

ABSTRAK

Permasalahan pada penelitian ini terdapat pada kualitas layanan jasa transportasi, yaitu: keberangkatan yang tidak sesuai jadwal dan tiba ditujuan tidak tepat waktu. Tujuan penelitian mengetahui atribut/kriteria yang dapat diterima berdasarkan pemetaan dengan metode *Zone of Tolerance* pada PT. Mia Tour & Travel. Mengetahui aspek kualitas yang paling penting bagi penumpang dalam menggunakan jasa transportasi di PT. Mia Tour & Travel dengan metode P-Transqual. Menentukan prioritas perbaikan layanan jasa transportasi PT. Mia Tour & Travel dengan menggunakan pendekatan *Lean Six Sigma*. Metode yang digunakan ada tiga yaitu *Zone of Tolerance*, P-Transqual, dan *Lean Six Sigma*. Data yang digunakan berupa data primer, yaitu data hasil kuesioner yang telah disebarakan kepada 100 responden dengan alternatif jawaban menggunakan skala Likert. Hasil penelitian menunjukkan dengan metode *Zone of Tolerance* terdapat 1 atribut berada di atas posisi *Measure of Service Superiority*. 4 atribut berada di bawah posisi *Measure of Service Superiority* dan berada di atas posisi *Measure of Service Adequacy*. Dan 10 atribut layanan sekarang berada di bawah posisi *Measure of Service Adequacy* yang artinya pelanggan merasa tidak puas dengan pelayanan yang didapat sekarang. Atribut *comfort, tangible, personnel, dan reliability* merupakan aspek kualitas yang paling penting bagi penumpang dalam menggunakan jasa transportasi di PT. Mia Tour & Travel dengan metode P-Transqual. Perbaikan layanan jasa transportasi PT. Mia Tour & Travel dengan menggunakan pendekatan *Define, Measure, Analyze, Improve, dan Control* dilakukan berdasarkan perhitungan kualitas layanan pada posisi *Measure of Service Adequacy, Measure of Service Superiority*, dan posisi layanan sekarang yang atribut belum puas.

Kata Kunci: *Kualitas Layanan, Zone of Tolerance, P-Transqual, Lean Six Sigma, Transportasi*

ABSTRACT

The problem in this research lies in the quality of transportation services, namely: departures that are not according to schedule and arriving at their destination not on time. The research objective is to determine acceptable attributes/criteria based on mapping using the Zone of Tolerance method at PT. Mia Tour & Travel. Knowing the most important quality aspects for passengers when using transportation services at PT. Mia Tour & Travel using the P-Transqual method. Determine priorities for improving PT transportation services. Mia Tour & Travel using the Lean Six Sigma approach. There are three methods used, namely Zone of Tolerance, P-Transqual, and Lean Six Sigma. The data used is primary data, namely data from questionnaires that have been distributed to 100 respondents with alternative answers using a Likert scale. The research results show that with the Zone of Tolerance method there is 1 attribute that is above the Measure of Service Superiority position. 4 attributes are below the Measure of Service Superiority position and above the Measure of Service Adequacy position. And 10 service attributes are now under the Measure of Service Adequacy position, which means customers are dissatisfied with the service they are currently getting. The comfort, tangible, personnel and reliability attributes are the most important quality aspects for passengers when using transportation services at PT. Mia Tour & Travel using the P-Transqual method. Improvement of transportation services PT. Mia Tour & Travel uses the Define, Measure, Analyze, Improve, and Control approach based on calculations of service quality in the Measure of Service Adequacy, Measure of Service Superiority positions, and current service positions whose attributes are not yet satisfied.

Keywords: Service Quality, Zone of Tolerance, P-Transqual, Lean Six Sigma, Transportation