

ABSTRAC

Nanda Utari. NIM. 5191250012 : Service Quality Analysis of Type A Public Terminal Facilities Based on Consumer Satisfaction Using the CSI (Customer Satisfaction Index) Method (Case Study: Amplas Terminal)

This study aims to analyze the quality of public facility services at Amplas Type A Terminal based on consumer satisfaction using the Customer Satisfaction Index (CSI) method. Amplas Terminal is one of the Type A terminals in Medan, serving intercity interprovincial (AKAP) buses, intraprovincial (AKDP) buses, city transport (ANGKOT), and rural transport (ADES). With the increasing mobility of the population, the need for adequate public transportation services is becoming more important. This study identifies user difficulties such as unclear ticket information, the presence of touts, and traffic congestion caused by public transport stopping haphazardly. The study limits respondents to passengers using AKAP public transport and is conducted exclusively at Amplas Type A Terminal. The research method used is descriptive quantitative, with data collection techniques through questionnaires distributed to 200 respondents. The data obtained is analyzed using the CSI method to measure the satisfaction index of service users regarding the services provided at the terminal. The results show that Amplas Terminal has met most of the minimum service standards (SPM) set by the Minister of Transportation Regulation Number 24 of 2021. Key indicators such as security, comfort, and orderliness received high satisfaction scores from consumers. A CSI score of 87.64% indicates that the consumer satisfaction level is in the very satisfied category. Positive assessments were given to aspects such as punctual departure times, comfort of the waiting area, and availability of public facilities. However, several areas still require improvement, particularly in terms of cleanliness and accessibility of information. Recommendations for improving service quality at Amplas Terminal include enhancing supporting facilities such as more comfortable and modern waiting areas, as well as facilities for disabled persons. Additionally, improving cleanliness by increasing the number of cleaning staff and providing better toilet facilities is also necessary. The data from this study is expected to serve as a basis for more efficient transportation policy planning focused on user satisfaction. This study makes an important contribution to the management of Amplas Terminal and policymakers in the field of public transportation in Medan, with the hope of improving public service quality and meeting community expectations in accordance with the applicable minimum service standards.

Keywords: Service Quality Analysis, Public Facilities, Type A Terminal, Consumer Satisfaction, Customer Satisfaction Index (CSI), Amplas Terminal

KATA PENGANTAR

Bismillahirrahmanirrahim puji syukur saya ucapkan kehadiran ALLAH SWT atas keberkahan dan rahmatNya yang begitu luas sehingga penulis dapat menyelesaikan skripsi yang berjudul “ANALISIS KUALITAS PELAYANAN FASILITAS PUBLIK TERMINAL TIPE A BERDASARKAN KEPUASAN KONSUMEN DENGAN METODE CSI (*CUSTOMER SATISFACTION INDEX*) (STUDI KASUS: TERMINAL AMPLAS)” sebagai salah satu syarat untuk memperoleh gelar sarjana Teknik di Program Studi Teknik Sipil, Universitas Negeri Medan. Penulis menyampaikan terima kasih kepada semua pihak yang terlibat selama penulisan skripsi. Oleh karena itu, pada kesempatan ini penulis mengucapkan terima kasih kepada :

- 1) Bapak Syahreza Alvan, S.T., M.Si., IPM, selaku Dosen Pembimbing Skripsi yang telah banyak memberikan bimbingan, arahan, motivasi dan saran yang sangat berarti kepada penulis sehingga dapat menyelesaikan penyusunan tugas akhir skripsi.
- 2) Prof. Dr. Dina Ampera, M.Si. selaku Dekan Fakultas Teknik Universitas Negeri Medan.
- 3) Dr. Sarwa, M.T. selaku Ketua Jurusan Pendidikan Teknik Bangunan Universitas Negeri Medan.
- 4) Dr. Edo Barlian, S.T., M.T. selaku Sekretaris Jurusan Pendidikan Teknik Bangunan Universitas Negeri Medan.