

ABSTRAK

KONTRIBUSI TINGKAT KENYAMANAN, PELAYANAN, DAN  
KETEPATAN WAKTU TERHADAP KEPUASAN PENUMPANG BUS  
TRANS JOGJA

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Penelitian ini bertujuan untuk mengetahui kontribusi tingkat kenyamanan, pelayanan, dan ketepatan waktu terhadap kepuasan penumpang bus Trans Jogja di Yogyakarta.

Penelitian ini merupakan jenis penelitian eksplanatif pada bulan Mei 2012. Populasi dari penelitian ini adalah masyarakat yang menggunakan bus Trans Jogja yang berjumlah sekitar 8.000 penumpang dalam sehari (data diperoleh dari Dinas Perhubungan Propinsi DIY). Pengambilan sampel dengan menggunakan teknik *incidental sampling* yang berjumlah 99 orang. Teknik pengumpulan data dengan menggunakan kuesioner. Analisis data dengan menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa: (1) Tingkat kenyamanan tidak memberikan kontribusi secara signifikan terhadap kepuasan penumpang bus Trans Jogja, karena hanya memberikan kontribusi sebesar 4,56% ( $\text{sig} = 0,6146 > 0,05$ ), (2) Pelayanan memberikan kontribusi secara signifikan terhadap kepuasan penumpang bus Trans Jogja sebesar 73,95% ( $\text{sig} = 0,0000 < 0,05$ ), (3) Ketepatan waktu memberikan kontribusi secara signifikan terhadap kepuasan penumpang bus Trans Jogja sebesar 21,49% ( $\text{sig} = 0,0155 < 0,05$ ), (4) Tingkat kenyamanan, pelayanan, dan ketepatan waktu secara bersama-sama memberikan kontribusi sebesar 49% sedangkan sisanya diberikan oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

**ABSTRACT**

**THE CONTRIBUTION OF COMFORT, SERVICE AND PUNCTUALITY  
LEVEL TOWARD THE SATISFACTION OF *TRANS JOGJA* BUS  
PASSENGERS**

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This research aims to find out the contribution of comfort, service and punctuality level toward the satisfaction of *Trans Jogja bus* passengers in Yogyakarta.

This research is an explanative research. It was conducted in May 2012. The population of this research were the people who became the passengers of *Trans Jogja* bus. There were about 8.000 passengers in one day (the data were obtained from *Dinas Perhubungan Provinsi DIY*). The samples were 99 passengers and taken by using Incidental Sampling Technique. Further, the data were collected by using questionnaire technique. At the end, the data were analyzed by applying double regression.

The results of this research show that: (1) the level of comfort does not give a significant contribution to the satisfaction of *Trans Jogja* bus passengers since it only gives contribution about 4,56% (sig = 0,6146 > 0,05), (2) the service gives a significant contribution to the satisfaction of *Trans Jogja* bus passengers and it is about 73,95% (sig = 0,0000 < 0,05), (3) the punctuality gives a significant contribution to the satisfaction of *Trans Jogja* bus passengers and it is about 21,49% (sig = 0,0155 < 0,05), (4) the level of comfort, service and punctuality simultaneously give contribution about 49% while the rest of the percentage is given by other variables which are not included in this research.