ANALYZING THE LEVEL OF SERVICE AT ANJUK LADANG TERMINAL, NGANJUK REGENCY BY IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD

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ABSTRACT

A bus terminal is an infrastructure for road transportation to drop off and pick up passengers. Anjuk Ladang Terminal in Nganjuk Regency, which is a busy terminal, requires services that can provide comfort and safety for passengers. Therefore, this research was aimed at investigating the level of service of the Anjuk Ladang Terminal and determining the level of passenger satisfaction toward terminal service through questionnaires employing the Importance Performance Analysis method. Furthermore, it was intended to investigate the suitability of the facilities at the Anjuk Ladang terminal based on the Regulation of the minister of Transportation Number PM 132 in 2015. The result of analyzing the user of Anjuk Ladang Terminal service indicated that they were quite satisfied with the interior display, environmental cleanliness, courtesy of officers in serving customers, and terminal officer honesty. Meanwhile, quadrant I of the Cartesian diagram demonstrated limitations in terms of customer care from the staff, cleanliness in the toilet and passenger waiting rooms, as well as security at the terminal. In conclusion, Anjuk Ladang Terminal must improve the quality of services included in quadrant I. However, the facility's suitability has complied with the Regulation of the Minister of Transportation Number PM 132 in 2015.

Keywords: *Importance Performance Analysis; Facility Feasibility; Anjuk Ladang Terminal.*

1. Introduction

The bus terminal is a road transportation infrastructure for the purpose of dropping and picking up passengers[1]. A public transportation terminal is a node in the road transportation network system whose main function is for public services, in the form of a place for public transportation to pick up and drop off passengers or goods[2][3], loading and unloading goods[4], as a place for passengers to move as well as demands for transportation efficiency[5][6].

According to the Decree of the Directorate General of Land Transportation No. 31 of 1993 which discusses road transportation terminals, there are several functions of the terminal, namely the first function of the terminal for passengers, namely the convenience of waiting, the convenience of moving passengers from one mode to another mode or vehicle, where the availability of facilities and information[7][8] such as (parking lots, waiting rooms, information boards, toilets, shops, counters, etc.) as well as parking facilities for private vehicles or passenger vehicles[9][1]. The second function of the terminal is for the government, namely in terms of planning and then traffic management and avoiding congestion problems, as a source of retribution collection and controlling vehicle flow[10]. The third function of the terminal for operators / entrepreneurs of transportation services is to regulate.

The Anjuk Ladang bus terminal owned by Nganjuk Regency is located in Ringinanom Village, Nganjuk District, is a type B terminal. It serves city transportation routes (AK), rural transportation (ADES), Inter-City Within Province (AKDP), Inter-City Inter-Province (AKAP). The location for

the construction of the terminal was chosen because of its strategic position because access to and from the terminal is on the Surabaya-Madiun-yogyakarta route.

Anjuk Ladang Terminal is one of the busiest terminals for passengers so it requires services that can provide comfort and safety for passengers, therefore this study will discuss the level of service of the Anjuk Ladang bus terminal, from this study data will be obtained about the level of passenger satisfaction with services. terminal and the suitability of the facilities in the Anjuk Ladang terminal with the Regulation of the Minister of Transportation number PM 132 of 2015.

2. Methods

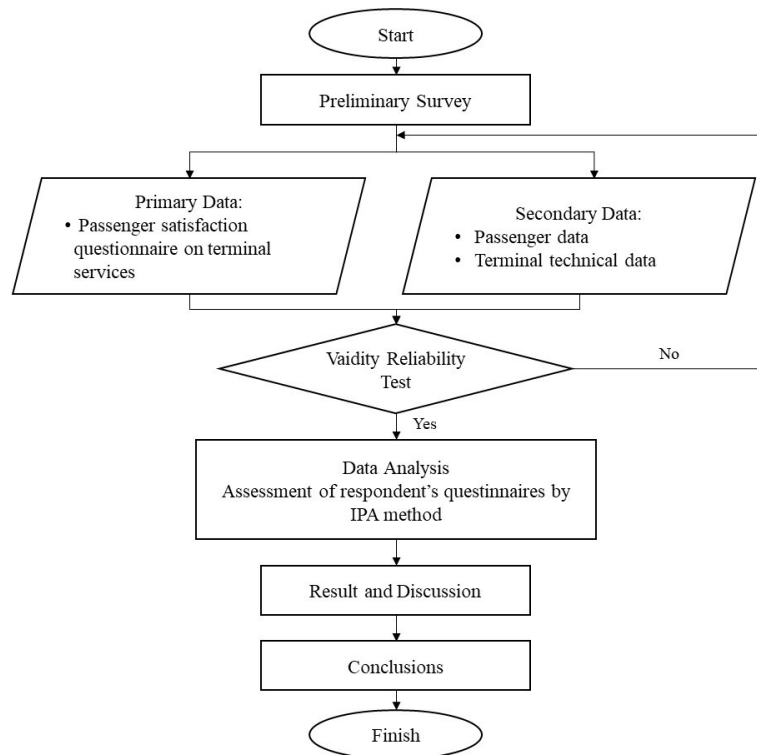The following are the stages carried out by researchers in study:

