

ABSTRAK

**ANALISIS PELAYANAN ANGKUTAN
ANTAR KOTA DALAM PROVINSI (AKDP)
DENGAN METODE
IMPORTANCE PERFORMANCE ANALYSIS (IPA) DAN
CUSTOMER SATISFACTION INDEX (CSI)
(Studi Kasus : AKDP Rute Terminal Rajabasa – Terminal Mulyojati)**

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Provinsi Lampung secara geografis berada pada posisi strategis sebagai pintu gerbang utama Pulau Sumatera bagian selatan yang menghubungkan antara Pulau Jawa dengan Pulau Sumatera. Provinsi Lampung memiliki Ibu Kota yaitu Kota Bandar Lampung yang saat ini semakin maju dan berkembang hingga menjadi daya tarik bagi penduduk kota/kabupaten disekitarnya. Berdasarkan kondisi tersebut, peran transportasi sangatlah penting sebagai faktor penggerak perkembangan provinsi Lampung, salah satunya adalah transportasi darat seperti bus AKDP (Angkutan Antar Kota Dalam Provinsi). Demi menciptakan kawasan dengan pergerakan AKDP yang berjalan lancar untuk itu perlu dilakukan pelayanan transportasi umum yang baik. Tujuan penelitian ini menganalisis tingkat pelayanan AKDP berdasarkan ketersediaan fasilitas, menilai tingkat kepuasan pengguna jasa, menilai kinerja AKDP dan menilai preferensi komuter pada AKDP rute Terminal Rajasabasa – Terminal Mulyojati. Penelitian ini menggunakan metode *Customer Satisfaction Index (CSI)* dan *Importance Performance Analysis (IPA)*. Berdasarkan analisis data tingkat pelayanan diperoleh hasil terminal Rajabasa sebesar 80% sedangkan, pada Terminal Mulyojati sebesar 48,6%. Berdasarkan analisa metode CSI didapatkan nilai kepuasan penumpang terhadap playanan AKDP sebesar 77,4% dan IPA didapatkan nilai tingkat kesesuaian responden sebesar 83%. Hal ini menunjukkan bahwa penumpang merasa puas terhadap pelayanan AKDP yang ada pada saat ini dan kinerja AKDP sudah memuaskan.

Kata kunci : Pelayanan Angkutan Antar Kota Dalam Provinsi, *Customer Satisfaction Index*, *Importance Performance Analysis*.

ABSTRACT

ANALYSIS OF INTERCITY TRANSPORTATION SERVICE WITHIN THE PROVINCE (AKDP) USING IMPORTANCE PERFORMANCE ANALYSIS (IPA) AND CUSTOMER SATISFACTION INDEX (CSI) (Case Study : AKDP Route Rajabasa Terminal – Mulyojati Terminal)

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Lampung province is geographically placed in a strategic position. Acting as the main gateway to the southern part of Sumatra Island and connecting Java Island with Sumatra Island. Lampung province has its own capital city, which is Bandar Lampung City. The capital is currently progressing and developing, which resulting in being a magnet for residents of nearby cities and districts. Based on the current condition of the capital, transportation holds an important role as a driving factor for the development of the province. One of which is land transportation such as AKDP buses (Inter-City Transportation within the Province). In order to create a smooth AKDP working area, it is necessary to provide it with a good public transportation service. The aim of this research is to analyse the rate of AKDP services based on facilities availability, the rate of user's satisfactory, evaluating AKDP's performance, and evaluating commuters' preference on AKDP's route from Rajabasa Terminal to Mulyojati Terminal. This research uses the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. Based on the service level data analysis, Rajabasa Terminal obtained a score of 80%, whereas Mulyojati Terminal obtained a score of 48,6%. Based on the CSI method analysis, customer's satisfaction rate for AKDP's services is 77,4%, and IPA acquired a customers' suitability rate of 83%. This indicates that customers are satisfied with the current AKDP's services and their performance is satisfactory to the customers.

Keywords: Public Transport Services, Customer Satisfaction Index, Importance Performance Analysis.