan hal itu perlu dilakukan sebuah penelitian mengenai analisis kepuasan layanan jalan terkait dengan layanan yang disediakannya. Komparasi yang digunakan pada penelitian ini adalah deskriptif komparatif. Penelitian deskriptif yang mendeskripsikan hubungan sebab-akibat, yakni meneliti dan membandingkan antara metode *service quality (Servqual)* dan metode *importance performance analysis* (IPA).

Data yang digunakan berupa data kuesioner dengan 306 responden, observasi terhadap fasilitas jalan tol yang tersedia, dan data dari instansi terkait. Metode analisis yang digunakan yaitu analisis deskriptif untuk mendeskripsikan karakteristik responden. Metode analisis *service quality* digunakan untuk penilaian kinerja layanan jalan tol oleh pengguna. Terdapat juga metode *important performance analysis* yang berfungsi untuk mengetahui tingkat harapan dan kinerja pengguna jalan tol, sedangkan metode analisis faktor digunakan untuk mengetahui faktor mana yang paling berpengaruh dalam kinerja pelayanan jalan tol.

Berdasarkan hasil analisis faktor terdapat 3 (tiga) faktor yang berpengaruh, yaitu faktor fasilitas 9,83 (44,68%), faktor pelayanan 2,71 (12,32%) dan faktor performa arus lalu lintas 1,42 (6,43%). Berdasarkan hasil metode *service quality* terdapat 5 (lima) dimensi yaitu *reliability* 0,791, *responsiveness* 0,745, *assurance* 0,758, *tangible* 0,717, dan *emphaty* 0,821. Berdasarkan hasil metode analisis *importance performance analysis* (IPA) terdapat 10 (sepuluh) atribut yang mempengaruhi kinerja layanan jalan tol. Adapun terdapat 3 (tiga) atribut yang paling mempengaruhi adalah geometri jalan tol (-1,71) (64%), kondisi lampu penerangan jalan tol (-1,8) (62,1%), kondisi kualitas permukaan jalan tol (-1,93) (59,3%). Berdasarkan hasil dari kedua metode tersebut dapat disimpulkan bahwa layanan jalan Tol Bakter dianggap belum memuaskan kinerja dan harapan bagi penggunanya.

Kata kunci : Tol Bakter (Bakauheni-Terbanggi Besar), Kinerja Layanan, Kepuasan Pengguna, *Service Quality,* Analisis Faktor , *Important Performance Analysis*

ABSTRACT

Bakter Toll Road, which is managed by PT. Hutama Karya is a freeway that connects traffic movements between South Lampung Regency and Bandar Lampung City. The Bakter Toll Road has been operating for more than three years. However, no research has been conducted on whether the Bakter toll road has met the expectations of its users. Based on this, it is necessary to conduct a study on the analysis of road service satisfaction related to the services it provides. The comparison used in this study is descriptive comparative. Descriptive research that describes causal relationships, namely examining and comparing service quality method (Servqual) and importance-performance analysis method (IPA).

The data used are in the form of questionnaire data with 306 respondents, observations of available toll road facilities, and data from related agencies. The analytical method used is descriptive analysis to describe the characteristics of the respondents. The service quality analysis method is used to assess toll road service performance by users. There is also an important performance analysis method that functions to determine the level of expectations and performance of toll road users, while the factor analysis method is used to determine which factors have the most influence on toll road service performance.

Based on the results of the factor analysis, there are 3 (three) influential factors, namely the facility factor 9.83 (44.68%), the service factor 2.71 (12.32%), and the traffic flow performance factor 1.42 (6.43). %). Based on the results of the service quality method, there are 5 (five) dimensions, namely reliability 0.791, responsiveness 0.745, assurance 0.758, tangible 0.717, and empathy 0.821. Based on the results of the importance-performance analysis method, there are 10 (ten) attributes that affect the performance of toll road services. There are 3 (three) attributes that have the most influence, namely the geometry of the toll road (-1.71) (64%), the condition of street lighting (-1.8) (62.1%), the condition of the surface quality of the toll road (-1 .93) (59.3%). Based on the results of the two methods, it can be concluded that the Bakter Toll road service is considered to have not satisfied the performance and expectations of its users.

Keywords: Bakter Toll Road (Bakauheni-Terbanggi Besar, Service Performance, User Satisfaction, Service Quality, Factor Analysis, Importance Performance Analysis