INTISARI

Tingginya mobilitas sosial masyarakat tentunya menyebabkan kebutuhan akan transportasi menjadi meningkat dan untuk memenuhi sarana dan prasarana infrastruktur transportasi pada kegiatan *Asian Games* 2018 maka dilaksanakan pembangunan *Light Rail Transit* (LRT) di Palembang. Sistem layanan transportasi LRT di Palembang masih memiliki kekurangan, seperti yang terjadi di kawasan Stasiun LRT Ampera. Stasiun LRT Ampera seharusnya dapat terintegrasi secara fisik dan pembayaran tiket *(ticketing)* dengan jenis moda transportasi lainnya seperti halte BRT Trans Musi, dan dermaga angkutan Sungai Musi yang berada di kawasan tersebut. Kecenderungan tipologi "TOD *(Transit Oriented Development)* Kota" ditunjukkan oleh kawasan transit Stasiun LRT Ampera. Permasalahan yang muncul adalah pada kawasan tersebut semua penumpang termasuk kaum *difabel* masih kesulitan beralih moda dengan cepat, mudah dan aman serta belum memiliki fasilitas pembayaran tiket *(ticketing)* yaitu satu akses pembayaran untuk multimoda berupa *smartcard.* Tujuan penelitian ini untuk mengetahui persepsi penumpang mengenai fasilitas integrasi fisik penumpang dan sistem integrasi pembayaran tiket *(ticketing)* ketika akan beralih moda yang akan dijadikan acuan dalam bentuk usulan desain fasilitas integrasi fisik dan *ticketing.*

Penelitian ini dilakukan dengan cara pengumpulan data observasi lapangan, penyebaran kuesioner terhadap penumpang serta wawancara langsung kepada instansi terkait. Metode analisis yang digunakan adalah IPA *(Importance Performance Analysis),* hasil wawancara terhadap informan serta hasil pengamatan dilapangan yang akan menjadi acuan dalam membuat bentuk desain sehingga dapat menjawab permasalahan.

Hasil penelitian menunjukkan bahwa menurut persepsi penumpang dari 29 atribut pelayanan terdapat 19 atribut pelayanan yang memiliki kinerja rendah sehingga harus dilakukan perbaikan. Hasil wawancara terhadap beberapa informan menyimpulkan bahwa pada kawasan Stasiun LRT Ampera perlu adanya perbaikan dan peningkatan fasilitas integrasi fisik antarmoda, dengan bentuk fasilitas yaitu koridor *eleveted* (*sky bridge*), sebidang, tertutup, aman, nyaman, cepat, serta bisa mengakomodir disabilitas.

Kata Kunci : Integrasi, antarmoda, LRT, *Importance Performance Analysis,* desain

ABSTRACT

The high social mobility of the community certainly causes the need for transportation to increase and to meet the transportation infrastructure facilities and infrastructure at the 2018 Asian Games activities, the construction of the Light Rail Transit (LRT) in Palembang was carried out. The LRT transportation service system in Palembang still has shortcomings, as happened in the Ampera LRT Station area. The Ampera LRT Station should be able to be physically integrated and ticket payment with other types of transportation modes such as the Trans Musi BRT stop, and the River Musi transport pier located in the area. The tendency of typology of the "Transit Oriented Development" of the City "is indicated by the transit area of the Ampera LRT Station. The problem that arises is that in this area all passengers, including people with disabilities, still have difficulty switching modes quickly, easily and safely and do not yet have a ticket payment facility (ticketing), which is a payment access for multimodal in the form of a smartcard. The purpose of this study was to determine passenger perceptions about the physical integration facilities of passengers and the ticket payment integration system when they were going to switch modes that would be used as a reference in the form of physical integration and ticketing facility design.

This research was conducted by collecting field observation data, distributing questionnaires to passengers and interviewing directly to the relevant agencies. The analytical method used is the IPA (Importance Performance Analysis), the results of interviews with informants and observations in the field that will be a reference in making design forms so that they can answer the problem.

The results showed that according to passenger perceptions of 29 service attributes there were 19 service attributes that had low performance so improvements had to be made. The results of interviews with several informants concluded that in the Ampera LRT Station area there needs to be improvement and improvement of physical intermodal integration facilities, with the form of facilities namely elevated corridor (sky bridge), a parcel, closed, safe, comfortable, fast, and can accommodate disabilities.

Keyword *: Integration, Intermodal, LRT, Importance Performance Analysis, design*