Figure 1. Step of Research

2.1. Data Collection Technique

In this study, data collection in the form of:

a. **Primary Data**

Primary data is data obtained directly in the field or directly in the field by filling out a questionnaire containing several questions. Each question is accompanied by several alternative answers. Alternative answers that describe the level / value of the existing conditions. To provide clarity to respondents, several alternative answers that can be chosen clearly are included. To obtain this primary data, it is necessary to distribute questionnaires. The distribution of this questionnaire was carried out to obtain data:

- Origin-Destination travel
- Purpose of the trip
- User characteristics
- User satisfaction

b. **Secondary Data**

In this study, secondary data obtained from the management of Anjuk Ladang terminal are:

- Passenger statistics every year.
- Technical data of Anjuk Ladang Nganjuk terminal

2.2. Study Location

The location of this study is Anjuk Ladang terminal in Ringinanom Village, Nganjuk District.

Figure 2. Study Location

2.3. Data Analysis Technique

Data analysis in this study was carried out based on the results obtained from the analysis of respondents' characteristics, Importance Performance Analysis (IPA)[11][12][13]and processed using Excel tools and the Statistical Package for the Social Sciences (SPSS) tool for calculating validity and reliability, using SPSS to help speed up the processing of data from the questionnaire.

- Importance Performance Analysis (IPA)

  IPA is used to map the relationship between interests (expectations) and performance (satisfaction) of each factor according to the assessment of prospective passengers. The first stage in the Importance Performance Analysis (IPA) method is to determine the level of conformity between the level of importance and the level of quality performance of the factors studied by comparing the performance score with the importance score.

- Service Level Analysis

  Analyzing the level of service according to statistical data on the number of passengers each year at Anjuk Ladang Terminal to determine the frequency with the percentage of passengers.

- Facility Conformity Analysis

  Analyzing the suitability of terminal facilities to the Minister of Transportation Regulation number PM 132 of 2015 and calculating the capacity of the waiting room to determine the capacity for passengers and prospective passengers at the Anjuk Ladang Nganjuk terminal.

3. Result and Discussion

A. Observation of Anjuk Ladang Terminal Facilities

The basis for observing the Anjuk Ladang Terminal facility is PM. 132 of 2015 which is used as a reference for the completeness of the Anjuk Ladang Terminal. This observation uses the check list method to determine whether the completeness of the Anjuk Ladang Terminal facilities is in accordance with the PM. 132 of 2015 or not. So the results of observations at the location are as follows:

Table 1. Results of Completeness Observation of Anjuk Ladang Terminal Facilities

No	Terminal Facilities	Available	
		Yes	No
Terminal Main Facilities			
1	Vehicle departure path	✓	
2	Vehicle arrival line	✓	
3	Waiting room for passengers, delivery people, and/or pick-ups	✓	
4	Vehicle parking area	✓	
5	Environmental management facilities	✓	
6	Road equipment	✓	
7	Facility use of technology	✓	
8	Information media	✓	
9	Driver handling	✓	
10	Terminal user services from bus companies (customer service)	✓	
11	Safety surveillance facilities	✓	
12	Passenger arrival line	✓	
13	Departure waiting room	✓	
14	Ticket purchase outlet	✓	
15	Information Center (Information Center)	✓	
16	Signboard in terminal	✓	
17	Bulletin board	✓	
18	Storage room	✓	
19	Emergency gathering place	✓	
20	Disaster evacuation route in terminal	✓	
Terminal Support Facilities			
21	Facilities for people with disabilities and pregnant or lactating women	✓	
22	Security facilities	✓	
23	Vehicle crew rest facilities	✓	
24	Workshop facilities for bus operations	✓	
25	Medical facility	✓	
26	Worship facilities	✓	
27	Fire extinguishers	✓	
28	Toilet	✓	
29	Cleaning facilities, terminal maintenance and janitor	✓	
30	Trading facilities, shops, driver canteen	✓	
31	Smoking area	✓	
32	Restaurant facilities	✓	
33	Automated teller machine (atm)	✓	

Source: Primary survey, 2022

From Table 1 of the check list above, it can be said that the facilities at Anjuk Ladang Terminal are complete and in accordance with PM. 132 of 2015.

