

INTISARI

Sungai Musi di Kota Palembang merupakan salah satu sarana transportasi yang sangat diperlukan untuk menjangkau daerah-daerah terisolasi. Melalui pelaksanaan program percepatan (*quick wins*) untuk meningkatkan pelayanan sarana dan prasarana sungai serta kualitas sumber daya manusia yang mana program percepatan ini dilaksanakan pada Pelabuhan Sungai Kawasan 16 Ilir yang merupakan titik simpul integrasi aktivitas masyarakat yang didukung dengan integrasi antar moda. Oleh karena itu perlu adanya penelitian lebih lanjut bertujuan untuk menganalisis acuan yang lebih sesuai sebagai indikator penilaian kinerja pelayanan dan konektivitas angkutan sungai baik dari sisi *demand* yaitu kepuasan pengguna jasa dan dari sisi *supply* terhadap aspek teknis sarana dan prasarana operasional kapal *speedboat* berdasar pendapat para ahli / *stakeholder* serta merumuskan upaya peningkatan kinerja dari respon teknik pihak terkait untuk mendukung percepatan peningkatan pelayanan angkutan sungai perkotaan yang terkoneksi di Kota Palembang.

Penelitian ini dilakukan melalui metode survei kuesioner terhadap 5 (lima) dimensi *service quality* meliputi kehandalan, cepat tanggap, jaminan, empati dan bukti fisik dan dikuadratkan dengan *performance importance analysis* untuk mendapatkan faktor prioritas serta respon teknis terhadap upaya perbaikan dengan *Quality Function Deployment* (QFD) melalui *House of Quality* (HoQ), sedangkan dari sisi *supply* melalui *in-depth interview* ke beberapa pada ahli / *stakeholder* terhadap aspek teknis sarana dan prasarana pendukung operasional kapal *speedboat* yang berkompetensi di bidang angkutan perairan daratan (sungai dan danau) serta meningkatkan konektivitas dengan mengevaluasi kinerja proses perubahan moda dalam hal waktu tunggu dan jarak berjalan menggunakan standar yang ditetapkan oleh Direktorat Jenderal Perhubungan Darat dan *World Bank*.

Hasil penelitian menunjukkan pelayanan kapal *speedboat* dari sisi *demand* pengguna jasa mempunyai nilai rata-rata *Servqual* -1,09 dengan nilai *Quality* (Q) = 0,77 < 1 yang artinya “Buruk”, sehingga perlu pengaturan pelayanan pada 13 atribut faktor prioritas IPA dengan urutan perbaikan QFD sesuai *final rank* rumah kualitas HoQ dan dari sisi teknis pendapat para ahli / *stakeholder* didapatkan *weighted total* 3,29 maka nilai *Customer Satisfaction Index* (CSI) sebesar 66% kategori “Buruk” dengan prioritas perbaikan pada 6 (enam) atribut aspek teknis sedangkan kinerja konektivitas integrasi moda memenuhi standar, namun perlu penambahan akses khusus pejalan kaki yang singkat, teduh dan aman sehingga manfaatnya akan dirasakan oleh pengguna jasa.

Kata Kunci: *Servqual*, IPA, QFD, *In-depth Interview*, Konektivitas Intergrasi Moda

ABSTRACT

Musi River in Palembang city is one of the transportation facilities that are indispensable for reaching isolated areas. Through the implementation of the acceleration program (quick wins) aims to improve the services of river facilities and infrastructure as well as the quality of human resources where the acceleration program is carried out at the River Port 16 Ilir Area which is one-node integration of community activities supported by intermodal integration. Therefore there is a need for further research aimed at analyzing more suitable references as indicators service performance evaluation and river transportation connectivity both in terms of demand, namely the satisfaction of service users and in the supply of the technical aspects of operational facilities and infrastructure speedboat ships based on opinions experts / stakeholders as well as formulating efforts to improve performance from the response related parties to support the acceleration improving urban river transportation services that are connected in Palembang city.

This research was conducted through a questionnaire survey method of 5 dimensions of service quality including reliability, responsiveness, assurance, empathy and tangible with squared performance importance analysis (IPA) to get priority factors and technical responses to improvement efforts with Quality Function Deployment (QFD) through House of Quality (HoQ), while in terms of supply through in-depth interviews with several experts / stakeholders on the technical aspects of facilities and infrastructure to support speedboat ships operational that are competent in inland waterways transportation and to increase connectivity by evaluating the performance of the mode change process in terms of waiting time and walking distance using standards set by Direktorat Jenderal Perhubungan Darat and World Bank.

The research results showed that speedboat ship services from the demand of service users have an average value of service quality -1.09 then the value of Quality (Q) = 0.77 <1 which stated "Poor", so that need to service on 13 attributes of priority factors IPA with the order improvement QFD according to the final rank HoQ and from the technical point of view experts / stakeholders obtained an weighted total 3.29 then the value of Customer Satisfaction Index (CSI) 66% is "Poor" category with priority improvements on 6 attributes of the technical aspects while the performance of the integration modes are meet standards, but it requires the addition of pedestrian access that is short, comfortable and safety so that the benefits will be felt by service users.

Keyword: Servqual, IPA, QFD, In-depth Interview, Mode Integration Connectivity