

INTISARI

Keterpaduan layanan transportasi antarmoda menjadi kebutuhan strategis dalam meningkatkan kualitas layanan transportasi perkotaan. Mewujudkan keterpaduan layanan selanjutnya difokuskan pada simpul transportasi utama dalam suatu daerah, seperti pada Terminal Poris Plawad dan Stasiun Batu Ceper di Kawasan Poris Plawad, Kota Tangerang. Kawasan Poris Plawad juga menjadi bagian dalam rencana pemerintah untuk dijadikan kawasan pembangunan berorientasi transit atau *Transit Oriented Development*. Penelitian ini bertujuan untuk mengevaluasi dan menentukan strategi peningkatan keterpaduan layanan transportasi antarmoda pada Kawasan Poris Plawad. Hasil penelitian diharapkan dapat menjadi bahan pertimbangan bagi *stakeholder* untuk mendorong penggunaan transportasi umum dan mewujudkan keberhasilan pengembangan Kawasan Poris Plawad di masa mendatang.

Teknik *sampling* yang digunakan adalah *purposive sampling* dengan jumlah sampel yang didapatkan sebanyak 202 responden. Pengumpulan data responden dilakukan melalui penyebaran kuesioner kepada pengguna layanan transportasi pada Terminal Poris Plawad dan Stasiun Batu Ceper, serta penduduk yang beraktivitas dalam radius 800 meter dari kedua simpul tersebut. Penelitian ini menggunakan pendekatan terintegrasi antara metode *Importance Performance Analysis* (IPA), model Kano, dan TRIZ (*Theory of Inventive Problem Solving*).

Hasil analisis IPA menunjukkan terdapat lima variabel layanan dalam hal aksesibilitas, kenyamanan dan keselamatan yang dinilai penting namun berkinerja rendah sehingga perlu diprioritaskan untuk ditingkatkan. Melalui analisis model Kano, diketahui kelima variabel tersebut berkategori di antara *One-dimensional* dan *Must-be* yang dinilai berdasarkan kebutuhan pengguna layanan. Dengan mengintegrasikan IPA dan model Kano ditunjukkan prioritas peningkatan pelayanan dimulai dari penyediaan fasilitas penyeberangan, penyediaan trotoar yang memadai, bebas gangguan, dengan perkerasan berkualitas serta akses masuk dan keluar simpul yang terbebas dari konflik lalu lintas. Solusi yang direkomendasikan berdasarkan prinsip TRIZ meliputi pembangunan *sky bridge* dan penutupan pintu selatan untuk akses keluar masuk stasiun, pembangunan trotoar yang terhubung ke titik simpul yang dibangun lebih tinggi dari permukaan jalan dan menggunakan material berkualitas, pemasangan tiang pembatas trotoar serta penutupan jalur akses stasiun yang melewati perlintasan sebidang secara permanen.

Kata kunci: Keterpaduan; Simpul Transportasi; IPA; Model Kano; TRIZ

ABSTRACT

The integration of intermodal transportation services is a strategic necessity for improving the quality of urban transportation services. Realizing service integration should be focused on the main transportation nodes in an area, such as the Poris Plawad Terminal and Batu Ceper Station in the Poris Plawad Area, Tangerang City. The Poris Plawad area is also part of the government's plan to become a Transit-Oriented Development area. This study aims to evaluate and determine strategies for improving the integration of intermodal transportation services in the Poris Plawad Area. The results of the study are expected to be a consideration for stakeholders to encourage the use of public transportation and realize the successful development of the Poris Plawad Area in the future.

The sampling technique used was purposive sampling, with a total sample size of 202 respondents. Respondent data collection was carried out by distributing questionnaires to users of transportation services at Poris Plawad Terminal and Batu Ceper Station, as well as residents who have activities within a radius of 800 meters from the terminal and station. This research uses an integrated approach method between Importance Performance Analysis (IPA), the Kano model, and TRIZ (Theory of Inventive Problem Solving).

The results of the IPA analysis show that there are five service variables in accessibility, comfort, and safety that are considered important but low-performing, so they need to be prioritized for improvement. Through the Kano model analysis, it is known that the five variables are categorized as One-dimensional and Must-be, which are assessed based on the needs of service users. By integrating IPA and the Kano model, it is shown that the priority of service improvement starts with the provision of pedestrian crossing facilities, the provision of proper and disturbance-free sidewalks with good quality pavement, and access into and out of nodes that are free from traffic conflicts. Recommended solutions based on TRIZ principles include the construction of a sky bridge and closure of the south entrance for access into and out of the station; the construction of a sidewalk connected to the node that is built higher than the road surface and uses good quality materials; the installation of sidewalk bollards; and the permanent closure of the station access point that passes through the railway level crossing.

Keywords: Integration; Transportation Node; IPA; Kano Model; TRIZ