

EVALUATION OF PASSENGER SERVICES AT KEPUHSARI TERMINAL, JOMBANG REGENCY, EAST JAVA

MOHAMMAD SAHRUL FIRDANA

ABSTRACT

Kepuhsari Jombang Terminal is a type B bus terminal that serves public transportation for inter-city inter-provincial transportation (AKAP), and inter-city transportation within the province (AKDP), city transportation and rural transportation. The purpose of this study is to determine the level of operational performance and service performance of the Kepuhsari Jombang Terminal and then to find out the improvements that need to be made to improve terminal services. The research method is in the form of a survey method by recording the arrival and departure of buses and distributing questionnaires to passengers. Data analysis was performed using queuing theory and the Importance Performance Analysis (IPA) method. From the results of evaluating the performance level of the current Kepuhsari Terminal during peak hours, the average arrival rate (λ) = 2 buses/hour, service level (μ) = 8 buses/hour, traffic intensity (ρ) = 0.31, the number of the average vehicle in the system (n) = 1 bus, the average time in the system (d) = 0.70 hours, the average waiting time in the system (w) = 0.48 hours, the average queue length in system (q) = 2 buses, average headway (h) = 0.76 hours. And for service evaluation using the IPA method, an average conformity level of 64% is obtained, which means that Kepuhsari Terminal users are quite satisfied and out of 19 attributes there are 4 attributes that must be repaired at Kepuhsari Jombang Terminal.

Keywords: Terminal, Services, Passenger, Importance Performance Analysis (IPA)