

Analysis of Tourists' Perceptions of Service Quality at PO 27 Trans

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ABSTRACT

Transportation is an essential component of tourism as it connects tourists with destinations while influencing travel comfort, safety, and overall travel experience. PO 27 Trans, an intercity and interprovincial bus company (AKAP), continuously strives to improve its service quality. However, several issues remain, including travel delays, vehicle disruptions, and inconsistencies in service delivery. This study aims to analyze tourists' perceptions of the service quality provided by PO 27 Trans based on the SERVQUAL approach and to identify the service quality dimensions receiving the highest and lowest evaluations. This research employed a quantitative method with a descriptive approach. The study involved 100 tourists selected through purposive sampling. Data were collected using a Likert-scale questionnaire that had met the validity and reliability requirements and were analyzed using descriptive statistics with the assistance of IBM SPSS Statistics 26. The findings indicate that tourists' overall perception of PO 27 Trans's service quality falls into the very good category. All five SERVQUAL dimensions received positive evaluations, namely tangible with a total mean score of 17.81%, reliability with a total mean score of 22.19%, responsiveness with a total mean score of 17.83%, assurance with a total mean score of 17.92%, and empathy with a total mean score of 22.35%. Among these dimensions, empathy received the highest evaluation, while tangible received the lowest evaluation, indicating the need for improvements in the company's social media, website, and the visual attractiveness of its ticket booking system. Overall, the service quality of PO 27 Trans has met tourists' expectations. Nevertheless, continuous service improvements are necessary to maintain customer satisfaction and enhance the company's competitiveness.

Keywords: *Tourist Perceptions, Service Quality, SERVQUAL, Tourism Transportation, PO 27 Trans.*

Analisis Persepsi Wisatawan Terhadap Kualitas Pelayanan PO 27 Trans

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ABSTRAK

Transportasi merupakan komponen penting dalam pariwisata karena berperan menghubungkan wisatawan dengan destinasi sekaligus memengaruhi kenyamanan, keamanan, dan pengalaman perjalanan. PO 27 Trans sebagai perusahaan otobus Antar Kota Antar Provinsi (AKAP) terus berupaya meningkatkan kualitas pelayanannya, namun masih ditemukan beberapa keluhan terkait keterlambatan perjalanan, gangguan armada, dan konsistensi pelayanan. Penelitian ini bertujuan untuk menganalisis persepsi wisatawan terhadap kualitas pelayanan PO 27 Trans berdasarkan pendekatan SERVQUAL serta mengidentifikasi dimensi pelayanan yang memperoleh penilaian tertinggi dan terendah. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif. Sampel penelitian berjumlah 100 wisatawan yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner skala Likert yang telah memenuhi uji validitas dan reliabilitas, kemudian dianalisis menggunakan statistik deskriptif dengan bantuan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap kualitas pelayanan PO 27 Trans secara keseluruhan berada pada kategori sangat baik. Kelima dimensi SERVQUAL, yaitu tangible dengan nilai total mean 17,81 %, reliability dengan total nilai mean 22,19 %, responsiveness dengan total nilai mean 17,83%, assurance dengan total nilai mean 17,92 %, dan empathy dengan total nilai mean 22,35 % , kelima indikator memperoleh penilaian positif. Dimensi empathy (empati) memperoleh penilaian tertinggi, sedangkan bukti fisik (tangible) memperoleh penilaian terendah sehingga masih memerlukan peningkatan pada aspek media sosial, website, pemesanan tiket yang menarik secara visual. Secara keseluruhan, kualitas pelayanan PO 27 Trans telah memenuhi harapan wisatawan, namun peningkatan pelayanan secara berkelanjutan tetap diperlukan untuk mempertahankan kepuasan pengguna jasa dan meningkatkan daya saing perusahaan.

Kata kunci: Persepsi Wisatawan, Kualitas Pelayanan, SERVQUAL, Transportasi Pariwisata, PO 27 Trans