

Tingkat kepuasan pelayanan jasa angkutan umum pada koperasi taksi Indonesia di wilayah DKI Jakarta

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Abstrak

The research aims at examining the services of Koperasi Taxi Indonesia in the Special Province of the Capital City of Jakarta towards the customers and the conditions that influence the customers' satisfaction. The research involves 400 respondents but only 80 managed to fill in completely. The method of the research is snowball method where the writer delivered elaboration to the drivers as to how to fill in the questionnaires.

To analyze the respondents' responses the writer used such statistics descriptive analysis as mean, deviation, standard, distribution frequency of each answer given towards service quality dimension which comprises of expectation indicators which include tangible, reliability, responsiveness, assurance and empathy. The Linked- method is used for the performance indicators related with the responses from the customers towards services which consist of 7 demand scales. To see the extent of the relationship or the correlation between service quality and customers' expectations based on the respective dimension, Spearman method is used to analyze the correlation.

The results of the correlation analysis between service quality and expectation reveal the following: tangible dimension shows that the correlation score between them is $r = 0.52$ and the significant level at 0.05. This means that service quality has a significant relationship with the customers' expectation perceived from the tangible aspect at 0.37. Reliability dimension shows that the correlation score between them is $r = 0.50$ and the significant level at 0.05. This indicates that service quality has significant relationship with the customers perception from responsiveness at 0.40. Assurance dimension shows that the correlation dimension shows that correlation score between them is $r = 0.49$ and the significant level at 0.05.

This means that service quality has a significant relationship with the customers' expectations viewed from the responsive aspect at 0.40. Assurance dimension shows that correlation score between them is $r = 0.71$ and the significant level at 0.05. It means that the service quality has a significant relationship with the customers' expectations viewed from assurance aspect at 0.52. Empathy dimension shows that the correlation score between them is at 0.47 and the significant level at 0.05. It means that the service quality has significant relationship with the customers' satisfaction view ed from the empathy aspect at 0.37.

From the results of the survey it can be concluded that: (1) the customers satisfaction towards the service quality of Koperasi Taxi Indonesia in aspects such as tangible, reliability, responsiveness, assurance and empathy are not of satisfactory level; (2) the performance of Koperasi Taxi Indonesia shows unsatisfactory results which means it does not have the required characteristics in the customers' views; (3) there is q relationship between the service quality provided by the Koperasi Taxi Indonesia and the customers'

satisfaction, that is, if the driver feels satisfied with his jobs and is happy to carry out his duty, of course. it will affect the driver's empathic altitude.

In connection with the results of the research, it is recommended that Koperasi Taxi Indonesia: (1) increase better service to the customers in terms of meeting their needs: (2) the increase in service quality is fully supported by the availability of the quality and the satisfaction as well as the attitude of the driver/worker. Thus the efforts to create service satisfaction need to be done well through human resources development as well as competence base, working atmosphere, compensation, career development and etc: (3) based on the results of the interview, there are several suggestions proposed by the customers of Koperasi Taxi Indonesia among others are the drivers' attitudes and behaviors which need to be paid attention to.</i>