

Sejak tahun 2019, jumlah kendaraan bermotor di wilayah DIY mengalami peningkatan sekitar 100 ribu kendaraan setiap tahunnya. Hal ini menyebabkan peningkatan kepadatan lalu lintas akibat banyaknya pergerakan setiap harinya. Sebagai upaya menangani permasalahan kepadatan lalu lintas, pemerintah menyediakan layanan transportasi publik salah satunya adalah Teman Bus. Namun, jumlah kendaraan pribadi yang tinggi di Yogyakarta menjadi salah satu penyebab rendahnya minat masyarakat terhadap angkutan Teman Bus. Untuk meningkatkan pengguna angkutan Teman Bus, dibutuhkan penelitian yang menilai kinerja operasional dan pelayanan dari pendapat pengguna angkutan Teman Bus.

Kinerja operasional diukur melalui *on bus survey* dan digunakan standar acuan SK Dirjen Perhubungan Darat No.687 Tahun 2002. Sementara itu, data kinerja pelayanan diperoleh dengan melakukan observasi lapangan untuk mengidentifikasi kesesuaian dengan Standar Pelayanan Minimal Angkutan Massal Berbasis Jalan menurut Permenhub No.27 Tahun 2015 dan menyebarkan kuesioner untuk memperoleh penilaian pengguna terhadap fasilitas pelayanan yang ada. Kemudian, analisis kinerja pelayanan dilakukan dengan analisis deskriptif kualitatif, metode *Importance Performance Analysis* dan *Customer Satisfaction Index* untuk mengetahui kinerja fasilitas pelayanan Teman Bus.

Hasil analisis menunjukkan penilaian skor kinerja operasional Teman Bus termasuk dalam kategori baik secara keseluruhan dengan nilai *headway* pada hari kerja dan hari libur masing-masing sebesar 6,11 menit dan 7,05 menit. Nilai *load factor* 16,18% pada hari kerja dan 18,96% pada hari libur. Berdasarkan hasil observasi di lapangan, terdapat beberapa fasilitas pelayanan yang belum sesuai dengan Standar Pelayanan Minimal. Sementara itu, berdasarkan penilaian penumpang, diperoleh nilai CSI sebesar 69,37% yang berarti secara keseluruhan pengguna telah merasa puas. Diagram IPA menunjukkan terdapat 10 fasilitas yang menjadi prioritas utama, 10 fasilitas baik, 9 fasilitas biasa saja, dan 6 fasilitas dengan keberadaan berlebihan. Oleh karena itu, diberikan pula beberapa rekomendasi peningkatan fasilitas pelayanan yang tersedia untuk meningkatkan pengguna Teman Bus

**Kata kunci:** Teman Bus, *headway*, *Importance Performance Analysis*, *Customer Satisfaction Index*

*The number of vehicles in Yogyakarta has been increasing by approximately 100.000 vehicles each year since 2019. This has led to an increase in traffic congestion due to the high volume of daily movements. Intending to deal with the traffic congestion, the government provides public transportation services called Teman Bus. However, the high number of vehicles in Yogyakarta is one of the causes of low public interest in Teman Bus. With the aim to increase Teman Bus users, it is necessary to conduct research that assesses operational and service performance from the passenger perceptions.*

*Operational performance data is obtained by conducting an on-bus survey and evaluated based on the reference standards outlined in SK Dirjen Perhubungan Darat 687 Tahun 2002. Meanwhile, service performance data is obtained by conducting field observations to identify compliance with the Minimum Service Standards (MSS) listed in PM 27 of 2015. Questionnaires are also distributed to obtain user assessments of existing service facilities. Subsequently, Service performance analysis was conducted through Importance Performance Analysis and Customer Satisfaction Index methods to determine the performance of Teman Bus service facilities.*

*The results show that Teman Bus's operational performance score is included in good category with a headway value of 6.11 minutes on weekdays and 7.05 minutes on holidays. The load factor value is 16.18% on weekdays and 18.96% on holidays. Based on field observations, there are service facilities that do not comply with the Minimum Service Standards. Meanwhile, based on passenger assessments, a CSI value of 69.37% was obtained, which means that most of the passengers were satisfied. The IPA diagram shows that there are 10 facilities that are included in the top priority, 10 facilities have good performance, 9 facilities are in mediocre category, and 6 facilities with excessive performance. Therefore, several recommendations are also given to improve the service facilities available to increase Teman Bus users.*

**Keywords:** Teman Bus, headway, Importance Performance Analysis, Customer Satisfaction Index