

BAB V

PENUTUP

V.1. Kesimpulan

Persepsi penumpang terhadap insentif tarif, kualitas layanan, dan konsistensi penggunaan BRT Trans Jateng berada pada kategori baik. Tarif yang terjangkau menjadi faktor utama yang mendorong penggunaan kembali layanan, didukung oleh kualitas pelayanan, kenyamanan, dan efisiensi perjalanan yang baik. Beberapa aspek meliputi kepadatan penumpang, ketepatan waktu, kondisi AC, dan fasilitas halte masih perlu ditingkatkan. Penggunaan layanan pada hari kerja cenderung lebih tinggi dan stabil dibandingkan hari libur. Hasil analisis regresi menunjukkan bahwa insentif tarif dan kualitas layanan berpengaruh positif dan signifikan terhadap konsistensi penggunaan BRT Trans Jateng secara parsial dan simultan. Insentif tarif memiliki pengaruh yang lebih dominan dibandingkan kualitas layanan dengan nilai *R Square* sebesar 41,6%, dan kualitas layanan sebesar 39,0%. Kedua variabel secara simultan mampu menjelaskan 72% variasi konsistensi penumpang (*Adjusted R Square* = 0,720). Temuan menunjukkan bahwa konsistensi penggunaan BRT Trans Jateng dipengaruhi oleh persepsi pengguna terhadap insentif tarif dan kualitas layanan.

V.2. Saran

Pengelola BRT Trans Jateng disarankan memanfaatkan hasil penelitian sebagai dasar evaluasi kebijakan insentif tarif dan peningkatan kualitas layanan. Evaluasi diharapkan dapat mendukung konsistensi penggunaan layanan, pengelolaan permintaan penumpang, dan optimalisasi *load factor*. Penelitian selanjutnya disarankan memperluas cakupan koridor penelitian. Penelitian dapat menambahkan variabel lain, seperti aksesibilitas, waktu tempuh, integrasi moda, dan kepuasan pengguna agar hasil penelitian lebih komprehensif.

DAFTAR PUSTAKA

- Adom-Asamoah, G. *et al.* (2026) "Measuring service on the move: A comparative SERVQUAL analysis of inter-city bus operators in Ghana," *African Transport Studies*, 4, pp. 12. Available at: <https://doi.org/10.1016/j.aftran.2026.100096>.
- Ajzen, I. (2020) "The Theory of Planned Behavior: Frequently Asked Questions," *Human Behavior and Emerging Technologies*, 2(4), pp. 314–324. Available at: <https://doi.org/10.1002/hbe2.195>.
- Akbar, A.F. and Wibisono, R.E. (2023) "Optimalisasi Angkutan Bus Kota Surabaya Berdasarkan Kesesuaian Standar Pelayanan Minimal Menggunakan Metode Important Performance Analysis (IPA), Studi Kasus: Bus Koridor F, Trayek Terminal Purabaya-Jalan. Rajawali via Jalan Diponegoro," *Mitrans: Jurnal Media Publikasi Terapan Transportasi*, I(2), pp. 234–248. Available at: <https://doi.org/https://doi.org/10.26740/mitrans.v1n2.p234-248>.
- Amanor, W.K. *et al.* (2024) "Assessing Road Users' Preferences for Various Travel Demand Management Strategies for Adoption in Accra, Ghana," *Future Transportation*, 4(3), pp. 919–937. Available at: <https://doi.org/10.3390/futuretransp4030044>.
- Andreansyah, F. and Farina, K. (2022) "Analisis Pengaruh Insentif Pajak, Sanksi Pajak Dan Pelayanan Pajak Terhadap Kepatuhan Wajib Pajak UMKM," *Jesya: Jurnal Ekonomi & Ekonomi Syariah*, 5(2), pp. 2097–2104. Available at: <https://doi.org/10.36778/jesya.v5i2.796>.
- Anton, E.E. and Selatan, A. (2023) "Persepsi Kualitas Layanan Bus Rapid Transit di Kota Makassar : Perspektif Gender dalam Konteks Transportasi Umum," *Journal of Applied Civil and Environmental Engineering*, 3(1), pp. 62–68. Available at: <https://doi.org/https://doi.org/10.31963/jacee.v3i1.4218>.
- Apriliyani, D. and Mardiansjah, F.H. (2020) "Potensi Pengembangan Kawasan Transit Oriented Development (TOD) Pada Lintasan BRT Trans Jateng Koridor Ungaran-Bawen," *Desa-Kota Jurnal Perencanaan Wilayah, Kota, dan Permukiman*, 2(2), pp. 217–231. Available at: <https://doi.org/https://doi.org/10.20961/desa-kota.v2i2.40015.217-231>.
- Azka, F.M. and Handayani, D.M.E. (2021) "Pemodelan Kepuasan Pengguna BRT Trans Jateng Koridor 1 Purwokerto - Purbalingga Dengan Metode Structural Equation Modelling," *JURNAL PENATAAN RUANG*, 16(2), pp. 104–109. Available at: <https://doi.org/10.12962/j2716179X.v16i2.8618>.
- Badan Pusat Statistik (2025) "Perkembangan Jumlah Kendaraan Bermotor Menurut Jenis (Unit), 2024. Badan Pusat Statistik." Badan Pusat Statistik. Available at: <https://www.bps.go.id/id/statistics-table/2/NTcjMg==/number-of-motor-vehicle-by-type.html> (Diakses: 8 Maret 2026).
- Bylinko, L. (2020) "The Practical Importance of Transport Demand Management Policy," *Transport Problems*, 15(4), pp. 191–201. Available

