

**"VILLAGE TRANSPORT PASSENGER SATISFACTION INDEX
(ANGDES) ANALYSIS USING SERVICE QUALITY (SERVQUAL) AND
CUSTOMER SATISFACTION INDEX (CSI) METHODS.
"CASE STUDY OF NORTH PENAJAM PASER VILLAGE
TRANSPORTATION"**

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ABSTRACT

Penajam Paser Utara is a district that has great potential in social and economic development. The economic activities of the community will develop with the facilities and infrastructure of public transportation. One of the public transportation in PPU is village transportation (angdes), angdes is a very important means in improving the economic wheels of Penajam Paser Utara district. But in fact from the statistical data in the last year the number of village transport passengers in PPU has decreased significantly. Of course, there needs to be a passenger satisfaction study as a benchmark for evaluation of village transportation services. In this study the method used is *service quality* and *customer satisfaction index (CSI)*. *Service quality* is designed to measure the quality of services felt by respondents. *Service quality* consists of five dimensions of service quality, namely *reliability, assurance, physical form (tangible), empathy (emphaty), and responsiveness (responsiveness)*. This research was conducted on the sharpener-waru route. The result of the analysis with *servqual* method obtained an expectation value of 3.5495 and a perception value of 2.7885 so that the negative *servqual score* of -0.761, while for the CSI method obtained a percentage value of 69%. This shows that the quality of village transportation services still does not meet the expectations and needs of passengers.

Keywords:

Village transportation, Service Quality, *customer satisfaction index*