SATISFACTION ANALYSIS OF THE USER TRANSPORTATION ON THE PAMEKASAN-KAMAL’S PUBLIC TRANSPORT SERVICES

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Abstract

Increased and improved transport access facilities should ideally be followed by an increase in infrastructure and services from the perpetrators of public transport services, one of which is a general passenger car (MPU). Questionnaire data will be collected about participants' satisfaction and expectations of public transportation, especially passenger cars (MPU) route Pamekasan - Kamal Suramadu bridge due to the operation. The data starts with a preliminary survey and will be followed up by actual survey. The data in the form of questionnaires aimed at the driver, passengers, owners and users of the road. This questionnaire covers five dimensions of service quality, that is tangible, reliability, responsiveness, assurance, and empathy are packed into a question about satisfaction and expectation of the MPU services Pamekasan - Kamal.

From the results of questionnaires, data were processed using the test of validity and reliability and at the final stage of the mapping, value and satisfaction among need transport players to performance MPU, using quadrant analysis and gap analysis in order to know which variable should be given top priority to be addressed. In addition, to assess services from the MPU Pamekasan - Kamal overall

From the analysis found that the decline in passenger numbers after the bridge Suramadu. This resulted in income received by drivers and owners are also decreased. Thus decreasing the total fleet in the field. Transportation will be street if full of passengers. This policy affects the density of passengers in excess capacity resulting decrease in
passenger satisfaction for the services MPU. However, users generally MPU feel quite satisfied with the services provided.

Keywords: Satisfaction Analysis, Evaluation Services, Quadrant Analysis, Public Transportation, Pamekasan-Kamal