ABSTRACT

QUALITY SERVICE OF LICENSE EXTENDING ON PUBLIC TRANSPORTATION ROUTE IN BANDAR LAMPUNG

BY

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Transportation (public transportation) is one mode of mass transportation that is still used by people in the city of Bandar Lampung. Public transportation connecting every area in the city or between cities in the province, beside that public transportation can also be used to transport crops such as vegetables and fruits. However, along with the number of city transport, the supervision of public transportation should be increased by registering the extension of city transport route permits in the Department of Transportation Bandar Lampung. But the problem arises where the owner does not extend the urban transportation transport route permits for public services performed Transportation Agency still not good, ranging from not timely service, accuracy of services, as well as facilities and infrastructure facilities are inadequate.

This research uses descriptive type with qualitative method approach, the focus of research in Sedarmayanti Using Gesprezs theory (2009; 257), namely: timeliness of service, accuracy of service, courtesy and hospitality, responsibility, comprehensiveness, and ease of getting care. While the location of the research conducted at the Department of Transportation in Bandar Lampung. Results from this study is the timeliness of the service that is not in accordance with Standard Operating Services, the accuracy of the service is not accurate, courtesy and hospitality is good, responsibilities of employees of the Department of Transportation is responsible, completeness of facilities and infrastructure is inadequate, access to services, services provided by the Office transportation is easy and understandable by the city transport owners and communities who are doing public service activities.

Keywood :Quality Service – License Extending On Publik Transportation