

INTISARI

Pertumbuhan jumlah penduduk membawa dampak langsung pada meningkatnya kebutuhan akan transportasi umum yang aman, nyaman, dan terjangkau. Salah satu upaya yang dilakukan oleh Kementerian Perhubungan adalah menghadirkan layanan Bus Rapid Transit (BRT) Trans Jateng di berbagai wilayah, termasuk koridor ketujuh yang menghubungkan Surakarta dan Wonogiri. Koridor ini menarik perhatian karena memiliki tingkat keterisian penumpang tertinggi sejak pertama kali beroperasi. Penelitian ini memiliki dua tujuan utama: (1) mengetahui tingkat kepuasan penumpang Trans Jateng koridor ketujuh guna mengevaluasi sejauh mana layanan telah memenuhi harapan pengguna, khususnya pada rute Surakarta–Wonogiri; dan (2) mengidentifikasi komponen layanan yang dianggap penting oleh penumpang namun masih perlu ditingkatkan, serta menilai kinerja layanan saat ini. Penelitian dilakukan dengan pendekatan kuantitatif melalui analisis *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa secara umum penumpang merasa “sangat puas” dengan skor CSI sebesar 83,54%. Berdasarkan analisis IPA, beberapa aspek yang perlu segera ditingkatkan antara lain keamanan di halte, kenyamanan pengguna dalam moda kendaraan, ketersediaan fasilitas ruang (duduk dan berdiri), dan kecepatan petugas dalam menanggapi masalah dan kebutuhan. Temuan ini diharapkan dapat menjadi bahan evaluasi dan pengembangan layanan Trans Jateng agar semakin adaptif terhadap kebutuhan pengguna.

Kata Kunci: *Bus Rapid Transit, Trans Jateng, Kepuasan Layanan, Customer Satisfaction Index, Importance Performance Analysis*

ABSTRACT

Population growth has a direct impact on the increasing need for safe, comfortable, and affordable public transportation. One of the efforts made by the Ministry of Transportation is to provide Bus Rapid Transit (BRT) Trans Jateng services in various regions, including the seventh corridor connecting Surakarta and Wonogiri. This corridor is noteworthy because it has had the highest passenger occupancy rate since it first began operating. This study has two main objectives: (1) to determine the level of passenger satisfaction with the Trans Jateng seventh corridor in order to evaluate the extent to which the service has met user expectations, particularly on the Surakarta–Wonogiri route; and (2) to identify service components that passengers consider important but still need improvement, as well as to assess the current performance of the service. The study was conducted using a quantitative approach through analysis of the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results indicate that, overall, passengers are “very satisfied” with a CSI score of 83.54%. Based on the IPA analysis, several aspects that need to be improved immediately include safety at bus stops, passenger comfort in the mode of transportation, availability of seating and standing facilities, and the speed of staff in responding to issues and needs. These findings are expected to serve as a basis for evaluating and developing Trans Jateng services to better adapt to user needs.

Keywords: Bus Rapid Transit, Trans Jateng, Service Satisfaction, Customer Satisfaction Index, Importance Performance Analysis