

Analysis of Consumer Satisfaction on the Trans Mamminasata Team Transportation Service using Importance and Performance Analysis Method in Makassar City

Aslan Nashar^{1,a,*}, Abdul Mail², Muhammad Nusran³

^aIndustrial Engineering Study Program, Faculty of Industrial Technology, Universitas Muslim Indonesia

*muhammad.nusran@umi.ac.id

Abstract. Teman Bus (short for Easy Safe and Convenient Economical Transport) is a bus rapid transit transportation system in Indonesia that operates in various cities. Teman Bus in Makassar City is the implementation of the Buy the Service (BTS) program with Trans Mamminasata being the operator that runs Teman Bus operations in Makassar City. The Trans Mamminasata Friend Bus transportation in urban areas is expected to facilitate community mobilization in Makassar City. The purpose of this study was to determine the level of satisfaction of service users between expectations and the reality given and to determine the level of customer service users based on 5 dimensions of measurement for the Teman Bus Trans Mamminasata service company in Makassar City. This study uses the Importance and Performance Analysis (IPA) method. The results of this study were obtained based on the results of the Gap Analysis, it can be concluded that the value of perception (performance) and the value of expectations (interest) has a GAP value of -0.83. This shows that customer satisfaction on the Trans Mamminasata Bus Friends Transportation service in Makassar City has not been fulfilled and the level of satisfaction based on the results of the Cartesian diagram analysis, of the five dimensions only 1 dimension is in Quadrant I, namely the Empathy dimension, which means that the implementation is not good and is the main priority that needs to be improved, 2 dimensions are in Quadrant II, namely the dimensions of Physical Evidence (Tangible) and Responsiveness (Responsive), which means that the implementation is satisfactory enough for service users who only need to be maintained and 2 dimensions that are in Quadrant III, namely the dimension Reliability (Reliability) and Assurance (Assurance), which means that the implementation is not satisfactory for service users, which must be considered for improvement and improvement.

Keyword: bus, teman bus, trans mamminasata, importance and performance analysis