

ABSTRAK

Evaluasi Kualitas Layanan Kereta Api Taksaka dengan Metode *Importance-Performance Analysis*

Hanif Ijlal Marzuq
Fakultas Ekonomi, Jurusan Manajemen
Universitas Islam Indonesia

Jl. PrawiroKuat Condong Catur, Yogyakarta, Indonesia, 55584

14311479@students.uii.ac.id

Tujuan dari penelitian ini adalah untuk mengetahui evaluasi kinerja Kereta Api Taksaka, untuk mengetahui tingkat kepentingan penumpang Kereta Api Taksaka, dan untuk mengetahui tingkat kesesuaian antara tingkat kinerja dengan kepentingan penumpang Kereta Api Taksaka. Dalam penelitian ini sampel yang diambil adalah sebagian penumpang Kereta Api Taksaka yang berjumlah 115 responden. Penelitian ini dilakukan di Stasiun Kereta Api Tugu Yogyakarta dan subjek yang diteliti adalah penumpang Kereta Api Taksaka. Alat analisis dalam penelitian ini menggunakan Metode *Importance Performance Analysis*. Hasil analisis *Importance Performance Analysis* diketahui kebanyakan responden menilai *performance* pelayanan PT. KAI khususnya Kereta Api Taksaka yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* sudah sangat memuaskan (mean 3,33). Hasil analisis *Importance Performance Analysis* diketahui kebanyakan responden menilai *importance* pelayanan PT. KAI khususnya Kereta Api Taksaka yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* sangat tinggi (mean 3,66). Hasil analisis *Importance Performance Analysis* diketahui kebanyakan responden menilai *performance* dan *importance* pelayanan PT. KAI khususnya Kereta Api Taksaka yang ditinjau dari aspek *reliability*, *responsive*, *assurance*, *emphathy*, dan *tangible* tidak sesuai (nilai kesesuaian 91%). Kualitas pelayanan Kereta Api Taksaka dari dimensi yang perlu ditingkatkan adalah jaminan (*assurance*), empati (*emphaty*), dan daya tanggap (*responsiveness*).

Kata kunci : Kinerja Pelayanan Jasa, *Importance*, *Performance*.

ABSTRACT

Evaluate the Service Quality of Taksaka Train with the Importance-Performance Analysis Method

Hanif Ijlal Marzuq

Fakultas Ekonomi, Jurusan Manajemen

Universitas Islam Indonesia

Jl. PrawiroKuat Condong Catur, Yogyakarta, Indonesia, 55584

14311479@students.uii.ac.id

The purpose of this study was to determine the performance evaluation of the Taksaka Train, to determine the level of interest of Taksaka Railroad passengers, and to determine the level of compatibility between the level of performance with the interests of Taksaka Railroad passengers. In this study, the sample taken was some of the Taksaka Train passengers who numbered 115 respondents. This research was conducted at Yogyakarta Tugu Railway Station and the subjects studied were Taksaka Train passengers. The analytical tool in this study uses the Importance Performance Analysis Method. The results of the Importance Performance Analysis analysis found that most respondents rated the service performance of PT. KAI, especially the Taksaka Train, in terms of reliability, responsiveness, assurance, empathy, and tangible are very satisfying (mean 3.33). The results of the Importance Performance Analysis analysis revealed that most respondents rated the importance of PT. KAI, especially the Taksaka Railway, which is viewed from the aspects of reliability, responsiveness, assurance, empathy, and tangibility is very high (mean 3.66). The results of the Importance Performance Analysis analysis found that most respondents rated the performance and importance of PT. KAI, in particular the Taksaka Railway, which is viewed from the aspects of reliability, responsiveness, assurance, empathy, and tangible are not appropriate (91% conformity value). The quality of Taksaka Railroad services from dimensions that need to be improved are assurance, empathy, and responsiveness.

Keywords: Performance Services, Importance, Performance.