

**KUALITAS PELAYANAN TERMINAL GIWANGAN DAN TIRTONADI  
BERDASAR PADA TINGKAT KEPUASAN PENGGUNA LAYANAN  
(Kasus: Yogyakarta dan Surakarta)**

**Mentari**

**11/316611/GE/07178**

**Intisari**

Terminal Giwangan merupakan hasil pengembangan terminal akibat perpindahan dari lokasi terminal sebelumnya, dan terminal Tirtonadi merupakan hasil pengembangan terminal akibat perluasan di lokasi yang sama. Oleh karena itu, seberapa besar perbedaan pelayanan terminal tersebut menarik untuk diteliti. Tujuan penelitian ini untuk mendeskripsi perbedaan kondisi dan kelengkapan fasilitas pelayanan di kedua terminal, menjelaskan perbedaan antara kualitas pelayanan di Terminal Giwangan dengan Tirtonadi berdasarkan tingkat kepuasan pengguna layanan, mengetahui perbedaan keterjangkauan pelayanan, dan mengetahui arahan pengembangan untuk peningkatan kepuasan masyarakat di Terminal Giwangan Yogyakarta dengan Tirtonadi Surakarta.

Teknik analisis yang digunakan ialah analisis deskriptif berdasarkan tabulasi silang hasil wawancara kepada responden dengan teknik pengambilan sampel aksidental. Jumlah sampel yang digunakan yaitu sebanyak 60 sampel, terdiri dari 30 sampel untuk Terminal Giwangan dan 30 sampel untuk terminal Tirtonadi. Variabel dalam penelitian ini yaitu variabel *independen* dan variabel *dependen*. Variabel *independen* yaitu *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Emphaty*. Variabel *dependen* yaitu kepuasan pengguna layanan.

Hasil penelitian menunjukkan bahwa jumlah dan jenis fasilitas pelayanan yang terdapat di terminal Giwangan dan Tirtonadi berbeda. Diantara lima indikator kepuasan pelayanan terminal, hanya indikator *Tangibles* yang berbeda di terminal Giwangan dan Tirtonadi. Empat indikator lainnya, *Reliability*, *Responsiveness*, *Assurance*, dan *Emphaty* relatif sama pada tingkat kepuasan kategori cukup puas. Letak lokasi terminal Giwangan dan Tirtonadi berdasarkan sebagian besar pengguna pelayanan bahwa lokasi terminal tidak mempengaruhi mereka dalam hal memanfaatkan kedua terminal.

*Kata kunci : Kualitas Pelayanan, Pelayanan Publik, Infrastruktur, Terminal*

**QUALITY SERVICES AT GIWANGAN AND TIRTONADI BUS STATION  
BASED ON RANKS OF PASSENGERS SATISFACTION  
(Case : Yogyakarta and Surakarta)**

**Mentari**

**11/316611/GE/07178**

***Abstract***

*Giwangan bus station is the result of movement progression from the old bus station to the new location, and Tirtonadi bus station has been developed in progressing become large at the same place. Therefore, how many difference the bus station services are interesting to study. The aim of this research is to make discription differencial condition and completeness of the facility services on both bus stations, clarify the differences between quality services at Giwangan and Tirtonadi bus station based on ranks of satisfaction passengers, to know reachable services on both bus stations, and to know recommendation progressing the social satifaction at Giwangan bus station in Yogyakarta and Tirtonadi bus station in Surakarta.*

*The analysis technique which is used is discriptive analysis based on cross tabulation which are the result of interview to respondent by taking the samples with accidental sampling. The samples used as many as 60 samples, consisting of 30 samples for Giwangan bus station and 30 samples for Tirtonadi bus station. The variable in this study is the independent variable and the dependent variable. Independent variables are Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The dependent variable is ranks of passangers satisfaction.*

*The research shows that amount and types of facility services at Giwangan and Tirtonadi bus stations are different. Among the five indicators of service satisfaction terminal, only Tangibles is different indicators in the Giwangan and Tirtonadi bus station. Four other indicators, Reliability, Responsiveness, Assurance, and Emphaty have same relative satisfaction levels are quite satisfied category. The location of the Giwangan and Tirtonadi bus station by the most users of the service that the terminal location does not affect them in terms of utilizing both terminals.*

*Keywords : Quality services, Public services, Infrastructure, Bus station*