

Persepsi Pengguna Transportasi Publik Terhadap Kualitas Pelayanan Kawasan Transit Oriented Development (TOD) pada Stasiun Manggarai Provinsi DKI Jakarta Berdasarkan Teori Transit Service Quality = Public Transport User's Perceptions of Service Quality in the Transit Oriented Development (TOD) Area of Manggarai Station DKI Jakarta Province Based on the Transit Service Quality Theory

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Abstrak

Konsep Transit Oriented Development (TOD) merupakan konsep pengembangan kawasan yang berfokus pada integrasi sistem transportasi publik dengan tata ruang kota yang ramah pejalan kaki dan pesepeda. Wilayah DKI Jakarta secara resmi diatur dalam Peraturan Gubernur DKI Jakarta Nomor 67 Tahun 2019 tentang Penyelenggaraan Kawasan Berorientasi Transit, yang mendorong integrasi antarmoda, efisiensi mobilitas, serta pengelolaan ruang kota. Salah satu kawasan prioritas dalam implementasi TOD adalah Stasiun Manggarai sebagai simpul utama transit antarmoda seperti KRL Commuter Line, Kereta Bandara, Bus TransJakarta. Penelitian ini bertujuan untuk mengetahui dan menganalisis persepsi pengguna terhadap kualitas pelayanan di kawasan TOD Stasiun Manggarai. Metode yang digunakan adalah mixed method, dengan analisis kuantitatif deskriptif melalui penyebaran kuesioner kepada 106 responden, serta dilengkapi dengan wawancara mendalam dan observasi lapangan. Hasil penelitian menunjukkan bahwa persepsi pengguna secara umum berada pada kategori tinggi (85%) dari delapan dimensi kualitas layanan yang dianalisis, tujuh di antaranya memperoleh dominasi penilaian tinggi, terutama dimensi tarif layanan, personil dan layanan penumpang, serta rute dan karakteristik layanan. Secara keseluruhan, temuan ini menunjukkan bahwa kualitas layanan di kawasan TOD Stasiun Manggarai telah cukup selaras dengan prinsip pelayanan antarmoda. Namun, implementasi kawasan TOD secara utuh masih memerlukan waktu, perbaikan berkelanjutan, dan komitmen lintas sektor agar kawasan ini dapat mewujudkan pelayanan publik yang inklusif, terintegrasi, dan berkelanjutan.

.....The concept of Transit Oriented Development (TOD) refers to an area development strategy that focuses on integrating public transportation systems with urban spatial planning that is pedestrian- and cyclist-friendly. In DKI Jakarta, this concept is formally regulated under the Governor Regulation of DKI Jakarta No. 67 of 2019 concerning the Implementation of Transit Oriented Development Areas, which encourages intermodal integration, mobility efficiency, and effective urban space management. One of the key priority areas for TOD implementation is Manggarai Station, which serves as a central intermodal transit hub connecting the KRL Commuter Line, Airport Rail Link, and TransJakarta Bus services. This study aims to examine and analyze user perceptions of service quality in the TOD area of Manggarai Station. The research employs a mixed method approach, combining descriptive quantitative analysis through a questionnaire distributed to 106 respondents, supported by in-depth interviews and field observations. The findings reveal that user perceptions are generally in the high category (85%). Out of the eight service quality dimensions analyzed, seven received predominantly high ratings, especially the dimensions of fare service, personnel and passenger services, and route and service characteristics. Overall, the findings indicate that the service quality in the Manggarai Station TOD area is reasonably aligned with the principles of intermodal service

delivery. However, the full implementation of the TOD concept still requires time, continuous improvements, and cross-sectoral commitment in order to realize a public service environment that is inclusive, integrated, and sustainable.