

ABSTRAK

KAJIAN KINERJA STANDAR PELAYANAN MINIMUM KERETA API PENUMPANG (KUALA STABAS) RUTE TANJUNG KARANG - BATURAJA

Oleh

ADIS TARA MUFITA

NIM: 21116092

Program Studi Teknik Sipil

Jurusan Teknologi Infrastruktur dan Kewilayahan

Kereta api Kuala Stabas merupakan salah satu kereta api penumpang yang beroperasi di DAOP IV Tanjung Karang. Kereta ini mengalami peningkatan jumlah penumpang selama tiga tahun terakhir 2018-2020. PT. KAI sebagai penyelenggara tunggal angkutan kereta perlu melakukan pengukuran terhadap kinerja perusahaan secara periodik, guna menjaga eksistensi perusahaan. Penelitian ini bertujuan mendapat gambaran terhadap kualitas pelayanan yang diberikan oleh perusahaan PT. KAI, pengumpulan data dilakukan dengan penyebaran kuesioner kepada pengguna jasa dan kepada petugas stasiun. Pengukuran kinerja operasional juga dilakukan dengan observasi lapangan dengan mengacu pada Peraturan Menteri Perhubungan. No. 63 Tahun 2019 terkait standar pelayanan minimum. Analisis data menggunakan metode *Importance Performance Analysis* dan *Customer Satisfaction Index*.

Hasil analisis terhadap kepuasan pengguna jasa kereta api dengan metode *Customer Satisfaction Index* didapatkan nilai sebesar 81,62%, nilai tersebut menunjukkan pengguna kereta api sangat puas terhadap kinerja perusahaan. Analisis data berdasarkan metode IPA terdapat fasilitas perbaikan yang perlu diprioritaskan yakni asuransi kecelakaan. Perbaikan pada fasilitas ini perlu dilakukan oleh penyedia jasa untuk tetap menjaga kualitas layanan. Hasil observasi lapangan terdapat beberapa fasilitas yang belum tersedia di dalam kereta api yakni, kursi/tempat duduk prioritas bagi penyandang disabilitas, serta fasilitas yang belum diterapkan di stasiun antara lain; belum tersedia tombol alarm, *call center*, dan *lift*, belum diterapkan loket khusus/*vending machine* untuk penumpang disabilitas.

Kata Kunci: Kereta api Kuala Stabas, Stasiun Tanjung Karang, *Importance Performance Analysis* dan *Customer Satisfaction Index*.

ABSTRACT

PERFORMANCE STUDY OF PASSENGER TRAIN MINIMUM SERVICE STANDARD (KUALA STABAS) TANJUNG KARANG-BATURAJA ROUTES

By

ADIS TARA MUFITA

NIM: 21116092

Program Studi Teknik Sipil

Jurusan Teknologi Infrastruktur dan Kewilayahan

The Kuala Stabas train is one of the passenger trains which operated at DAOP IV Tanjung Karang. This train has experienced an increase in the number of passengers during the last three years 2018-2020. As the operator, PT. KAI needs to evaluate the company's performance periodically, in order to maintain its existence. This study aims to get an overview of the quality of services provided by PT. KAI, data collection was carried out by distributing questionnaires to users and the station's officers. Operational performance measurement is also carried out by field observations with reference to Regulations Minister of Transportation. No. 63 of 2019 regarding minimum service standards. Data analysis using Importance Performance Analysis and Customer Satisfaction Index methods.

The results of the analysis of the satisfaction of rail service users with the Customer Satisfaction Index method obtained a value of 81.62%, this value indicates that train users are very satisfied with the company's performance. Analysis of data based on the IPA method, there are facilities that need to be prioritized, namely accident insurance. Improvements to this facility need to be carried out by service providers to maintain service quality. Based on field observations, there are several facilities that are not yet available on the train, namely, priority seats/seats for persons with disabilities, as well as facilities that have not been implemented at the station, among others; there are no alarm buttons, call centers, and lift, special counters/vending machines have not been implemented for disabled passengers.

Keywords: *Kuala Stabas Train, Tanjung Karang Station, Importance Performance Analysis, and Customer Satisfaction Index.*