

INTISARI

Angkutan umum memberikan pengaruh terhadap perekonomian suatu wilayah. Angkutan umum memberikan peranan yang sangat penting, namun jika tidak dikelola dengan baik maka akan menjadikan permasalahan tersendiri. Tujuan dari penelitian ini adalah untuk menegrti dan menganalisa kualitas pelayanan terhadap kepuasan konsumen dan untuk melakukan evaluasi pelayanan Damri berdasarkan peraturan dari pemerintah.

Penelitian ini dilakukan dengan menyebarkan kuesioner kepada penumpang damri di Pontianak dan sebanyak 309 orang yang berpartisipasi dalam survey ini. Selain itu dilakukan juga wawancara terhadap manajemen damri dan dishubkominfo. Metoda SERVQUAL dan Important Performance Analysis digunakan untuk menganalisa hasil survey dalam penelitian ini.

Berdasarkan hasil survey, kualitas pelayanan memberikan pengaruh terhadap kepuasan pelanggan. Penumpang berpendapat bahwa keseluruhan kualitas pelayanan Damri sudah bagus dan pelanggan mengaku puas, namun berdasarkan analisa lebih lanjut dari kelima dimensi SERVQUAL pada survey pertama dan kedua hasilnya bernilai negative artinya kinerja Damri belum sesuai dengan harapan pelanggan terutama pada dimensi Tangible, dimensi dengan nilai gap terbesar. Namun pada survey kedua terdapat tujuh atribut yang kinerjanya sudah baik menurut penilaian penumpang. Sementara itu berdasarkan analisa menggunakan IPA ada enam atribut yang perlu mendapatkan prioritas dalam perbaikan layanan damri.

Keywords: Kualitas Pelayanan, Kepuasan Pelanggan, SERVQUAL, IPA, Damri, Peraturan

ABSTRACT

Public transport has contributed to the economic sustainability of the region. The existence of public transport is necessary but if it is not handled properly, it will be a problem in the area. The ability to provide services in a professional manner is a demand that cannot be negotiable given the consumers in this case always be at a disadvantage. The aim of this research is to understand and analyse the perspective of service quality to customers' satisfaction and to evaluate service quality of Damri Bus based on regulation from government.

This research uses the mixed method, which is a combination of qualitative and quantitative methods. The survey was conducted by questionnaire to passengers of Damri Bus in Pontianak, Indonesia, and total of 309 passengers participated in this survey. Another survey was an interview. Damri Bus management and local government (Dishubkominfo) were selected for the interview. SERVQUAL method and Important Performance Analysis (IPA) were used for analysis in this research.

Service quality has an influence on customers' satisfaction based on a survey conducted. Service Quality Damri Bus has been quite good and customers satisfied with the service of Damri Bus, but in the five SERVQUAL analyses, the results are negative. It's means that there are not met the expectations of passengers and the highest gap is on the tangible dimension. There is a difference result between first survey and second survey in the some attributes. The second after passengers are given understanding of minimum service standards, there are seven attributes that are in accordance with passengers expectation. According IPA result there are six attributes services that need to be improved.

Keywords: Service Quality, Customer Satisfaction, SERVQUAL, IPA, Damri Bus, Regulation