

ABSTRAK

ANALISIS TINGKAT KEPUASAN PENUMPANG TERHADAP KUALITAS PELAYANAN TRANSPORTASI BUS DAMRI ANTAR KOTA DAN KABUPATEN (Studi Kasus : Trayek Pool DAMRI Rajabasa - Jabung)

Oleh

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Penelitian ini bertujuan untuk menganalisis tingkat kepuasan penumpang terhadap kualitas pelayanan transportasi Bus DAMRI trayek Rajabasa–Jabung. Metode yang digunakan adalah *Customer Satisfaction Index (CSI)* dan *Importance Performance Analysis (IPA)*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 128 responden dengan teknik *accidental sampling*. Variabel penelitian meliputi lima dimensi kualitas pelayanan, yaitu bukti fisik, keandalan, daya tanggap, jaminan, dan empati. Hasil penelitian menunjukkan bahwa nilai *Customer Satisfaction Index (CSI)* sebesar 85,98% yang termasuk dalam kategori sangat puas. Sejalan dengan hasil tersebut, berdasarkan analisis *Importance Performance Analysis (IPA)*, diperoleh tingkat kesesuaian sebesar 87,67% yang menunjukkan bahwa kinerja pelayanan secara umum telah memenuhi harapan penumpang. Namun demikian, masih terdapat beberapa atribut pelayanan yang perlu ditingkatkan, terutama yang berada pada kuadran prioritas utama.

Kata kunci: Bus DAMRI, *Customer Satisfaction Index (CSI)*, *Importance Performance Analysis (IPA)*, kepuasan penumpang, kualitas pelayanan

ABSTRACT

ANALYSIS OF PASSENGER SATISFACTION LEVEL ON SERVICE QUALITY OF INTERCITY AND INTERDISTRICT DAMRI BUS TRANSPORTATION (Case Study : DAMRI Pool Rajabasa–Jabung Route)

By

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This study aims to analyze the level of passenger satisfaction with the service quality of DAMRI bus transportation on the Rajabasa–Jabung route. The methods used in this study are Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). Data were collected through questionnaires distributed to 128 respondents using an accidental sampling technique. The research variables include five dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy. The results show that the Customer Satisfaction Index (CSI) value is 85.98%, which falls into the “very satisfied” category. In line with these results, based on the Importance Performance Analysis (IPA), the conformity level is 87.67%, indicating that the overall service performance has met passenger expectations. However, several service attributes still need improvement, particularly those in the main priority quadrant.

Keywords: DAMRI Bus, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), passenger satisfaction, service quality