at: <https://doi.org/10.21307/tp-2020-059>.

- Camps-Aragó, P. *et al.* (2022) "Encouraging the Sustainable Adoption of Autonomous Vehicles for Public Transport in Belgium: Citizen Acceptance, Business Models, and Policy Aspects," *Sustainability (Switzerland)*, 14(2). Available at: <https://doi.org/10.3390/su14020921>.
- Carroll, P., Caulfield, B. and Ahern, A. (2020) "Appraising an Incentive Only Approach to Encourage a Sustainable Reduction in Private Car Trips in Dublin , Ireland," *International Journal of Sustainable Transportation*, 15(6), pp. 474–485. Available at: <https://doi.org/10.1080/15568318.2020.1765054>.
- Cebecauer, M. *et al.* (2021) "Integrating Demand Responsive Services Into Public Transport Disruption Management," *IEEE Open Journal of Intelligent Transportation Systems*, 2(1), pp. 24–36. Available at: <https://doi.org/10.1109/OJITS.2021.3057221>.
- Fauzi, A. *et al.* (2023) "Pengaruh Permintaan Harga, Promosi, Dan Kualitas Layanan Terhadap Kepuasan Konsumen Pada Transportasi Online," *Jurnal Akuntansi dan Manajemen Bisnis*, 3(1), pp. 63–72. Available at: <https://doi.org/10.56127/jaman.v3i1.646>.
- Fauzi, F.A. and Mukhsin, D. (2023) "Evaluasi Kinerja Angkutan Perkotaan K-02 Kota Bekasi," *Bandung Conference Series: Urban & Regional Planning*, 3(2), pp. 212–221. Available at: <https://doi.org/10.29313/bcsurp.v3i2.8027>.
- Fitri, F.L., Cikusin, Y. and Khoiron (2023) "Kualitas Layanan Transportasi Publik Di Jawa Timur (Studi Kasus: Pelayanan Transportasi Publik Bus Trans Jatim Koridor I Rute Gresik-Surabaya-Sidoarjo)," *Jurnal Respon Publik*, 17(6), pp. 89–95. Available at: <https://jim.unisma.ac.id/index.php/rpp/article/view/20891>.
- Handayani, L.S. and Syarifudin, A. (2022) "Pengaruh Kualitas Layanan, Harga Dan Relationship Marketing Terhadap Kepuasan Konsumen Pada Layanan Transportasi Gojek," *Jurnal Dimensi*, 11(2), pp. 298–313. Available at: <https://doi.org/10.33373/dms.v11i2.4115>.
- Haryanti, T., Kurniawan, I.A. and Prasetyo, E. (2024) "Peran Transportasi Berbasis MRT Dalam Mendukung Mobilitas Cerdas Kota Jakarta," *Jurnal Ilmiah Wahana Pendidikan*, 10(5), pp. 888–898. Available at: <https://doi.org/https://doi.org/10.5281/zenodo.10548101>.
- Hasib, A.A.A., Hanindiya, D.E. and Jamal, A. (2024) "Strategi Pengambilan Keputusan Terhadap Perluasan Layanan Bus Trans Jatim Ke Lamongan dan Bangkalan," *Eksekusi Jurnal Ilmu Hukum dan Administrasi Negara*, 2(3), pp. 116–124. Available at: <https://doi.org/https://doi.org/10.55606/eksekusi.v2i3.1202>.
- Hendra, W. *et al.* (2025) "The Driving Factors of Passenger Loyalty on the Jabodetabek Commuter Line Train: A Theory of Planned Behavior Perspective," *Dinasti International Journal of Education Management And Social Science*, 7(2), pp. 1385–1398. Available at:

