HIGHWAY SERVICE ANALYSIS BASED ON USER NEEDS  
(Case Study : Surabaya - Gresik Toll Road Section) 

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ABSTRACT

The rapid growth of Gresik as a buffer zone of city of Surabaya make economic activity in both of the cities increased. Activities of industry, commerce, distribution of goods and services as well as community mobility increase along with economic growth. Surabaya-Gresik highway as transportation infrastructure was built in order to improve the efficiency of distribution of services, supporting the economic growth in the area. However, in the actual condition, there is still found unsatisfactory service for its users where the road condition are still not comfortable to use, still many bumpy asphalt road and insufficient street lighting at night. For that reason, it required a research on the Surabaya-Gresik highway services in meeting the needs of users by measuring the level of users satisfaction and perception to be followed in order to improve the quality of Surabaya-Gresik highway services.

The objective of this research is to analyze the level of Surabaya-Gresik highway service in meeting the needs of its users view of satisfaction and analyzing the toll service attributes that need to get an increase. The level of user satisfaction is measured through a survey of 395 toll road users who had used the Surabaya-Gresik highway services. The under study attributes refer to the five main dimensions of service quality, namely : tangibles, reliability, responsiveness, assurance and empathy. Based on the survey results, further analysis then performed using Importance Performance Analysis (IPA) methods to get any attributes that need to be improved.

The result showed that the users are quite satisfied with the Surabaya-Gresik highway service. It means that the services can be sufficient to meet the users needs of highway service. The attributes of the Surabaya-Gresik highway services that need to be improved are the condition of the road surface, road geometry, lighting, traffic, toll cleanliness, queuing at the toll gate, signs, guardrail, the toll booth management, performance of employe, and towing services.

Keywords : dimensions of service quality, importance performance analysis, toll road users, Surabaya-Gresik Toll Road.
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