ANALISIS PENGUKURAN KINERJA PELAYANAN TRANSPORTASI DARAT ANTAR KOTA
(Studi Kasus: PO. Nusantara di Kota Kudus)

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ABSTRAK

Alat transportasi merupakan salah satu hal penting yang dibutuhkan oleh manusia. Sekarang, semakin banyak perusahaan transportasi di Indonesia, hal tersebut yang membuat PO. Nusantara harus meningkatkan kualitas pelayanannya agar konsumen yang memakai jasa perusahaan tersebut tidak merasa dikecewakan. Salah satu cara untuk meningkatkan kualitas pelayanan di PO. Nusantara yaitu dengan meningkatkan kualitas kinerja PO. Nusantara. Pengukuran kinerja dalam penelitian ini didukung oleh beberapa metode yaitu pembobotan dengan Analytical Hierachy Process (AHP) untuk mengetahui nilai prioritas setiap Key Performance Indicator (KPI), Scoring System dengan metode Objectives Matrix (OMAX) untuk menentukan kinerja dari masing-masing indikator, dan Traffic Light System untuk mengetahui KPI yang memerlukan perbaikan berdasarkan warna. Beberapa faktor yang menjadi dasar dari TQM yaitu organizing, system and techniques, measurement and feedback, serta culture and people. Berdasarkan hasil pengukuran kinerja melalui 4 faktor tersebut diketahui bahwa kinerja PO. Nusantara Kudus bernilai 5,36 dan termasuk dalam kategori warna kuning yang artinya bahwa pencapaian dari suatu indikator kerja belum tercapai walaupun nilainya sudah mendekati target dan pihak manajemen harus berhati-hati dengan adanya berbagai macam kemungkinan yang akan terjadi.

Kata Kunci: Total quality management (TQM), Analytic hierarchy process, Objectives matrix (OMAX), Traffic light system (TLS).

ABSTRACT

Transportation is one of important things needed by human. Now, there are a lot of transportation companies in Indonesia, which makes PO. Nusantara must improve their quality of service, so customers who use their services do not feel disappointed. One way can be done to improve the quality of service at PO. Nusantara is increasing quality of performance at PO. Nusantara. Performance measurement in this study is supported by several methods such as weighting with Analytical Hierarchy Process (AHP) to determine value of priority for each Key Performance Indicator (KPI), Scoring System with Objectives Matrix (OMAX) method to determine performance for each indicator, and Traffic Light System to determine KPIs that need improvement based on color. Some factors which become the basis of TQM are organizing, systems and techniques, measurement and feedback, the culture and people. Based on result of performance measurement through these four factors, known that score of performance of PO. Nusantara is 5.36 and included in yellow category, which means that achievement of an indicator has not been achieved even though the value is close to the target and the management have to be careful with the wide range of possibilities that will happen.

Keywords: Total quality management (TQM), Analytic Hierarchy Process, Objectives matrix (OMAX), Traffic light system (TLS).