

KAJIAN KINERJA PELAYANAN TRANS JOGJA RUTE 15 DI KABUPATEN BANTUL

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INTISARI

Transportasi publik memiliki peran strategis dalam mendukung mobilitas masyarakat dan pembangunan wilayah berkelanjutan. Trans Jogja sebagai moda transportasi publik di Yogyakarta telah memperluas jangkauannya ke Kabupaten Bantul melalui rute 15. Namun, sejumlah tantangan terkait kinerja layanan dan persepsi masyarakat masih perlu dikaji lebih lanjut. Penelitian ini bertujuan untuk: (1) menilai kinerja pelayanan Trans Jogja rute 15; (2) menganalisis persepsi masyarakat; (3) membandingkan keduanya; dan (4) memberikan arahan peningkatan layanan. Metode yang digunakan adalah *mixed methods* dengan analisis statistik deskriptif terhadap data kuesioner, serta analisis kualitatif dengan observasi lapangan.

Hasil penelitian menunjukkan bahwa (1) kinerja pelayanan Trans Jogja rute 15 termasuk dalam kategori cukup baik berdasarkan analisis indikator pelayanan; (2) Masyarakat memberikan persepsi yang relatif positif terhadap aspek-aspek pelayanan seperti keamanan, kenyamanan, dan ketepatan waktu, meskipun terdapat gap antara harapan dan realita; (3) Analisis uji beda menunjukkan hubungan yang signifikan pada beberapa variabel demografis terhadap kualitas layanan; (4) Arahan yang direkomendasikan tidak hanya sisi sarana dan prasarana fisik, ketepatan jadwal, serta kenyamanan dan keamanan penumpang. Selain itu dilakukan pengembangan dan pemetaan wilayah berdasarkan sebaran fasilitas pendidikan, layanan pemerintahan, dan fasilitas kesehatan.

Kata kunci: Trans Jogja rute 15, kualitas pelayanan, persepsi masyarakat, Kabupaten Bantul.

***SERVICE PERFORMANCE ASSESSMENT OF TRANS JOGJA ROUTE 15
IN BANTUL REGENCY***

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ABSTRACT

Public transportation plays a strategic role in supporting community mobility and sustainable regional development. Trans Jogja is one of the public transportation mode in Yogyakarta, has expanded its coverage to Bantul Regency through route 15. However, several challenges related to service performance and public perception require further investigation. This study aims to: (1) Assess the service performance of Trans Jogja route 15; (2) Analyze public perception; (3) Compare the performance with public perception; and (4) Provide recommendations for service improvement. A mixed-methods approach was employed, utilizing descriptive statistical analysis of questionnaire data and qualitative analysis with observations.

The results indicate that: (1) The service performance of Trans Jogja route 15 is categorized as fairly good based on service indicators; (2) The public has a relatively positive perception of service aspects such as safety, comfort, and punctuality, although there remains a gap between expectations and reality; (3) The difference test analysis revealed significant relationships between certain demographic variables and perceived service quality; and (4) Based on the results, there are some recommendations for improvement include enhancing physical facilities, schedule accuracy, and user comfort and safety. Additionally, service planning should consider the distribution of educational, governmental, and healthcare facilities.

Keywords: *Trans Jogja route 15, service performance, public perception, Bantul Regency*