

Analisis kepuasan pelanggan penyandang disabilitas fisik atas layanan Transjakarta = Customers with physical disability satisfaction analysis on Transjakarta

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Abstrak

ABSTRACT

Layanan transportasi publik merupakan salah satu hak yang harus diterima oleh seluruh masyarakat. Dalam memenuhi hak masyarakat, khususnya masyarakat DKI Jakarta, Pemerintah Provinsi DKI Jakarta menyediakan layanan Bus Rapid Transit BRT yang dikenal dengan Transjakarta. Harus diingat bahwa layanan ini diakses oleh berbagai pelanggan, salah satunya ialah pelanggan penyandang disabilitas. Tujuan penelitian ini ialah untuk mengetahui kepuasan dan harapan pelanggan penyandang disabilitas fisik atas layanan Transjakarta. Penelitian ini dilakukan dengan menggunakan pendekatan positivist melalui survei yang dilakukan kepada 60 responden. Penarikan sampel menggunakan quota sampling. Data juga diperoleh melalui studi pustaka dan wawancara mendalam. Teori yang digunakan dalam penelitian ini adalah teori yang dikemukakan oleh Gao, Yu dan Wuling 2016 untuk mengukur kepuasan pelanggan atas layanan transportasi publik yang terdiri dari delapan dimensi. Kedelapan dimensi tersebut, yakni fare, wait and travel time, cleanliness, customer service, accessibility, safety, crowdedness, serta comfortability. Hasil penelitian ini menunjukkan bahwa pelanggan penyandang disabilitas merasa puas dengan layanan Transjakarta. Walaupun begitu, terdapat beberapa indikator penilaian yang masih dinilai tidak memuaskan oleh responden. Maka dari itu, Transjakarta masih perlu meningkatkan pelayanan agar indikator-indikator tersebut dapat memuaskan pelanggan penyandang disabilitas.

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ABSTRACT

A good public transit service is one of the rights that citizens must get. In order to fulfill the citizens right, especially DKI Jakarta citizens, DKI Jakarta Province Government provides Bus Rapid Transit service that is known as Transjakarta. What should be put in mind is that this service is accessed by every customer, including people with disability. This research is conducted in order to know customers with disability satisfaction and hope related to Transjakarta service. This research is conducted using positivist approach through survey by using questionnaire that were spread to 60 respondents. Quota sampling was used as the method of sample withdrawal. Data are also gotten from literatures study and in depth interview. A theory presented by Gao, Yu and Wuling 2016 was used to measure customer satisfaction on public transit service. There are eight dimensions that were measured, namely fare, wait and travel time, cleanliness, customer service, accessibility, safety, crowdedness, serta comfortability. The result shows that customers with disability are satisfied with Transjakarta service. Nevertheless, there are some crucial indicators that were said to be unsatisfying. Therefore, PT Transportasi Jakarta still has to improve its service in order to make those indicators satisfy the customers with disability.