<https://doi.org/10.38035/dijemss.v7i2.5699>.

- Hendrialdi *et al.* (2021) "Angkutan Massal Sebagai Alternatif Mengatasi Permasalahan Kemacetan Lalu Lintas Metropolitan Sarbagita," *Jurnal Teknologi Transportasi dan Logistik*, 2(2), pp. 79–86. Available at: <https://doi.org/https://doi.org/10.52920/jttl.v2i2.20>.
- Husna, M., Azis, D. and Furqan, M.H. (2023) "Persepsi Pengguna Jasa Bus Trans Koetaradja Terhadap Kualitas Pelayanan Angkutan Umum Di Banda Aceh," *Jurnal Samudra Geografi*, 6(2), pp. 120–130. Available at: <https://doi.org/10.33059/jsg.v6i2.7804>.
- Ibrahim, A.B., Utomo, N. and Estikhamah, F. (2023) "Analisis Tingkat Kepuasan Penumpang Terhadap Pelayanan Bus Damri Trayek Ploso-Plandaan-Kabuh Dengan Analisis Supply And Demand," *Innovative: Journal Of Social Science Research*, 3(4), pp. 1230–1244. Available at: <https://j-innovative.org/index.php/Innovative/article/view/3547>.
- Ismiaji, I.N. *et al.* (2023) "Karakteristik Dan Persepsi Penumpang Terhadap Pelayanan Bus Rapid Transit (BRT) Trans Semarang Koridor III," *G-Smart*, 7(2), pp. 133–141. Available at: <https://doi.org/10.24167/gsmart.v7i2.11127>.
- Izzulhaq, I., Jinca, M.Y. and Natalia, V.V. (2022) "Analisis Pengembangan Angkutan Bus sebagai Moda Transportasi untuk Pergerakan dengan Tujuan Pendidikan," *Journal of Regional and Maritime City Studies*, 10(2), pp. 177–195. Available at: <https://repository.unhas.ac.id/id/eprint/23754/>.
- Jumain, A., Manaf, M. and Bau, Q.D. (2021) "Preferensi Pengguna Angkutan Umum Penumpang di Kota Makassar Preference of Public Transport Passengers in Makassar City," *Urban and Regional Studies Journal*, 3(2), pp. 83–94. Available at: <https://doi.org/10.35965/ursj.v3i2.244>.
- Kasiani, S. and Widiyarta, A. (2023) "Persepsi Kualitas Pelayanan Bus Trans Jatim Koridor I (Sidoarjo-Surabaya-Gresik) sebagai Transportasi Publik di Jawa Timur," *Jurnal Dinamika Pemerintahan*, 06(02), pp. 197–216. Available at: <https://doi.org/https://doi.org/10.36341/jdp.v6i2.3796>.
- Kemitraan Indonesia Australia untuk Infrastruktur (2022) *VOLUME 2 Skenario dan Strategi Mobilitas Perkotaan di Kawasan Metropolitan Kedungsepur (KMA)*. Diedit oleh Tim Urban Mobility KIAT. Jakarta: DT Global. Available at: www.kiat.or.id.
- Kruadsungnoen, S. and Upayokin, A. (2025) "Assessing Service Quality and User Satisfaction in University Transit: Evidence from the SERVQUAL Approach," *Sustainability (Switzerland)*, 17(24), pp. 21. Available at: <https://doi.org/10.3390/su172411118>.
- Kundani, F.K. and Basuki, Y. (2022) "Evaluasi Rute Bus Rapid Transit (BRT) Berdasarkan Aspek Keterjangkauan (Studi Kasus: Kota Semarang)," *Teknik PWK (Perencanaan Wilayah Kota)*, 11(4), pp. 262–272. Available at: <https://doi.org/10.14710/tpwk.2022.30973>.

