

ABSTRACT

Congestion in DKI Jakarta is a problem that until now has become the homework of the DKI Jakarta Government, which has never been resolved. In 2022, congestion in DKI Jakarta was ranked 29th out of 389 cities spread throughout the world, and this is due to an increase in the volume of vehicles in DKI Jakarta every year. Congestion in DKI Jakarta is evidenced by data from Korlantas POLRI, stating that the number of private vehicles in DKI Jakarta is large. Seeing this problem, the DKI Jakarta Government is looking for solutions to reduce congestion, including providing Transjakarta Public Transportation. Based on the data shows that Transjakarta public transportation can carry as many as 1 million passengers per day. However, the problems in Transjakarta are so many that the quality of service could be better. The problem in Transjakarta makes some Transjakarta users feel dissatisfied with the services provided.

This research aims to analyze and find out the dimensions of Service Quality (Tangibility, Responsiveness, Reliability, Assurance, and Empathy) on Customer Satisfaction in Transjakarta Public Transportation.

This research uses quantitative methods with causal research type and descriptive analysis. Respondent data collection utilizes Google Forms as a medium for collecting respondent responses. The scale used in this study is a Likert scale with ordinal data, which is converted into interval data by utilizing the Method of Successive Interval (MSI) tool. The sample obtained in this study was 400 respondents, but the responses of respondents who could be used were 391 respondents. Based on the implementation time, researchers used the cross-section method, and the analysis technique used was Multiple Linear Regression analysis with the help of IBM SPSS Software version 25.

The results of this study obtained that SERVQUAL dimension variables such as Tangibility, Responsiveness, Assurance, and Empathy partially influence Customer Satisfaction or these dimensions have a significant direct influence on Customer Satisfaction. However, the SERVQUAL Reliability dimension has no partial effect on Customer Satisfaction, or this dimension does not directly affect Customer Satisfaction. Also, the SERVQUAL dimensions (Tangibility, Responsiveness, Reliability, Assurance, and Empathy) have a simultaneous influence on Customer Satisfaction, or it shows that customer satisfaction among Transjakarta users will increase if the SERVQUAL dimensions increase together.

The suggestion for further researchers from this research is that they can use other methods in researching respondents to get different results on data about Customer Satisfaction on the use of Transjakarta.

Keywords: Service Quality, Customer Satisfaction, Transjakarta