

ABSTRAK

Kota Bekasi memiliki fasilitas prasarana angkutan umum yaitu terminal tipe A Kota Bekasi, yang diharapkan dapat mempermudah mobilisasi masyarakat dan menjadi tempat pemusatan lalu lintas di kota Bekasi. Namun luas terminal yang hanya 1,3 ha dinilai kurang sehingga banyak angkutan yang memilih menaikkan dan menurunkan penumpang di luar terminal yang menjadi penyebab kemacetan serta keraguan terkait pelayanan di terminal tipe A Kota Bekasi. Penelitian dilakukan untuk mengevaluasi kualitas pelayanan terminal tipe A Kota Bekasi berdasarkan standar operasional kerja, tingkat kepuasan pengguna jasa dan kapasitas terminal pada waktu terpadat. Pengamatan dilakukan selama 16 hari pada tanggal 5 - 20 maret 2025 mulai pukul 06.00 - 18.00 untuk mengamati kualitas pelayanan teknis dan kapasitas terminal serta menyebarkan kuisioner terkait pelayanan terminal. Acuan standar operasional kerja yang ditinjau sesuai dengan SK.6521/AJ.104/DRJD/2017 dimana terminal Bekasi mendapat bobot 65% dan sudah layak sebagai terminal tipe A. Analisa kepuasan pengguna jasa terminal berdasarkan 100 responden dengan metode Costumer Satisfaction Index mendapat nilai 78.54% dan masuk pada kuadran 4 dengan kategori puas. Hasil penelitian menunjukkan bahwa terminal Kota Bekasi memiliki hari terpadat dengan jumlah 212 kendaraan keluar dan 223 kendaraan masuk. Hasil pengolahan data diperoleh jumlah angkutan parkir maksimum yaitu Angkutan Kota Antar Propinsi (AKAP) 108 kendaraan/jam, Angkutan Kota Dalam Propinsi (AKDP) 334 kendaraan/jam. Dengan headway kendaraan masuk maksimal untuk jenis AKAP sebesar 30,00 menit, dan jenis AKDP 6,67 menit. Sedangkan rata-rata headway kendaraan AKAP 17,08 menit, dan AKDP 4,41 menit. Adapun beberapa terminal bayangan disekitar terminal kota Bekasi guna mengatasi kurangnya luas lahan terminal induk serta perlu adanya peningkatan fasilitas - fasilitas penunjang di terminal untuk membantu meningkatkan kualitas pelayanan terminal.

Kata Kunci: Kapasitas Terminal, *Headway*, Kepuasan Pelanggan, Kualitas Pelayanan Teknis

ABSTRACT

Bekasi City has public transportation infrastructure facilities, namely the Bekasi City type A terminal which is expected to facilitate community mobilization and become a traffic center in the city of Bekasi. However, the terminal area of only 1.3 ha is considered insufficient to make many transportations that chooses to pick up and drop off passengers outside the terminal which is the cause of congestion and doubts related to services at the type A terminal in Bekasi City. The research was conducted to evaluate the quality of Bekasi City type A terminal services based on work operational standards, service user satisfaction levels and terminal capacity at the densest period. Observations were carried out for 16 days on March 5 - 20, 2025 from 06.00 - 18.00 to observe the quality of technical services and terminal capacity and distribute questionnaires related to terminal services. The reference for work operational standards that were reviewed was in accordance with SK.6521/AJ.104/DRJD/2017 where the Bekasi terminal received a weight of 65% and was eligible as a type A terminal. The results of the study show that the Bekasi City terminal has the busiest day with a total of 212 vehicles going out and 223 vehicles incoming. The results of data processing obtained the maximum number of parking transportation, namely Interprovincial City Transportation (AKAP) 108 vehicles/hour, and In-Provincial City Transportation (AKDP) 334 vehicles/hour. With the maximum entry vehicle headway for the AKAP type is 30.00 minutes, and the AKDP type is 6.67 minutes. Meanwhile, the average headway of AKAP vehicles is 17.08 minutes, and AKDP is 4.41 minutes. There are several shadow terminals around the Bekasi city terminal to overcome the lack of land area of the main terminal and the need to improve supporting facilities at the terminal to help improve the quality of terminal services.

Keywords: Terminal Capacity, *Headway*, Customer Satisfaction, Technical Service Quality