- Leatemia, J., Mursalim and Kalangi, H.T. (2024) "Analisis Persepsi Penumpang Terhadap Pelayanan Dan Waktu Perjalanan 'Teman Bus' Trans Mamminasata Di Kota Makassar (Studi Kasus Koridor Ii: Mal Panakkukang-Bandara Sulta Hasanuddin)," *Jurnal Media Teknik Sipil*, 2(1), pp. 11–22. Available at: <https://doi.org/10.56963/judiateks.v2i1.371>.
- Litman, T. (2025) *Evaluating Public Transit Benefits and Costs*. Canada: Victoria Transport Policy Institute. Available at: www.vtpi.org/tranben.pdf.
- Litman, T. (2026) *Evaluating Transportation Affordability*. Canada: Victoria Transport Policy Institute. Available at: <https://www.vtpi.org/affordability.pdf>.
- Mahyuddin, D., Said, L.B. and Musa, R. (2021) "Analisis Kualitas Layanan Terhadap Kepuasan dan Loyalitas Penumpang Pada Terminal (Kasus Terminal Regional Daya Makassar)," *Jurnal Teknik Sipil MACCA*, 6(2), pp. 151–158. Available at: <https://doi.org/10.33096/jtsm.v6i2.340>.
- Masikun, I.M. *et al.* (2023) "Akuntabilitas Penerapan Skema Buy The Service pada Transportasi Massal," *Jurnal Litbang Provinsi Jawa Tengah*, 21(2), pp. 205–216. Available at: <https://doi.org/https://doi.org/10.36762/jurnaljateng.v21i2.1036>.
- Maulidya, A. (2025) "Kajian Tentang Kota Berkelanjutan di Indonesia (Studi Kasus di Kota Metro, Lampung)," *Arus Jurnal Sosial dan Humaniora (AJSH)*, 5(1), pp. 850–861. Available at: <https://doi.org/10.57250/ajsh.v5i1.1147>.
- Muryanti *et al.* (2025) "Persepsi Pengguna Layanan Bus Rapid Transit (BRT) Transjakarta, Batik Trans Solo, dan Trans Jogja," *Jurnal Sosilogi USK: Media Pemikiran & Aplikasi*, 19(1), pp. 103–115. Available at: <https://doi.org/10.24815.jsu.v19i1.45593>.
- Nasution, I.A. (2022) "Tinjauan Tarif Transportasi Umum Antar Kota Berdasarkan Biaya Operasional Kendaraan Dari Kota P.Berandan-Binjai," *Jurnal Ilmiah Mahasiswa Teknik*, 2(1), pp. 1–8. Available at: <https://jurnalmahasiswa.umsu.ac.id/index.php/jimt/article/view/1046>.
- Nurlukman, A.D. *et al.* (2020) "Satisfaction Impact of Transjakarta Integrated Transportation System Quality Services Satisfaction Impact of Transjakarta Integrated Transportation System Quality Services," *Journal of Physics: Conference Series*, 1477(7), pp. 7. Available at: <https://doi.org/10.1088/1742-6596/1477/7/072014>.
- Pemerintah Indonesia (2021) *Peraturan Pemerintah Republik Indonesia Nomor 30 Tahun 2021 Tentang Penyelenggaraan Bidang Lalu Lintas Dan Angkutan Jalan, Negara Republik Indonesia Nomor 30 Tahun 2021*. Indonesia. Available at: <https://peraturan.bpk.go.id/Home/Details/161874/pp-no-30-tahun-2021>.
- Purnomo, M.T. and Herijanto, W. (2021) "Evaluasi Kinerja Bus Rapid Transit (BRT) Trans Jateng Rute Semarang-Kendal," *Jurnal Teknik ITS*, 10(2), pp.

