

ABSTRAK

Tingginya kemacetan dan kepadatan jalan menghiasi kota-kota besar di Indonesia. Begitu pula yang terjadi di kota Padang. Pertambahan penduduk dan tingginya mobilitas berperan aktif menyumbang kepadatan jalan di Padang.. Pemerintah Kota Padang menyediakan sarana *Bus Rapid Transit* (BRT) sebagai moda transportasi umum di Kota Padang. Tujuan penelitian yaitu mengetahui hubungan secara bersama-sama antara aksesibilitas halte dan kualitas pelayanan Trans Padang terhadap kepuasan pengguna menjadi fokus utama pada penelitian ini dikarenakan kurangnya kepuasan pengguna Trans Padang dengan fasilitas dan kualitas pelayanan yang ada. Analisis menggunakan metode kuantitatif dan melakukan uji validitas, reabilitas, perhitungan persentase dengan tujuan mengetahui penilaian responden terhadap fasilitas halte dan pelayanan Trans Padang koridor 5. Hasil penelitian menunjukkan persentase penilaian responden rata- rata diatas 75% yang mana artinya responden sangat puas terhadap fasilitas halte dan kualitas pelayanan bus Trans Padang koridor 5 Padang.

Kata kunci : Fasilitas dan pelayanan, validitas, reabilitas, persentase

ABSTRACT

High congestion and road density adorn major cities in Indonesia. The same is true in the city of Padang. Population growth and high mobility play an active role in contributing to road density in Padang. The Padang City Government provides Bus Rapid Transit (BRT) facilities as a mode of public transportation in Padang City. Research objectives ie knowing the relationship between bus stop accessibility and Trans Padang's service quality on user satisfaction is the main focus of this study due to the lack of compatibility of Trans Padang users with existing facilities and service quality. The analysis uses quantitative methods and conducts validity, reliability, percentage calculation tests with the aim of knowing respondents' assessment of Trans Padang corridor 5 bus stop facilities and services. The results showed that the average respondent's assessment percentage was above 75%, which means that respondents were very satisfied with the bus stop facilities and the quality of bus services.

Keywords: Facilities and services, validity, reability, percentage