

ABSTRACT

Park and ride as a transportation demand management strategy should provide excellent service to their customers. Value creation through park and ride service leads to customer satisfaction. To be able to determine customer satisfaction with the service quality, it is necessary to analyze the level of customer satisfaction with the aim of knowing the extent to which service attributes can satisfy the customer and knowing what actions to take as priority for improving the customer satisfaction. This research explores the value creation application in park and ride services and develop priority actions of the service quality attributes which have influence on customer satisfaction for park and ride service enhancement.

This research uses quantitative and qualitative methods. Qualitative approach used to analyze and categorize the attributes of service quality, based on how well the service is able to satisfy customer requirements by using the Kano model as analysis. While the importance stated method used to determine the relative importance of each customers needs as quantitative approach. Primary data were gathered from interviews with park and ride users to determine the quality attributes for the Kano model by asking Matzler questions, after that a survey was conducted to collect the information from the respondents by using a questionnaire. An online survey was conducted by distributing 500 questionnaires between April to September 2015, 305 park and ride users took part in this survey and 305 questionnaires were previously retained for further analysis. Secondary data were gathered from journals, articles and documentation.

The concept value creation has not been fully implemented in the Ragunan park and ride service and still need enhancement in the customer engagement aspect, self-service aspect, customer experience aspect, problem solving aspect and co-designing aspect. The Kano model and importance stated result, the number of parking spaces at park and ride site, the frequency of buses from the park and ride, the easiness park and ride location and the parking availability information should be considered as a priority to enhance the Ragunan park and ride service.

Keywords: *Park and Ride, Kano, Self-stated Importance, Service Quality, Value Creation.*

INTISARI

Park and ride sebagai permintaan strategi manajemen transportasi harus memberikan pelayanan yang terbaik kepada pelanggan mereka. Penciptaan nilai melalui layanan park and ride mengarah kepada kepuasan pelanggan. Untuk dapat menentukan kepuasan konsumen dengan kualitas pelayanan, maka perlu untuk menganalisis tingkat kepuasan konsumen dengan tujuan mengetahui sejauh mana atribut layanan dapat memuaskan pelanggan dan mengetahui tindakan apa yang harus diambil sebagai prioritas untuk meningkatkan kepuasan pelanggan. Penelitian ini mengeksplorasi aplikasi penciptaan nilai di layanan park and ride dan mengembangkan tindakan prioritas atribut kualitas pelayanan yang berpengaruh terhadap kepuasan pelanggan untuk peningkatan layanan park and ride.

Penelitian ini menggunakan metode kuantitatif dan kualitatif. Pendekatan kualitatif digunakan untuk menganalisis dan mengkategorikan atribut kualitas layanan, berdasarkan seberapa baik layanan ini mampu memenuhi kebutuhan pelanggan dengan menggunakan analisis model Kano. Sedangkan self-stated importance digunakan untuk menentukan kepentingan relatif dari setiap kebutuhan pelanggan sebagai pendekatan kuantitatif. Data primer dikumpulkan dari wawancara dengan pengguna park and ride dengan mengajukan pertanyaan Matzler untuk menentukan atribut kualitas untuk model Kano, setelah itu survei dilakukan untuk mengumpulkan informasi dari responden dengan menggunakan kuesioner. Sebuah survei online dilakukan dengan menyebarkan 500 kuesioner antara April-September 2015, 305 pengguna park and ride mengambil bagian dalam survei ini. Data sekunder dikumpulkan dari jurnal, artikel dan dokumentasi.

Konsep penciptaan nilai belum sepenuhnya diimplementasikan di layanan Ragunan park and ride dan masih perlu peningkatan dalam aspek keterlibatan pelanggan, aspek self-service, aspek pengalaman pelanggan, aspek pemecahan masalah dan aspek desain layanan. Hasil dari Kano model dan self-stated importance menyatakan, jumlah ruang parkir di park and ride, frekuensi bus dari park and ride, kemudahan lokasi park and ride dan informasi ketersediaan parkir harus dianggap sebagai prioritas untuk meningkatkan layanan Ragunan park and ride.

Kata kunci: Park and Ride, Kano, Self-stated Importance, Kualitas Layanan, Penciptaan Nilai.