142–148. Available at: <https://doi.org/10.12962/j23373539.v10i2.63585>.

- Qin, X. *et al.* (2022) "Demand Management For Smart Transportation: A Review," *Multimodal Transportation*, 1(4), pp. 100038. Available at: <https://doi.org/10.1016/j.multra.2022.100038>.
- Raharjo, E.P., Kartika, K.R.D. and Adidana, I.K.S.P. (2024) "Application of Transport Demand Management in Addressing Economic Losses Due to Traffic Congestion (Case Study of Gilimanuk Port During The 2024 Eid Holiday)," *Jurnal Teknologi Transportasi dan Logistik*, 5(2), pp. 213–224. Available at: <https://doi.org/https://doi.org/10.52920/jttl.v5i2.360>.
- Rahmah, A.N. and Ningrat, N.K. (2020) "Penentuan Moda Transportasi Untuk Efisiensi Biaya Kirim Dengan Metode AHP Pada IKM Kerupuk Idaman Ciamis," *Jurnal Industrial Galuh*, 2(2), pp. 71–79. Available at: <https://doi.org/https://doi.org/10.25157/jig.v2i2.2969>.
- Rantyanti, V.N.. and Halim, R.. (2020) "The Influence of Service Innovation and Service Quality to Customer Satisfaction and Loyalty in Banking Industry," *European Journal of Molecular & Clinical Medicine*, 7(1), pp. 4026–4038. Available at: <https://scholar.ui.ac.id/en/publications/the-influence-of-service-innovation-and-service-quality-to-custom/>.
- Rini, A.P. *et al.* (2024) "Optimalisasi Upaya Penyediaan Public Transport dalam Pembangunan Infrastruktur Guna Tercapainya Perekonomian Berkelanjutan," *Prosiding The 6th National Conference on Law Studies (NCOLS)*, 6(1), pp. 216–229. Available at: <https://conference.upnvj.ac.id/index.php/ncols/article/view/2966>.
- Sahara, I.A.P., Hidayat, A. and Abdillah, W.S. (2022) "Efektivitas Penggunaan Bus Trans Patriot Sebagai Angkutan Umum Massal Dalam Mengatasi Kemacetan Di Kota Bekasi," *Jurnal Inovasi Penelitian*, 3(2), pp. 4887–4896. Available at: <https://doi.org/10.47492/jip.v3i2.1752>.
- Sari, C.A.N. and Afriandini, B. (2020) "Evaluasi Kinerja Bus Rapid Transit Trans Jateng Pada Koridor Purwokerto-Purbalingga Performance Evaluation of Bus Rapid Transit Corridor Purwokerto-Purbalingga," *Sainteks*, 17(1), pp. 53–60. Available at: <https://doi.org/10.30595/sainteks.v17i1.7222>.
- Silveira, T.C. dos R., Romano, C.A. and Gadda, T.M.C. (2022) "Loyalty and Public Transit: a Quantitative Systematic Review of The Literature," *Transport Reviews*, 42(3), pp. 362–383. Available at: <https://doi.org/10.1080/01441647.2021.1991032>.
- Sinaga, L.R., Efendi, N. and Harori, M.I. (2020) "Pengaruh Kualitas Pelayanan, Fasilitas, Dan Harga Terhadap Kepuasan Konsumen Pengguna Jasa Transportasi Bus Damri," *Jurnal Perspektif Bisnis*, 3(2), pp. 89–96. Available at: <https://doi.org/10.23960/jpb.v3i2.33>.
- Sinuraya, S.B., Anas, M.R. and Bangun, E.P. (2023) "Analisis Pengaruh Kepuasan Penumpang Angkutan Massal Berbasis Jalan Perkotaan Terhadap Loyalitas Penumpang (Studi Kasus : Trans Metro Deli)," *Syntax Admiration*, 4(8), pp. 987–1004. Available at: <https://doi.org/https://doi.org/10.46799/jsa.v4i7.671>.

