

INTISARI

Kawasan perkotaan terus berkembang dan mendorong kebutuhan sistem transportasi berkelanjutan. Transportasi publik harus berperan penting dalam menjamin kemudahan aksesibilitas, mobilitas, serta memastikan inklusivitas bagi seluruh masyarakat. Sejak tahun 2008, bus Trans Jogja hadir melayani masyarakat di Kawasan Perkotaan Yogyakarta (KPY). Penelitian ini bertujuan untuk mengukur tingkat kepuasan pengguna Trans Jogja dan mengetahui persebaran permintaan transportasi publik di KPY. Hasil pengukuran kepuasan melalui kolaborasi model ServQual dan Permenhub 83 Tahun 2021 dalam *customer satisfaction index* menunjukkan bahwa secara keseluruhan pengguna merasa “puas” dengan *level of conformity* yang tergolong “tinggi”. Kemudian, berdasarkan *importance performance analysis* diperlukan adanya upaya perbaikan mendesak pada aspek *reliability* dan *understanding*, terkhusus pada kompetensi pengemudi dan kualitas halte. Sementara itu, instrumen tarif perjalanan, kualitas petugas, kemudahan akses, dan ketersediaan informasi telah dirasakan “puas” hingga “sangat puas”. Persebaran permintaan transportasi publik dilakukan dengan pemetaan atas *composite public transportation demand index*. Hasil menunjukkan bahwa permintaan transportasi publik dengan klasifikasi “tinggi” terpusat di tengah KPY dengan Titik Nol Yogyakarta sebagai pusat pertumbuhan. Sementara itu, klasifikasi “sedang” hingga “rendah” berada di sekitar pusat kota yang menyebar ke arah Kabupaten Bantul dan Sleman. Lebih lanjut, hasil komparasi antara ketersediaan rute dan tempat pemberhentian menunjukkan bahwa Kabupaten Sleman dan Bantul belum tercakup secara ideal.

Kata Kunci: Transportasi Publik, Kepuasan Pengguna, Persebaran Permintaan

ABSTRACT

Urban areas continue to grow leading to a greater demand for sustainable transport systems. Public transport should play an important role to ensure accessibility, mobility, and inclusiveness for the entire population. Since 2008, Trans Jogja have been serving the communities around the Yogyakarta Urban Area (YUA). This study aims to measure the level of satisfaction of Trans Jogja users and determine the distribution of public transport demand in the YUA. The results showed that overall users were "satisfied" with the level of conformity classified as "high". Then, according to the importance performance analysis, urgent improvement efforts are needed on the aspects of reliability and understanding, especially on driver competence and bus stop quality. However, cost of travel, quality of service, ease of access, and availability of information were perceived as "satisfied" to "very satisfied". The distribution of public transport demand was measured by mapping the composite public transport demand index. The results show that public transport demand with a "high" classification is concentrated in the centre of the YUA with Titik Nol Yogyakarta as the growth centre. Meanwhile, the "medium" to "low" classification are around the city centre spreading out to Bantul and Sleman regency. Furthermore, the comparison between the existing routes and bus stops shows that the Sleman and Bantul are not yet ideally covered.

Keywords: *Public Transport, Customer Satisfaction, Demand Distribution*