



INTISARI

Seiring dengan peningkatan jumlah pergerakan lalu lintas penerbangan di Bandar Udara Kelas I Mopah Merauke dan dalam rangka menyongsong penyelenggaraan PON 2020 di Papua maka telah dioperasikan terminal baru seluas 7.204 m². Permasalahan yang dihadapi pada saat pengoperasian terminal baru adalah keterbatasan luas terminal dan fasilitas serta penggunaannya yang tidak sesuai dengan fungsi awal dari terminal berdasarkan *masterplan*. Penelitian ini bertujuan untuk mengevaluasi kinerja pelayanan terminal Bandar Udara Kelas I Mopah Merauke berdasarkan regulasi dan persepsi penumpang pada saat beroperasi di terminal lama dan terminal baru.

Penelitian ini dimulai melalui pengumpulan data hasil observasi berdasarkan PM 178 tahun 2015, kuesioner terhadap penumpang serta wawancara penyelenggara bandar udara yang didukung data sekunder terkait pelayanan di Bandar Udara Kelas I Mopah Merauke. Metode analisis yang digunakan adalah analisis berdasarkan penilaian PM 178 tahun 2015, *Importance Performance Analysis* dan *Potential Gain Customer Value* (IPA-PGCV) serta *triangulasi*.

Hasil penelitian menunjukkan peningkatan kinerja pelayanan dari 47,4% (kategori cukup) pada saat beroperasi di terminal lama menjadi 68,1% (kategori baik) setelah beroperasi di terminal baru. Berdasarkan PM 178 tahun 2015, dari 35 Atribut pelayanan yang dinilai masih terdapat 11 atribut pelayanan yang belum sesuai dengan standar PM 178 tahun 2015 setelah beroperasi di terminal baru. Menurut persepsi penumpang, kinerja pelayanan bandar udara di terminal lama berada pada kategori rendah dengan 17 atribut pelayanan berkinerja rendah dari 30 atribut yang dinilai serta terdapat 4 pelayanan tambahan yang diinginkan oleh penumpang. Hasil evaluasi menggunakan metode *triangulasi* menunjukkan bahwa masih terdapat 10 atribut pelayanan dan 3 rekomendasi tambahan yang belum mendapat perbaikan setelah beroperasi di terminal baru. Kendala yang dihadapi pihak penyelenggara bandar udara dalam pemenuhan standar pelayanan adalah keterbatasan anggaran dan pengoperasian terminal baru yang masih dalam tahap pembenahan fasilitas. Respon teknis pihak penyelenggara bandar udara dalam mengatasi kendala tersebut adalah melakukan pembenahan secepatnya dan melengkapi fasilitas yang masih kurang memadai ditahun anggaran berikutnya.

Kata Kunci : Kinerja Pelayanan, *Importance-Performance Analysis*, *PGCV*, *Triangulasi*



ABSTRACT

Along with the increasing number of flight traffic movements at Mopah Airport Merauke and in the context of welcoming the PON 2020 in Papua, a new terminal has been operated with an area of 7,204 m². Problems encountered when operating a new terminal are the limitations of the terminal's area and facilities and their use which is not in accordance with the initial function of the terminal based on the master plan. This study aims to evaluate the performance of Mopah Airport terminal services based on regulations and passenger perceptions when operating in the old terminal and the new terminal.

This research was started through collecting data from observations of researchers based on PM 178 of 2015, passenger questionnaires and airport operators interviews supported by secondary data related to services at Mopah Airport, Merauke. The analytical method used is an analysis based on PM 178 of 2015, Importance-Performance Analysis and Potential Gain Customer Value (IPA-PGCV) and Triangulation.

The results showed an increase performance of airport terminal services when operating in the old terminal by 47.4% (adequate category) to 68.1% (good category) when operating in the new terminal. Based on PM 178 of 2015, of the 35 service attributes assessed there are still 11 service attributes that are not in accordance with PM 178 of 2015 standards when operating in the new terminal. According to passenger perceptions, airport service performance when operating in the old terminal is in the low category with 17 attributes of low-performance services out of 30 attributes that are assessed as well as 4 additional services desired by passengers. The results of the evaluation using the triangulation method are known that there are still 10 service attributes and 3 recommendations that have not been improved according to the expectations of passengers after operating in the new terminal. In general the obstacles faced by airport operators in improving services are budget constraints and the operation of new terminals which are still in the stage of revamping existing facilities therein. The technical response taken by the airport operators in overcoming these obstacles is to make improvements as soon as possible and complete the facilities that are still inadequate in the next fiscal year.

Keywords: Services performance, Importance-Performance Analysis, PGCV, Triangulation