- Sugiyarto, A.M. and Widjonarko, W. (2024) "Preferensi Masyarakat dalam Penggunaan BRT yang Adaptif Pandemi," *Jurnal Teknik PWK (Perencanaan Wilayah Dan Kota)*, 13(3), pp. 248–259. Available at: <https://doi.org/https://doi.org/10.14710/tpwk.2024.41114>.
- Sugiyono (2021) "Metode Penelitian Kuantitatif, Kualitatif, dan R&D." Bandung: Alfabeta. Available at: <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1543971#>.
- Sugiyono (2023) *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. 5 ed. Bandung: Alfabeta Bandung. Available at: <https://cvalfabeta.com/product/metode-penelitian-kuantitatif-kualitatif-dan-rd-mpkk/>.
- Utama, R. and Alizar (2024) "Analisis Persepsi Penumpang Pada Pelayanan LRT JABODEBEK," *Jurnal Ilmiah Telsinas*, 7(2), pp. 118–127. Available at: <https://doi.org/https://doi.org/10.38043/telsinas.v7i2.5401> Received:
- Utarindasari, D. and Silitonga, W.S.H. (2021) "Analisis Pengaruh Insentif dan Gaya Kepemimpinan terhadap Motivasi Kerja dan Produktivitas Karyawan," *Jurnal Manajemen Bisnis dan Keuangan*, 2(1), pp. 12–19. Available at: <https://doi.org/https://doi.org/10.51805/jmbk.v2i1.29>.
- Wahhab, U.A. and Juanita (2022) "Kinerja Operasional Bus Rapid Transit (BRT) Trans Jateng Koridor Purwokerto – Purbalingga," *Jurnal Riset Sains dan Teknologi*, 6(2), pp. 205–210. Available at: <https://doi.org/https://doi.org/10.30595/jrst.v6i2.15251>.
- Wahiddiyah, N.P. *et al.* (2024) "Transportasi Publik Meningkatkan Ekonomi Hijau Secara Berkelanjutan Di Jakarta," *Jurnal Multidisiplin Ilmu Akademik*, 1(3), pp. 543–557. Available at: <https://doi.org/https://doi.org/10.61722/jmia.v1i3.1569>.
- Wibowo, V.A., Atmini, N.D. and Yulianto, H. (2024) "Persepsi Harga Dan Kualitas Layanan Terhadap Kepuasan Pelanggan BRT Trans Jateng Semarang–Grobogan," *Wawasan : Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan*, 3(1), pp. 58–70. Available at: <https://doi.org/https://doi.org/10.58192/wawasan.v3i1.2776>.
- Widyatami, F.S. (2021) "Potensi dan Permasalahan Reformasi Transportasi Umum Massal di Kota Malang," *Jurnal Komposit*, 5(2), pp. 67–75. Available at: <https://doi.org/https://doi.org/10.32832/komposit.v5i2.6280>.
- Yousefabadi, A.T. *et al.* (2021) "The Assessment of the Change in the Share of Public Transportation by Applying Transportation Demand Management Policies," *AUT Journal of Civil Engineering AUT*, 5(2), pp. 199–212. Available at: <https://doi.org/https://doi.org/10.22060/ajce.2020.17644.5638>.