

## ABSTRAK

Terminal Tipe A Jati Pariaman memiliki peran strategis sebagai simpul transportasi darat yang melayani angkutan antar kota antar provinsi dan antar kota dalam provinsi. Namun, kondisi fasilitas dan pelayanan terminal belum sepenuhnya memenuhi standar pelayanan minimal sehingga memengaruhi minat masyarakat dalam memanfaatkan terminal. Penelitian ini bertujuan untuk menganalisis kinerja pelayanan terminal berdasarkan standar pelayanan minimal, mengetahui tingkat kepuasan penumpang, serta menentukan aspek pelayanan yang menjadi prioritas peningkatan. Penelitian menggunakan metode kuantitatif dengan pendekatan survei. Data diperoleh melalui observasi lapangan dan penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik probability sampling. Analisis data meliputi uji validitas, uji reliabilitas, *Customer Satisfaction Index* (CSI), dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa kinerja pelayanan Terminal Tipe A Jati Pariaman secara umum tergolong cukup baik dengan nilai *Customer Satisfaction Index* (CSI) sebesar 70,84% yang berada pada kategori puas. Meskipun demikian, hasil *Importance Performance Analysis* (IPA) menunjukkan terdapat tujuh atribut pelayanan yang menjadi prioritas utama perbaikan (Kuadran I), yaitu lajur pejalan kaki, fasilitas keselamatan jalan, alat pemadam kebakaran, pos dan fasilitas kesehatan, informasi fasilitas kesehatan, kebersihan dan kelayakan toilet, serta sistem drainase terminal. Disimpulkan bahwa pelayanan terminal telah berjalan cukup baik, namun masih diperlukan peningkatan pada fasilitas prioritas guna meningkatkan kualitas layanan dan kepuasan penumpang serta mendorong optimalisasi fungsi terminal.

**Kata kunci:** kinerja pelayanan terminal, kepuasan penumpang, *Customer Satisfaction Index*, *Importance Performance Analysis*

## **ABSTRACTION**

*Jati Pariaman Type A Terminal plays a strategic role as a land transportation hub serving intercity–interprovince and intercity–intraprovince transportation. However, the condition of its facilities and services has not fully met the minimum service standards, affecting public interest in utilizing the terminal. This study aims to analyze terminal service performance based on minimum service standards, determine passenger satisfaction levels, and identify service aspects that require priority improvements. This research employed a quantitative survey approach. Data were collected through field observations and questionnaires distributed to 100 respondents selected using probability sampling techniques. Data analysis included validity testing, reliability testing, Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The results indicate that the overall service performance of Jati Pariaman Type A Terminal is fairly good, with a Customer Satisfaction Index (CSI) value of 70.84%, categorized as satisfied. However, the Importance Performance Analysis (IPA) reveals seven service attributes that require priority improvement (Quadrant I), namely pedestrian pathways, road safety facilities, fire extinguishers, health posts and facilities, health facility information, cleanliness and feasibility of toilets, and the terminal drainage system. It can be concluded that terminal services are generally adequate but still require improvements in priority facilities to enhance service quality, passenger satisfaction, and optimization of terminal functions.*

**Keywords:** *terminal service performance, passenger satisfaction, Customer Satisfaction Index, Importance Performance Analysis*