

**STUDI TINGKAT PELAYANAN ANGKUTAN UMUM DAMRI  
DI KOTA MANADO**

**TESIS**

Disusun Dalam Rangka Memenuhi Persyaratan Program Studi  
Magister Teknik Pembangunan Wilayah Dan Kota  
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## **ABSTRACT**

*The demographic growth and Manado City development is taking place continuously, also has improve many activities mobility inside, one of them is tourism. Indirectly, this activity will trigger adequate public transportation, both its quantity and quality. In the other hand, public transportation which available in Manado City has not fulfill those criteria yet, for examples: there has not arranged in one transportation system which integrated and disposed to ask for payment, therefore, the services to be bad. In the other side, this public transportation has faced on World Tourism City Program in 2010 by Manado Local Government; therefore, it is required to improve the services.*

*For that purpose, there is a study has conducted to identify services level both in Demand and Supply facets. It also performed to identify perception and preference of user. This study performed using quantitative and qualitative approach, while research method is using descriptive, in explorative and aim to make description, systematical description, factual and accurate due to its fact, attribute also relationship among examined phenomenon.*

*To analyze user perception of DAMRI bus, there is analysis crosstab, where the analysis variable consists of dependence and independence variable. Dependence variable inside study are many, which available in performance indicator of DAMRI public transportation, while the independence variable are available variables inside services quality indicator, to examine whether variables are connected, then statistical test performed using chi-square table. Assessment technique and data analysis performed using SPSS software.*

*According to its result, there known that Five of DAMRI bus in study area has good performance. However, based on observation during survey and adapted for services standard from Department of Transportation, there are criteria, which has less point, that is headway, frequency, services time, and start/end trip while in middle criteria that is amount of public transportation, which operates. While in demand facet there is known that user has choose DAMRI for cheap reason, daily trip frequency, section between 0 -200 m is high enough.*

*The headway improvement, services times, and frequency also start and final trip performed with alternative networking section so that its enable to decrease narrowing circumstance. Besides, adding or armada substitutions for old bus need to do. There is reached tariff by the whole communities, bus trip frequency of DAMRI need to hold up or improved so that it could serves trip frequency from user. While, for the accessibility to section path, there are need to conduct special treatment by provides transportation outside area coverage.*

*Keywords:     - Level of service  
                  - Public transportation*