SATISFACTION ANALYSIS OF THE TRANSPORTATION USERS COMPARED WITH CITY TRANSPORT LYN 1 BRAWIJAYA BUS STATION ROUTE – BLAMBANGAN LYN STATION, BANYUWANGI

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Abstract

Urban transport is an important means of transport for the urban community mobilization process. Along with the development of infrastructure facilities and public transport these days, inevitably city transportation managers also must improve the quality of service that is by improving the performance of transportation facilities and the city itself. Analysis of satisfaction levels will be made to the respective transport agents associated with a performance lyn. The research method uses a questionnaire where each question there representing the five aspects of service quality. Survey data were analyzed using a test of validity and reliability, and the final phase of analysis is conducted to determine suitability for a gap or gaps and quadrant analysis to determine the grouping of attributes based on their level of satisfaction and interest of the respondent.

From the analysis and processing of data it was concluded that the respondent put passengers' comfort factor and travel time of urban transport as factors that most influence their satisfaction. drivers put the factor of passenger numbers and income they get every day as the factors that most affect their satisfaction level. Road users put the factor of the order of city transport on the highway as the main factors that influence their satisfaction level. And the last one the owners put the deposit
amount and the amount of profits they earned as a factor that most affects their satisfaction level.

Key words: Satisfaction of transportation users, Quadrant analysis, Validity test, Reliability test, City transport lyn 1.