

ABSTRACT

This study aims to evaluate the performance of conventional public transportation and online-based public transportation in the city of Tasikmalaya. The research measures performance aspects such as punctuality, service availability, route efficiency, and user satisfaction. Data were obtained through field surveys, observations, and operational data analysis of two types of public transportation. The results of this research provide a comprehensive overview of the performance evaluation between conventional and online-based public transportation and its implications for the transportation needs of the community in Tasikmalaya City. The method used in this research is the Cartesian diagram method of the importance-performance matrix divided into 4 quadrants. The analysis results include four different recommendations based on the importance level and quality/condition of the space, which can be used as a basis for further recommendations. The implementation of minimal service standards for city transportation is quite satisfactory for public transportation passengers, with an average score for performance of 3.14 and an average score for expectations of 3.90, with an average compliance rate of 80%. With attributes important to public transportation passengers in Tasikmalaya City, the implementation in the field is far from satisfying the respondents, and the variables "transportation drivers provide first aid (P3K)" and "room temperature facilities function well" need to be improved in terms of service. The implementation of minimal service standards for online-based public transportation is quite satisfactory for public transportation passengers, with an average score for performance of 3.94 and an average score for expectations of 4.32, with an average compliance rate of 92%. Almost all factors have compliance rates approaching or exceeding the level between performance and expectations, meaning that the services are quite satisfactory for the community.

Keywords : *Public Transportation, Performance Evaluation, Importance Performance Analysis..*