STUDY OF OPTIMIZATION OF THE FUNCTION OF TYPE A PASSENGER TERMINAL SERVICES IN BANJAR CITY

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Abstrak

The Banjar Patroman Type A Passenger Terminal functions to accommodate all public transportation both moving towards Banjar City and those leaving Banjar City. The Banjar Patroman Terminal is only used as a trajectory, a lot of public transportation stops on the shoulder of the road and stops at the trade center which is a shadow terminal so that the terminal is quiet, many terminal facilities are not suitable for use and the terminal service function is not optimal resulting in services given does not meet the needs of users, so that the function of the terminal is not fully optimal. The purpose of this paper is to review the services and functions of the terminal so that what results can be improved and optimized. This research study was conducted by collecting primary data (observations, surveys, and interviews), and secondary data (data inventory and literature study) and analyzed using the Customer Satisfaction Index (CSI) method. The number of samples used is data on the average service user in one day in September 2022 at the Banjar City Type A Terminal which is included in the secondary data provided by the Director General of Land Transportation, the Banjar City Type A Terminal Service Unit. The conclusion obtained from the results of the analysis is that the existing condition of the Banjar City Type A Terminal is in accordance with the Minimum Service Standards (SPM) based on the Regulation of the Minister of Transportation of the Republic of Indonesia No. 40 of 2015 concerning Minimum Service Standards for the Transport of People by public transportation, adjusted to the terminal benchmark, namely the benchmark measurement for the type A terminal has a percentage of 91.7% of 100% service facilities and the results of the study on optimizing the service function of the Type A terminal in Banjar City are not optimal because the value (gap) in the overall value of the gap is negative, besides that for overall customer satisfaction terminal service facilities have satisfied criteria with a percentage value of 79.48%.

Keywords: Customer Satisfaction Index, Optimization, Service

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