B. Passenger Satisfaction Analysis with Importance Performance Analysis Method (IPA)

The Importance Performance Analysis (IPA) method aims to determine which aspects of the service represented by the question items on the questionnaire should be improved and which ones should not be improved. The following is a Cartesian Importance Performance Analysis (IPA) diagram to describe service aspects at Anjuk Ladang Terminal
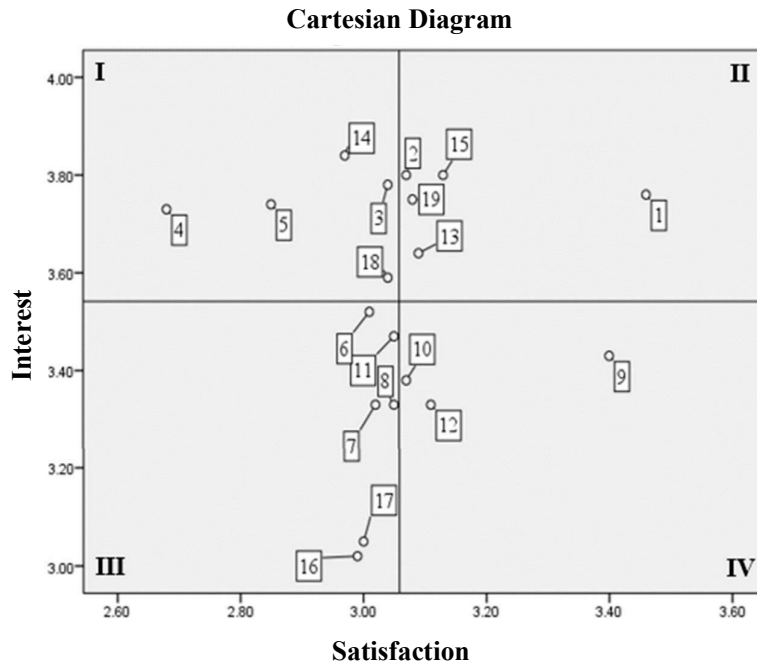
Cartesian Diagram

Figure 3. IPA Cartesian Diagram of Anjuk Ladang Terminal

1) Quadrant I (Main Priority)

In this position, when viewed from the interests of service users, product attributes are at a high level. However, if viewed from the level of satisfaction, service users feel low satisfaction so that service users want an improvement in the service as soon as possible. Terminal services should make efforts to increase service user satisfaction, which means that these attributes need to be managed and improved thoroughly and continuously so that service user satisfaction can be met. Below are aspects of service that fall into quadrant I:

- Observation number 3
  Service aspect : Cleanliness and comfort of the waiting room
- Observation number 4
  Service aspect : Cleanliness of toilet facilities
- Observation number 5
  Service aspect : Complete facilities for places of worship, places to eat and others at the Anjuk Ladang terminal
- Observation number 14
  Service aspect : Security at the terminal
- Observation number 18
  Service aspect : The officer's concern for customers

2) Quadrant II (Keep Achievement)

This position when viewed from the interests of service users, product attributes are at a high level. When viewed from the level of satisfaction, consumers also feel a high

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level as well. This makes the company to maintain its achievements, without making improvements because these attributes have attracted consumers but need to be maintained with good management as well. Below are the service aspects that fall into quadrant II :

- Observation number 1
  Service aspect : Terminal interior design
- Observation number 2
  Service aspect : Terminal environment cleanliness
- Observation number 13
  Service aspect : Courtesy of officers in serving customers
- Observation number 15
  Service aspect : Terminal clerk honesty

3) Quadrant III (Low Priority)

When viewed from the interests of service users, product attributes are considered not too important, and from the level of consumer satisfaction it is also not good. So that consumers tend to ignore the attributes that lie in this position. But companies need to be aware of items that fall into this quadrant because the level of interest of service users can change with increasing needs. Below are the service aspects that fall into quadrant III:

- Observation number 6
  Service aspect : Availability of parking space
- Observation number 7
  Service aspect : How terminal officers provide services
- Observation number 8
  Service aspect : The terminal staff's ability to serve you, for example (at the time of purchasing a ticket at the counter)
- Observation number 11
  Service aspect: All transactions are served quickly and accurately
- Observation number 16
  Service aspect: Officers say greetings at the beginning of service
- Observation number 17
  Service aspect: Officers say closing greetings at the end of service

4) Quadrant IV (Excessive)

When viewed from the interests of service users, product attributes are considered less important. However, when viewed from the level of satisfaction, service users feel very satisfied. The company does not need to make improvements to the maximum because according to respondents these attributes are considered less important but the performance of these items is going very well. Below are the service aspects that fall into quadrant IV:

- Observation number 9
  Service aspect: Ease of getting another vehicle (ojek, pedicab, etc.)
- Observation number 10
  Service aspect: Officers provide clarity of information
- Observation number 12
  Service aspect: The clerk is always alert and doesn't show the impression of being busy in welcoming customers

4. Conclusions

The completeness of the Anjuk Ladang Terminal facilities currently complies with the Minister of Transportation Regulation number 132 of 2015. Based on the calculation of the level of satisfaction with the Importance Performance Analysis (IPA) method, quadrant I is an aspect that

becomes a top priority for improvement, which is included in quadrant I is questions number 3, 4 and 5 are about the cleanliness of the waiting room, the cleanliness of the toilet facilities, the completeness of the facilities for places of worship, places to eat and others at the Anjuk Ladang terminal. Then questions number 14 and 18 are about security at the terminal and the officer's concern for customers. These factors are included in quadrant I, which means that the service is still unsatisfactory and needs to get top priority in improving Anjuk Ladang Terminal services.

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