

Analisis Tingkat Kepuasan Masyarakat Terhadap Moda Transportasi yang Terintegrasi Jak Lingko dalam Mewujudkan Smart Mobility di Provinsi DKI Jakarta = Analysis of the Level of Public Satisfaction with Mode Integrated Transportation of Jak Lingko in Realizing Smart Mobility in DKI Jakarta Province

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Abstrak

Penelitian ini membahas mengenai kepuasan masyarakat terhadap moda transportasi yang terintegrasi Jak Lingko dalam mewujudkan smart mobility di Provinsi DKI Jakarta. Tujuan penelitian ini adalah untuk mengetahui tingkat kepuasan masyarakat terhadap moda transportasi yang terintegrasi Jak Lingko dalam mewujudkan smart mobility di Provinsi DKI Jakarta menggunakan pendekatan positivist. Penelitian ini menggunakan teori kepuasan masyarakat yang dikemukakan oleh Gao Lu, Yu Yao, dan Liang Wu (2016) dengan delapan dimensi, yaitu fare, wait and travel time, cleanliness, customer service, accessibility, safety, crowdedness, dan comfortability. Teknik pengumpulan data yang digunakan adalah mixed method melalui survei, observasi, wawancara mendalam, dan studi kepustakaan. Pengumpulan data dilakukan kepada 204 responden masyarakat moda transportasi yang terintegrasi Jak Lingko sejak bulan Mei-Juni 2023. Hasil penelitian ini menunjukkan bahwa kepuasan masyarakat berada tingkat puas sebesar 80,88%. Seluruh dimensi menyatakan bahwa masyarakat merasa puas terhadap moda transportasi yang terintegrasi Jak Lingko. Meskipun sebagian hasil wawancara mendalam dan observasi juga menunjukkan pendapat yang berbeda dari keseluruhan hasil penelitian, karena setiap kondisi armada transportasi Jak Lingko berbeda tergantung pada situasi dan kondisi di jalanan.

.....This study discusses public satisfaction with Jak Lingko's integrated mode of transportation in realizing smart mobility in DKI Jakarta Province. This study aimed to determine public satisfaction with Jak Lingko's integrated mode of transportation in realizing smart mobility in DKI Jakarta Province using a positivist approach. This study uses the theory of community satisfaction put forward by Gao Lu, Yu Yao, and Liang Wu (2016) with eight dimensions, namely fare, wait and travel time, cleanliness, customer service, accessibility, safety, crowdedness, and comfortability. The data collection technique used is a mixed method through surveys, observations, in-depth interviews, and literature studies. Data was collected on 204 respondents using the Jak Lingko integrated mode of transportation from May to June 2023. The results of this study indicate that community satisfaction is at a satisfaction level of 80.88%, with the best service quality conditions being the MRT and LRT modes of transportation. Quality The worst service is on the Mikrotrans mode of transportation. All dimensions state that the community is satisfied with the Jak Lingko integrated mode of transportation. However, some of the results of in-depth interviews and observations show differences from the study's overall results due to differences in the conditions of each Jak Lingko transportation fleet based on the situation and conditions on the road.