

ABSTRACT

PARKING QUALITY SERVICE IN PERSPECTIVE OF USER PARKING COMMUNITY IN BANDAR LAMPUNG (Study on Pemuda Street, Pangkal Pinang Street and Bambu Kuning Market)

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Government efforts in optimizing the Bandar Lampung parking fees as effort to increase local revenue should be proportional to the parking services to the public, especially motorists either two wheels or four wheels. Parking services in the city of Bandar Lampung to be optimized and oriented to meet the needs of the user community parking.

Formulation of the problem in this research is: "How is parking quality service in perspective of user parking community in Bandar Lampung?" The purpose of this study is to determine parking quality service in perspective of user parking community in Bandar Lampung.

This type of research is descriptive quantitative approach. The samples studied are 99 users parking of three parking spaces, namely Pemuda Street, Pangkal Pinang Street and Bambu Kuning Market. Data was collected by questionnaire and documentation. Data were analyzed descriptively, using the formula percentage and intervals.

The results of this study indicate that service in perspective of user parking community in Bandar Lampung not yet implemented with good quality. This is demonstrated by the data from 99 respondents there were as many as 42 users parking (42.3%) stated parking services in the city of Bandar Lampung is of sufficient quality. That is not good quality parking services that need to be improved in the days to come in order to be more optimal. Parking Services Supervision Required with Attached, meaning that at any location or point park managed by the Department of Transportation in Bandar Lampung to be appointed Tim Field Supervisors who have been recruited specifically to oversee the overall activities of the parking service, which includes a service attendant at the parking users (starting location entry parking, parked vehicles, issuing vehicle, up to leave the parking location); supervise the parking attendant (method of service, how to communicate with users and completeness attributes parking/parking uniform) to oversee depositing parking fees in accordance with the number of users of parking (based admission), to minimize fraud in depositing the parking attendant parking fees).

Keywords: Service Quality, Community Perspective, Parking