ANALISIS TINGKAT KEPUASAN PENUMPANG ANGKUTAN UMUM PERKOTAAN AMBARAWA–BAWEN DAN BAWEN–SALATIGA SEBAGAI DASAR PENGEMBANGAN RUTE TRANS JATENG

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ABSTRACT

ANALYSIS OF PASSENGER SATISFACTION LEVELS OF AMBARAWA–BAWEN AND BAWEN–SALATIGA URBAN PUBLIC TRANSPORTATION AS A BASIS FOR THE DEVELOPMENT OF THE TRANS JATENG ROUTE

By

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Urban public transportation along the Ambarawa–Bawen and Bawen–Salatiga corridors plays an important role in supporting community mobility. Improving service quality is essential as a foundation for developing a more structured, comfortable, and user-oriented Trans Jateng route. This study aims to measure passenger satisfaction using the Customer Satisfaction Index (CSI), analyze service improvement priorities through Importance Performance Analysis (IPA), and examine passengers' willingness to support the development of Trans Jateng services along these corridors. The study employed a qualitative research design with a quantitative and description approach, in which quantitative analysis was used to describe the quality of existing service conditions. Data were collected through questionnaire surveys and direct interviews with 100 public transportation users traveling on the Ambarawa–Bawen and Bawen–Salatiga routes. The service indicators assessed included security, safety, comfort, affordability, and reliability. The data were analyzed using validity and reliability tests, CSI, IPA, and descriptive analysis of respondents' willingness to use Trans Jateng services. The results indicate that the Customer Satisfaction Index (CSI) reached 59.45%, which falls into the "moderately satisfied" category. This suggests that the existing services have generally met passengers' expectations, although further improvements are still required. The IPA results identified 12 service attributes that should be maintained and 10 attributes that should be prioritized for improvement, particularly those related to drivers' compliance with Standard Operating Procedures (SOPs), punctuality, vehicle capacity suitability, safety facilities, first-aid (P3K) facilities, emergency information, travel time, transfer time, and facilities for passengers with special needs. Furthermore, 87.00% of the respondents expressed a positive willingness toward the development of Trans Jateng services. These findings provide empirical evidence for mapping passenger satisfaction levels and identifying service improvement priorities, while also indicating that the proposed Trans Jateng route development has strong potential for acceptance among users. Future studies are recommended to examine operational technical aspects, route feasibility, and intermodal integration in greater depth.

***Keywords**: passenger satisfaction, public transportation, Trans Jateng, Customer Satisfaction Indeks, Importance Performance Analysis.*

ABSTRAK

ANALISIS TINGKAT KEPUASAN PENUMPANG ANGKUTAN UMUM PERKOTAAN AMBARAWA–BAWEN DAN BAWEN–SALATIGA SEBAGAI DASAR PENGEMBANGAN RUTE TRANS JATENG

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Angkutan umum perkotaan pada koridor Ambarawa–Bawen dan Bawen–Salatiga memiliki peranan penting untuk menunjang mobilitas masyarakat. Peningkatan kualitas layanan sebagai dasar pengembangan rute Trans Jateng yang lebih terstruktur, nyaman, dan sesuai kebutuhan pengguna menjadi mutlak diperlukan. Penelitian ini bertujuan untuk mengukur tingkat kepuasan penumpang menggunakan metode *Customer Satisfaction Index* (CSI), menganalisis prioritas perbaikan layanan melalui *Importance Performance Analysis* (IPA), serta mengetahui kesediaan penumpang terhadap pengembangan layanan Trans Jateng pada koridor tersebut. Penelitian menggunakan metode kualitatif dengan pendekatan kuantitatif dan deskriptif. Data dikumpulkan melalui survei kuesioner dan wawancara langsung kepada 100 sampel pengguna angkutan umum pada rute Ambarawa–Bawen dan Bawen–Salatiga. Indikator pelayanan yang diamati mencakup keamanan, keselamatan, kenyamanan, keterjangkauan, dan keteraturan. Data dianalisis melalui uji validitas, uji reliabilitas, CSI, IPA, serta analisis deskriptif terhadap kesediaan sampel terhadap pengembangan rute layanan Trans Jateng. Hasil penelitian menunjukkan bahwa nilai CSI sebesar 59,45% termasuk kategori cukup puas, sehingga pelayanan yang ada dinilai cukup memenuhi harapan penumpang, tetapi masih memerlukan peningkatan. Hasil IPA menunjukkan terdapat 12 atribut pelayanan yang perlu dipertahankan dan 10 atribut yang menjadi prioritas perbaikan, terutama terkait kepatuhan pengemudi terhadap SOP, ketepatan waktu, kesesuaian kapasitas kendaraan, fasilitas keselamatan, fasilitas P3K, informasi darurat, waktu tempuh, waktu transit, dan fasilitas kebutuhan khusus. Sebanyak 87,00% sampel menunjukkan kecenderungan positif terhadap pengembangan layanan Trans Jateng. Hasil penelitian ini memberikan kontribusi empiris dalam pemetaan tingkat kepuasan dan prioritas peningkatan layanan angkutan umum, serta menunjukkan bahwa pengembangan rute Trans Jateng berpotensi diterima oleh pengguna. Penelitian selanjutnya disarankan untuk mengkaji aspek teknis operasional, kelayakan rute, serta integrasi antarmoda secara lebih mendalam.

Kata kunci: kepuasan penumpang, angkutan umum, Trans Jateng, *Customer Satisfaction Indeks*, *Importance Performance Analysis*.