

INTISARI

DHINDA YUSTI NADHIFA, 2025, *Evaluasi Kinerja Layanan Bus Trans Jogja Trayek 3A dengan Metode Importance Performance Analysis (IPA) dan Quality Function Deployment (QFD)*. (dibimbing oleh Ir. Nursyamsu Hidayat, S.T., M.T., Ph.D.)

Pertumbuhan jumlah kendaraan pribadi di Yogyakarta yang tidak diimbangi dengan pengembangan infrastruktur jalan telah memicu potensi kemacetan serius di masa depan. Sebagai solusi, pemerintah mengembangkan kembali layanan Bus Trans Jogja, termasuk trayek 3A yang melintasi titik-titik strategis kota dan menjadi salah satu trayek paling diminati oleh masyarakat. Meskipun memiliki tingkat penggunaan yang tinggi, layanan ini tetap memerlukan evaluasi mendalam guna memastikan kualitas dan efektivitasnya. Penelitian ini bertujuan untuk mengevaluasi kinerja layanan Bus Trans Jogja trayek 3A dengan menggabungkan metode *Importance Performance Analysis* (IPA) dan *Quality Function Deployment* (QFD). Metode IPA digunakan untuk mengidentifikasi atribut layanan yang dianggap penting namun memiliki kinerja rendah, sedangkan QFD digunakan untuk menerjemahkan kebutuhan pengguna ke dalam bentuk kebutuhan teknis melalui penyusunan *House of Quality* (HOQ). Hasil penelitian menunjukkan terdapat enam atribut layanan yang menjadi prioritas perbaikan, seperti kondisi teknis bus, keterjangkauan halte, aksesibilitas, dan keamanan. Berdasarkan hasil HOQ, diperoleh tiga kebutuhan teknis dengan bobot prioritas tertinggi, yaitu pelatihan sopir (22,1%), manajemen armada (19%), dan pemeriksaan armada (16,1%). Penelitian ini diharapkan dapat memberikan masukan konkret bagi pengelola Bus Trans Jogja dalam meningkatkan kualitas layanan serta mendorong masyarakat untuk beralih ke transportasi publik.

Kata Kunci: Trans Jogja, Kinerja Layanan, *Importance Performance Analysis*, *Quality Function Deployment*

ABSTRACT

DHINDA YUSTI NADHIFA, 2025, *Evaluation of Trans Jogja Bus Service Performance Route 3A with Importance Performance Analysis (IPA) and Quality Function Deployment (QFD) Methods.* (Supervised by Ir. Nursyamsu Hidayat, S.T., M.T., Ph.D.)

The rapid growth of private vehicles in Yogyakarta, without being balanced by adequate road infrastructure development, has led to the risk of severe traffic congestion in the future. As a solution, the government has redeveloped the Trans Jogja bus service, including Route 3A, which passes through strategic points in the city and has become one of the most popular routes among the public. Despite its high usage, this service requires a thorough evaluation to ensure its quality and effectiveness. This study aims to evaluate the service performance of Trans Jogja Route 3A by combining the Importance Performance Analysis (IPA) and Quality Function Deployment (QFD) methods. The IPA method is used to identify service attributes that are considered important but have low performance, while QFD translates user needs into technical requirements through the construction of a House of Quality (HOQ). The results show six service attributes that require improvement, such as vehicle condition, bus stop accessibility, inclusivity, and safety. Based on the HOQ, three technical requirements were identified as top priorities: driver training (22,1%), fleet management (19%), and vehicle inspection (16,1%). This study is expected to provide concrete recommendations for Trans Jogja management to enhance service quality and encourage the public to shift toward public transportation.

Keyword: *Trans Jogja, Service Performance, Importance Performance Analysis, Quality Function Deployment*