Abstract

The objectives of this study are: 1) identifying factors influencing the satisfaction level of service users of Transjakarta Busway of Corridor I in Province DKI Jakarta, 2) analysing the satisfaction level of service users of Transjakarta Busway and its relation with the characteristic of service users of Transjakarta Busway, 3) formulating factors becoming priority to recommend to improve the satisfaction level of service of Transjakarta Busway.

This research represents a research survey having the character of quantitative and research into descriptive. The data needed is primary and secondary data. Primary data is obtained through direct interviews with respondents. In research, the respondents are divided into three groups: 50 passenger respondents, 40 public transport operator respondents, and 40 Government of Province DKI Jakarta respondents.

The result shows: 1) factors influencing the satisfaction level of passengers are service type work, marital status, relationship, time, and performance; 2) from correlation analysis and according to the level of expectation and performance from service users of Transjakarta Busway, there are seven attributes with strong correlation to improve service, 3) recommendations to the Government of Province DKI Jakarta to increase service of Transjakarta Busway and lessen the satisfaction level. Government of Province DKI Jakarta is recommended to improve the satisfaction level of service of Transjakarta Busway. recommends: 1) identifying factors influencing satisfaction level and also dissatisfaction of service users of Transjakarta Busway; 2) analysing of satisfaction level and its relation with the characteristic of service users of Transjakarta Busway; 3) formulating factors becoming priority to recommend to improve the satisfaction level of service of Transjakarta Busway.